



Net Change 2010

Powered by **MaRS**

Exploring Technology for Social Change



What is Net Change Week?

A (not-to-be-missed) week exploring Tech for Social Change – June 7-11, 2010

Net Change is a weeklong series of events at the MaRS Centre in Toronto exploring the intersection between technology and social change. Following the success of the inaugural event in '09, 2010 will push the boundaries and examine technology's potential to yield greater impact. Monday and Tuesday are dedicated to social tech for social change offering practical training for social change makers. Wednesday's Mobile Tech for Social Change will be the first-of-its-kind in Ontario. Thursday and Friday events will challenge our thinking about how technology can be designed for positive social change in the future.

Renowned thought leaders will be featured throughout the week to share amazing stories about tech for change and the world.

Net Change Highlights

Livestreaming Events Canada-Wide

If you can't make it to the MaRS Centre during the week, Net Change 2010 will be livestreaming throughout Canada. Satellite Net Change events will be accompanied by a live chat room allowing participants to join the discussion from afar.

The Net Change team hopes to run as many hubs as possible, and so far have interest from Halifax, Montreal, Waterloo and Vancouver.

Roving Reporters and Blogsquad

Our roving reporters capture the Net Change energy on their Kodak Zi6 cameras to give online followers a glimpse of the week's goings-on and overall spirit. Speakers, facilitators, organizers and participants alike offer up the "What's on, who's here and what I'm up to." These bits as well as snappy interviews and tours of the Net Change art shows get live-edited and posted as 2-3 minute stories on the Net Change hub.

The Blogsquad takes their documentation seriously, attending the sessions to cover the critical nuggets. Look out for the Twitter stream at #ncwk.

Collaborate by Example: Net Change Partnerships

Net Change 2010 is excited to boast amongst its programming partners the following organizations:

Toronto Public Health	MobileActive.org	Torch Partnership
CanadaHelps.org	Mobile Giving Foundation	Normative
Canadian Film Centre Digital	MGive	DigitalU
Media Lab	HJC New Media	CitizenShift/Parole Citoyenne
McLaughlin-Rotman Centre for	Globacore	The Hub - Halifax
Global Health	MassLBP	Advocacy Online

Net Change Event Breakdown

My Charity Connects

Featuring Beth Kanter and Robert Egger

Monday and Tuesday June 7-8 from 8 AM

As part of Net Change Week, and in collaboration with SiG@MaRS, CanadaHelps is proud to be hosting MyCharityConnects 2010.

Join us for two days packed with great information about all that the online world has to offer charities and non-profits: social media, community building, mobile giving ... and so much more. You will learn all about using the Internet to fulfill your mission. Whether you're a fundraiser, marketer, program developer, Executive Director (or maybe all of them!), MyCharityConnects 2010 will get you familiar with the stuff you don't know, moving on the stuff you do, and correctly evaluating the stuff you've done.

This conference is by the sector for the sector; it's just you and the experts, including charities that have done it right.

People Powered

Featuring Jeremy Heimans and Jon Warnow

Monday June 7 from 5 PM to 8 PM

Between them, Jeremy Heimans and Jon Warnow have produced some of the most successful global social movement campaigns in recent years. Through the use of social technology they have moved millions to act their conscience. For our Net Change kickoff event, hear how Jon and Jeremy have applied the value of idealism to produce the world's largest people-powered change campaigns.

A taste of Jeremy's work: In 2007, Jeremy Heimans co-founded Avaaz.org, the world's largest online political community with over 4 million members. Whether Avaaz petitions are signed to stop the trade of women for prostitution or protest the dangers of genetically modified foods, the collective pressure has not gone unnoticed by global leaders.

A taste of Jon's work: On October 24, 2009 the 350.org campaign saw 5,281 actions simultaneously occur worldwide, with thousands of participants calling for dedicated solutions and government action on the climate crisis. CNN called it "the most widespread day of political action in the planet's history."

Mobile Tech Training

Wednesday June 9 from 9 AM to 5 PM

This mobile tech training, *Mobile Tech for Social Change* (MT4SC), has scaled throughout the world. Net Change brings it to Ontario for the first time and boasts as a speaker, Katrin Verclas, founder of

MobileActive.org and creator of MT4SC.

