# THE NEW APPROACH?

## *Sustainable growth* for a *changing base of the pyramid*

- Finnish contribution -

## Wed 29.09.2010 – 4-6pm

**Hub Helsinki, Aleksanterinkatu 16-18**

Please register

**Open discussion event with inspiring presentations**

Sami Oinonen (The Hub Helsinki)
-> Hub community – catalyst for social innovations

Teija Lehtonen
-> Network for sustainable and user-driven innovations

Paula Linna (Aalto University)
-> Special characteristics of the BoP market

Pekka Haavisto (Finnish Parliamentarian)
-> Africa - lost or found?

Eric Coatanea (Aalto University)
-> Potential paradox btw. hypothesis of classical economic theory and sustainable development

Peter Kuria Githinji (SHALIN Ry)
-> The role of small NGOs in promoting sustainable enterprise

Peik Stenlund (Pamoja Cleantech)
-> A social business start-up promoting sustainable development with a system approach

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