MT4SC is a daylong panel and workshop event, gathering best practices from the worlds of mobile fundraising, mobile volunteerism, mobile marketing and mobile advocacy. We've seen a revolution in mobile over the last 3 years. It's time to catch up.

More about MT4SC's founder:

Katrin Verclas is the co-founder and editor of MobileActive.org, a global network of practitioners using mobile phones for social impact.

She has written widely on mobile phones in citizen participation and civil society organizations, mobile phones in health and for development. She is a co-author of Wireless Technology for Social Change, a report on trends in mobile use by NGOs with the UN Foundation and Vodafone Group Foundation, and author of A Mobile Voice: The Use of Mobile Phones in Citizen Media.

She is the editor of Managing Technology to Meet Your Mission, published by Wiley & Sons, and author of a chapter in Mobilizing 2.0, a book focused on engaging young people and the use of technology. She is a frequent speaker on ICTs in civil society at national and international conferences and has published numerous articles and publications on technology for social change in leading popular and industry publications. She is 2009 TED Fellow and a fellow at the MIT Media Lab.

Mobile Takeover: How cell phones are leading to economic and democratic progress

Featuring Professor Iqbal Z. Quadir

Wednesday June 9 at 6 PM

In 1995, when Hurricane Katrina devastated the south coast of the US and many more countries in Central and South America, the response of people around the world was nothing short of phenomenal. The positive effects of mass online organizing and fundraising showcased the potential for impact when people acted with their hearts through the power of the Internet and social media.

2010 opened with the catastrophic earthquake that ripped through Haiti. The response saw a new technological revolution via mobile devices. The to-and-fro of private conversation and advertising took a back seat to mobile advocacy and fundraising and the instant (and portable) proliferation of timely information.

With the advance of global threats like climate change, pandemics, food and water shortage, the public will be called upon with increasing regularity to respond to crisis. Mobile tech is giving us a new way to leverage the humanity of people worldwide.

The Future of the Web and the World

Featuring Dr. Gerri Sinclair, Dr. Lucy Bernholz, and John Thackara

Thursday June 10 from 12 to 2 PM

The panel will be comprised of world-renowned web technologists, futurists, and culturists discussing the future of the web and the world. It will go beyond current strategies. Speakers will be challenged to think next level. Where is this technology leading and how can we harness its energy for the greatest impact?

Among concepts explored are; How 21st Century communication is changing our society and how it is helping us address some of the world's toughest problems in new ways.

Canada, Check Your Privacy Settings

Featuring Dr. Ann Cavoukian and Ronald Deibert

Thursday June 10 from 2:30 to 4 PM

Internet filtering, censorship of web content, and online surveillance are increasing in scale, scope, and sophistication around the world. Current tools for Internet control go beyond mere denial of information.

This panel will discuss cyberspace security, with specific implications for Canadian foreign policy. When is it in the public interest to allow the free flow of information; and when is it in the national interest to control it?

Moderated by Jesse Hirsh, internet strategist, researcher, and broadcaster

The Provocation of Don Tapscott

Friday June 11 from 12 to 2 PM

What is tech for change? Wondering how the world has changed? How can the stalled institutions of society be rebuilt and re-organized for the new age of networked intelligence? This is tech for change in action. This is the provocation of Don Tapscott.

In his first-ever presentation about his upcoming book MacroWikinomics, the much anticipated sequel to the bestseller Wikinomics, Don Tapscott will present the concept of mass collaboration as it applies to structures beyond business; from how we are altering the way our financial institutions and governments operate; to how we educate our children; and how the healthcare, newspaper, and energy industries for a sustainable world.

Come hear from the thought-leader and author himself, on how we're re-booting the world.

Net Change Future Lab

Presentations on Friday June 12 from 2:30 to 4 PM

The Future Lab promises exciting outcomes! Three pre-selected project ideas will enter into the lab and have less than 48hrs to come up with a game plan for how the ideas will be realized out in the world. Teams will pitch their final ideas in front of a live audience and judges panel, and a winner will be announced at the end of the session.

“Quotables”

Beth Kanter

"One of the most influential women in technology" (Fast Company magazine)

Iqbal Z. Quadir

A leading advocate of commerce-based solutions to challenges facing developing countries. Founder of Grameenphone, Quadir is credited as the earliest observer that cell phones could be a transformative force for the poor.

Lucy Bernholz

“What Haiti showed us was the speed with which behaviours can go from cutting-edge to commonplace; mobile giving became a norm within 24 hours and we saw philanthropic expectations change.”

Ron Deibert

“Citizens around the world need to be made aware of the threats to the openness of cyberspace that a new generation of controls presents. There is a degradation of valuable global communications occurring as ominous as the degradation of the natural environment.”

Ann Cavoukian

Author, Privacy by Design

“Every time I see something like this, it makes me sad that the US doesn't have anything like your office. The Commissioner has yet again shown bold leadership in the privacy space. I can only hope that the major Web 2.0 companies listen to her, and embrace the philosophy of Privacy By Design.”
- Christopher Soghoian (Berkman Centre for Internet & Society, Harvard University)

John Thackara

“Making a system easier to use for someone does not, for me, make that system better. You bring a 'user experience' to life by designing with people, not for them. Users create knowledge, but only if we let them.”

Don Tapscott

Considered “one of the world’s leading authorities on business strategy, with emphasis on how information technology changes business, government and society.”

Gerri Sinclair

An entrepreneur, a new media pioneer in Canada. Sinclair has walked the halls of government, Microsoft, where she was MSN Canada's general manager, and now, academia, as the head of BC Digital Media Centre.

Robert Egger

Widely regarded as one of the most influential figures in the United States non-profit sector.

Net Change Featured Speakers

Interview opportunities with speakers are available to you at your request leading up to and during Net Change Week. Net Change Media Liaison, Geraldine Cahill can be contacted to organize suitable times.

Connect with Geraldine at gcahill@marsdd.com

Work: 1-647-260-7844

Mobile: 1-416-566-5313

Beth Kanter

Monday June 7 at 9 AM

Beth is the author of Beth's Blog: How Nonprofits Can Use Social Media (<http://beth.typepad.com>), one of the longest running and most popular blogs for nonprofits and co-author of the forthcoming book, *The Networked Nonprofit*, to be published by J. Wiley in 2010.

Beth is the CEO of Zoetica, a company that serves nonprofits and socially conscious companies with top-tier, online marketing services. Beth contributed a chapter to "Managing Technology to Meet Your Mission: A Strategic Guide for Nonprofit Leaders," edited by NTEN both published in 2009.

A much in demand speaker and trainer, she was the keynote speaker for the Cambodian Bloggers Conference in Phnom Penh, The Connecting Up Conference in Brisbane, Australia, Minnesota Council on Nonprofits, Making Media Conference in Chicago and others. She has presented about nonprofits and social media at some of the leading social media industry conferences including O'Reilly's Graphing Social Patterns, Gnomedex, SXSW, Blogger, and Podcamp.

Jeremy Heimans

Monday June 7 at 6 PM

Jeremy is the co-founder and CEO of Purpose, a profit-with-purpose business that builds movements to address the world's biggest challenges. Purpose is currently building a global movement to fight cancer (with LIVESTRONG) and eliminate nuclear weapons in 20 years (with Global Zero, a new initiative led by more than 200 world leaders and endorsed by President Obama). Purpose also works with some of the world's biggest brands to mobilize their consumers for social impact, and is currently incubating new consumer movements to help the green economy achieve scale.

In 2007, Jeremy co-founded Avaaz.org, the world's largest online political community, with more than four million members. In 2005, he co-founded GetUp.org, an Australian online political movement and internationally recognized social movement phenomenon that today has more members than all of Australia's political parties combined. In 2006, the World e-Government Forum named Jeremy one of the "Top 10 People Who is Changing the World of the Internet and Politics". His work has been recognized in

publications like The Economist and the New York Times.

Jeremy began his career with the strategy consultants McKinsey and Company. He was educated at Harvard University and the University of Sydney, and was a research associate at Oxford University. He is a citizen of Australia and the Netherlands, and lives in New York.

Jon Warnow

Monday June 7 at 6 PM

Jon Warnow is an online organizer who uses technology to unite communities around a common mission: solving the climate crisis. After graduating from college in Vermont in 2007, Jon helped coordinate the “Step It Up,” a national campaign that connected over 2000 off-line events for a common call to climate action. He’s now working with 350.org, a grassroots initiative to stitch together a truly global climate movement. Jon is currently focused on developing models of “open-source activism” which will lead to deeper engagement, accessible campaigns, empowered constituencies, and more inspiring results.

Kelvin Cantafio

Tuesday June 8 at 9 AM

Kelvin Cantafio has over 20 years of senior-level national and international experience in IT, including 13 years as CIO and Director of IT for a multinational NGO. Kelvin currently provides IT management consultation, and is a Visiting Scholar for the University of Waterloo.

As CIO for Plan International, an international children’s development agency, Kelvin successfully implemented a secure IT infrastructure and operating model to connect over 8,000 staff in 300 offices in 66 countries, and developed an integrated IT strategy to ensure alignment of IT with business goals and objectives.

As CIO for Foster Parents Plan of Canada, Kelvin led the overall strategic and operational management of information systems.

Kelvin has received the Global IT Excellence Award from the World Information Technology and Services Alliance (WITSA), and his case study in the category of Visionary Use of IT was included in the Permanent Research Collection of the Smithsonian Institution’s National Museum of American History.

Kelvin is President of the CIO Association of Canada, a founding member of NetHope, a member of the IT advisory board for Oxfam Canada and a member of the IT Advisory committee for Clearly So Canada.

Robert Egger

Tuesday June 8 at 3:15 PM

Robert Egger is the Founder and President of the DC Central Kitchen, the nation’s first “community

kitchen”, where unemployed men and women learn marketable culinary skills while donated food is converted into balanced meals. Since opening in 1989, the DCCK has distributed over 20 million meals and helped 700 men and women gain full-time employment.

Robert served as the Co-Convener of the first Nonprofit Congress in 2006, and was the founding Chair of the Mayor’s Commission on Nutrition, and Street Sense, Washington’s “homeless” newspaper.

Robert has been on the Non Profit Times “50 Most Powerful and Influential Nonprofit Leaders” list in 2006, 2007, 2008 and 2009. He was the recipient of the Restaurant Association of Metropolitan Washington’s 2007 “Lifetime Achievement” award and the 2004 James Beard Foundation “Humanitarian of the Year” award. He has also been named an Oprah Angel, a Washingtonian of the Year, a Point of Light and one of the Ten Most Caring People in America, by the Caring Institute. He is also a 14-gallon blood donor to the American Red Cross.

Dr. Lucy Bernholz

Thursday June 10 at Noon

Lucy Bernholz is the Founder and President of Blueprint Research & Design, Inc. a strategy consulting firm that helps philanthropic individuals and institutions achieve their missions. Bernholz is the publisher of *Philanthropy2173*, an award winning blog on the business of giving. She is currently the HAND Foundation Fellow in Philanthropy at the New American Foundation and is a visiting scholar at the Stanford University Center on Philanthropy and Civil Society. She has also been a visiting scholar at Stanford’s Graduate School of Business.

She serves on advisory boards to several national and international philanthropy research centers and is frequent keynote presenter, panelist, and media source on philanthropy and social innovation. Dr. Bernholz is the author of numerous articles and books on the philanthropic industry, including *Creating Philanthropic Capital Markets: The Deliberate Evolution*. Bernholz has a B.A. from Yale University, where she played field hockey and captained the lacrosse team, and a M.A. and Ph.D. from Stanford University.

Gerri Sinclair

Thursday June 10 at Noon

Dr. Gerri Sinclair’s cross-domain career includes more than 20 years’ experience spanning the fields of Internet and new media technology, entrepreneurial business, academic research, and government policy.

Sinclair is currently the Executive Director of the Masters of Digital Media Program at Vancouver’s Centre for Digital Media, Great Northern Way Campus- that recently received a \$40.5M government grant from the BC Government to establish a world-leading Graduate Degree Program in the field of Digital Media. She was the former chair of The Telecom Policy Review, advising the Federal Government of Canada on the policy and regulatory environment required to support an advanced telecommunications framework. She was also the General Manager of MSN Canada, as well as the founder and CEO of NCompass Labs, an Internet web content management company spun out of Simon Fraser University in 1996 and acquired by

Microsoft in 2001.

She is the recipient of the YWCA Woman of Distinction award, the Canadian Women in Communications Woman of the Year award, the Canadian Women in New Media Pioneer award, the Influential Woman in Business award, the Sarah Kirke award for the most outstanding Canadian woman in High Tech. In 2005 she was honored with the Canadian Consumer Choice Award for Business Woman of the Year. In 2008, she was received the prestigious Canadian Public Policy Forum Testimonial Award for her outstanding contribution to the quality of public policy and public management in Canada. She also won the New Media BC PopVox Award as Educator of the year in 2009, as well as the BC innovation Council Entrepreneurship Fellow Award.

John Thackara

Thursday June 10 at Noon

John Thackara is a writer, speaker and event producer. He is the author of *In The Bubble: Designing In A Complex World* (MIT Press) among eleven books, and of a widely-read blog, doorsofperception.com. As director and founder of Doors of Perception (Doors), John organizes festivals around the world, at a city-region scale, in which communities imagine sustainable futures – and take practical steps to realize them.

John studied philosophy, trained as a journalist, worked as London bus driver, and later was a book publisher and magazine editor in London and Sydney. He was a columnist for *Harpers & Queen*, *The Guardian* and *The Spectator*, and a contributor to the BBC's *Late Show*. John produced more than 20 exhibitions in Japan and Europe during the 1980s, and was Director of Research at the Royal College of Art in London from 1989-1992. From 1993 to 1999, he was the first Director of the Netherlands Design Institute in Amsterdam; he has produced eight Doors conferences in Amsterdam, and three in India. John founded Doors as an independent company in 2000.

In 2007, he was the first programme director of *Designs of the time (Dott)*, the social innovation biennial in England. In 2008 he was Commissioner at *Cite du Design*, the main French design biennial; and he was co-producer of *4-Days Halifax* in Nova Scotia in 2009. He is an Associate of The Young Foundation in London, and sits on the advisory boards of the *Pixelache Festival* in Helsinki and the *Pecha Kucha Foundation* in Tokyo. John Thackara lives in France. www.thackara.com

Please note: John will be joining our Future Panel via web video from London, UK

Dr. Ann Cavoukian

Thursday June 10 at 2:30 PM

Ann Cavoukian, Ph.D. is the Information and Privacy Commissioner of Ontario.

Dr. Ann Cavoukian is recognized as one of the leading privacy experts in the world. Noted for her seminal work on Privacy Enhancing Technologies (PETs) in 1995, her concept of Privacy by Design seeks to embed privacy into the design specifications of technology, thereby achieving the strongest protection.

An avowed believer in the role that technology can play in protecting privacy, Dr. Cavoukian's leadership has seen her office develop a number of tools and procedures to ensure that privacy is strongly protected, not only in Canada, but around the world. She has been involved in a number of international committees focused on privacy, security, technology and business, and endeavours to focus on strengthening trust and confidence in emerging technological applications.

Dr. Cavoukian also serves as the Chair of the Identity, Privacy and Security Institute at the University of Toronto, Canada and is a member of the Future of Privacy Advisory Board. Reappointed as Commissioner for an unprecedented third term, Dr. Cavoukian intends to grow Privacy by Design and hopes to make it go "viral."

Ronald Deibert

Thursday June 10 at 2:30 PM

Ronald Deibert (PhD, University of British Columbia) is Associate Professor of Political Science and Director of the Citizen Lab at the Munk Centre for International Studies, University of Toronto. The Citizen Lab is an interdisciplinary research and development hothouse working at the intersection of the Internet, global security, and human rights. He is a co-founder and a principal investigator of the OpenNet Initiative and Information Warfare Monitor projects.

Deibert is a co-founder and currently VP of global policy and outreach for Psiphon Inc. and a co-founder and principal of SecDev.cyber.

Deibert has published numerous articles, chapters, and three books on issues related technology, media, and world politics. He was one of the authors of the Tracking Ghostnet report that documented an alleged cyber-espionage network affecting over 1200 computers in 103 countries.

Don Tapscott

Friday June 11 at Noon

Don Tapscott, one of the world's leading authorities on business strategy, is Chairman of nGenera Insight. He was founder and chairman of the international think tank New Paradigm before its acquisition by nGenera.

Don is an internationally sought writer, consultant and speaker on business strategy and organizational transformation. He has given more than 400 keynotes speeches and presentations over the past five years. His clients include top executives of many of the world's largest corporations and government leaders from many countries. The Washington Technology Report called him one of the most influential media authorities since Marshall McLuhan.

Don is the author of thirteen widely read books about information technology in business and society, most recently Grown Up Digital: How the Net Generation is Changing Your World (October 2008). The book is

the sequel to *Growing Up Digital* (1998), which established him as one of the leading thinkers about the Net Generation. Immediately prior to this, Don wrote, with co-author Anthony D. Williams, *Wikinomics: How Mass Collaboration Changes Everything* (2006).

Don is a frequent writer for the Huffington Post, The Wall Street Journal, New York Times, Forbes, Business 2.0, The Financial Times, USA Today, and Business Week, and has been interviewed and quoted widely in the broadcast media including CNN, NBC, CBS, NPR, and the BBC.

Prof. Iqbal Z. Quadir

Wednesday June 9 at 5:00 PM

Professor Iqbal Z. Quadir is the founder and director of the Legatum Center for Development and Entrepreneurship at the Massachusetts Institute of Technology (MIT) and founder of Grameenphone Limited in Bangladesh. For nearly twenty years, he has been advocating for the use of mobile phones to empower ordinary people in low-income countries and for commerce-based solutions for their advancement.

While pursuing a career in investment banking in New York in the early 1990s, Quadir recognized that the ensuing digital revolution could bring connectivity to 100 million people living in rural Bangladesh. To make this vision a reality, he established a New York based company, Gonofone Development Corp (meaning “phones for the masses” in Bengali), which became the launch pad for Grameenphone, Bangladesh’s largest phone company providing access to over 22 million subscribers irrespective of their geographic location or economic standing.

From 2001-2004, Quadir taught at the John F. Kennedy School of Government at Harvard University, focusing on the democratizing effects of technologies in developing countries. In 2005, he moved to MIT where he co-founded the journal *Innovations* (MIT Press) and founded the Legatum Center for Development and Entrepreneurship, which promotes discourse and action on bottom-up development and administers a highly competitive fellowship for MIT graduate students who intend to launch enterprises in low-income countries.

Quadir holds both an MBA and an MA from the Wharton School, University of Pennsylvania, and a BS with honors from Swarthmore College.

Jesse Brown

Thursday June 10 at 12:00 PM

Jesse Brown is a humorist working in print, radio, television and film.

His radio program *The Contrarians* ran as a summer replacement series on CBC Radio One. His satirical column *The Experiment* ran for two years in *Saturday Night Magazine* and won a National Magazine Award for Humor.

Jesse Brown broke into media at the age of 17 by founding a city-wide underground student newspaper. He was honored by Ryerson University with their Udo award, for noteworthy contributions to the field of Journalism. He remains the youngest recipient in the award's history.

Since graduating from McGill University he has written for many publications, including the Globe and Mail, the National Post and Vice Magazine.

His documentaries and cartoons have screened on national television and in many film festivals, including the New York Underground Film Festival, the Ottawa International Animation Festival, the World Film Festival and the Just For Laughs Festival.

Jesse Hirsh

Thursday June 10 at 2:30 PM

Jesse Hirsh is an internet strategist, researcher, and broadcaster based in Toronto, Canada. He has a weekly nationally syndicated column on CBC radio explaining and analyzing the latest trends and developments in technology using language and examples that are meaningful and relevant to everyday life.

For two years, he was the host of an interfaith show on the Rogers and OMNI networks called 3D Dialogue. That show explored all the world's religions and spiritual paths through interviews with practitioners, gurus, holy people, and cynics regarding their rituals, scriptures, and beliefs (or lack thereof).

He owns and operates two companies: Openflows Networks Ltd., which specializes in using free and open source software for advanced interactive platforms, and Metaviews Media Management Ltd., which focuses on research and consulting around new media business models.

Educated at the McLuhan Program at the University of Toronto, his passion is educating people on the potential benefits and perils of technology.

Net Change 2009 Testimonials

“This past week, a true 21st century event took place mainly on the grounds of MaRS, in Toronto. Net Change was a meeting of minds from the non profit sector, digital media developers, designers, and entrepreneurs leveraging and further innovating the new world of social media.”

Erik Schmitt - Technovox on Alternavox.net

“Social Mastermind (Wednesday during Net Change 2009) was yet another testament to the power of community. The success of the initiative was based entirely on the willingness of people to volunteer their time to knowledge share with others. It was incredibly inspiring to see collaboration between strangers united only through their shared passion for social change. It’s inspiring to think of what else could be accomplished with this type of support.”

Sarah Prevette (Sprouter) interviewed by Eden Spodek on OneDegree.ca

“Last week Toronto was alive with innovation and new ideas with the events of Net Change Week taking place at the innovation hub of Toronto – the MaRS Discovery District.

Daniel Patricio
DanielPatricio.com

“Social technology is revolutionizing social change. At their most basic level, new technologies are enabling new forms of information sharing, movement coordination and citizen participation. But we’re just scratching the surface of what’s possible. Net Change is a critical part of our exploration into how we can better tap into the potential that exists at the intersection of social technology and social change.”

Eli Malinsky
Program Manager, Centre for Social Innovation

“CanadaHelps’ My Charity Connects Conference is all about connecting charities with the technology they need to succeed. In kicking off Net Change Week, we’re proud to be working alongside so many others who care about social change, bridging the digital divide, and in the process, making the world a better place.”

Zenia Wadhvani
Director, Program Development, CanadaHelps

“I think the challenge and opportunity of Net Change is to bring people closer to the social part of the value of emerging social technologies.”

Michael Anton Dila
Partner, Torch Partnership and Chief Strategist of Strategic Innovation Lab at OCAD

Net Change Team

Lisa Torjman



Lisa Torjman is the Net Change Team Lead, principally in charge of Partnerships and Sponsorships leading up to June 7, 2010. Lisa Torjman, Manager of Social Innovation Projects, helps run the program SiG@MaRS. The program provides social entrepreneurs access to resources that help them combine economic profit with social purpose. As part of SiG@MaRS, Lisa launched Net Change, a weeklong event, co-created with several partners, which explores the intersection of social tech and social change. Lisa's work at MaRS ranges from strategy development to speaking engagements, most recently for CP24 and O'Reilly's Ignite series.

Previously, Lisa worked as an account executive at Toronto-based social marketing agency Manifest Communications, and as an associate at the Montreal-based J.W. McConnell Family Foundation. She graduated with distinction from McGill University with a B.A in English specializing in Cultural Studies.

Geraldine Cahill



Geraldine Cahill is the Net Change Communications and Media Liaison. In her time away from Net Change Week, Geraldine is the Communications Coordinator for Social Innovation Generation (SiG National) and SiG@MaRS. Prior to joining the MaRS team she was Communications Director for www.therealnews.com – an online donor-driven video news service. Geraldine is a filmmaker and editor by training, freelancing in documentary production since 2002. Her short films have screened at the St. Kilda Film Festival, the Producer and Directors Guild of Victoria Film Forum and Ladyfest, Melbourne. Geraldine also produced and presented a national current affairs program and weekly drive time program at 3CR Community Radio in Melbourne.

Ed Keeble

Ed Keeble, Creative Director for Net Change 2010, is a designer, developer and new media artist whose work has been featured on Make: Online, Gizmodo, and Discovery Channel. He comes to the Net Change team from social enterprise DreamNow, where he served as Director of Technology. A former board member with the Sierra Youth Coalition, and with a history of engagement in environmental issues, Ed is passionate about leveraging technology for the benefit of social movements. Ed holds a BFA in New Media from Ryerson University.

About MaRS Discovery District

MaRS Discovery District (www.marsdd.com) is a large scale innovation incubator located in the heart of Toronto focused on building Canada's next generation of technology companies. MaRS works closely with entrepreneurs to grow and scale their ventures into global market leaders in life sciences and health care,

information, communications and digital media technologies, clean tech, advanced materials and energy, as well as innovative social purpose business.

About Social Innovation Generation

Social Innovation Generation (SiG) is a collaboration that fosters innovative approaches to addressing Canada's social and ecological challenges. The project is designed to provide practical support for social innovators.

The national partnership – facilitated by executive director Tim Draimin – connects four partner nodes:

Tim Brodhead, J.W.McConnell Family Foundation
Frances Westley, University of Waterloo
Al Etmanski, PLAN Institute
Allyson Hewitt, MaRS Discovery District

SiG@MaRS supports the launch and growth of social ventures through MaRS Advisory Services and Market Intelligence. We build the enabling environment through the development of social finance infrastructure, legislative innovations and exploring tech platforms that will bolster social change ideas.

Contact

Sponsorship and partnership opportunities

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Media Inquiries

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Get involved!

Attend, volunteer, come see the artwork!

www.netchangeweek.ca

Twitter: [@netchange](https://twitter.com/netchange)

General inquiries: info@netchangeweek.com