



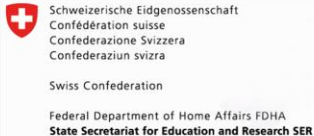
**Organisation and contact:**



CLS-HSG

Universität St. Gallen

Centro Latinoamericano  
de la Universidad de San Gallen  
CLS-HSG  
Gatterstrasse 1  
CH-9010 St.Gallen  
Tel. +41 71 224 2566  
[cls-hsg@unisg.ch](mailto:cls-hsg@unisg.ch)  
[www.cls.unisg.ch](http://www.cls.unisg.ch)



Schweizerische Eidgenossenschaft  
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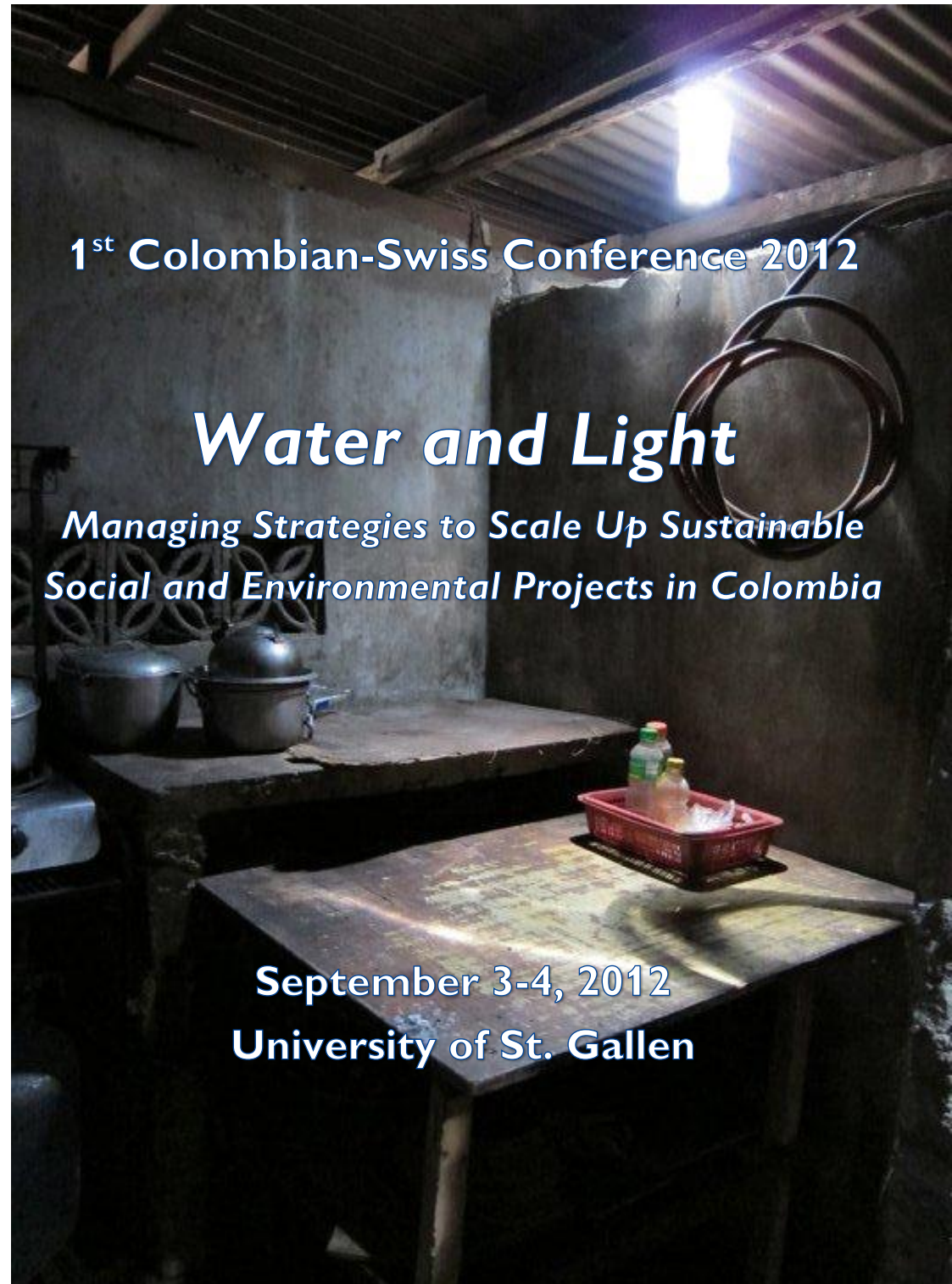
Universidad de  
los Andes



Libertad y Orden

Departamento Administrativo de  
Ciencia, Tecnología e Innovación  
Colciencias

República de Colombia



1<sup>st</sup> Colombian-Swiss Conference 2012

# Water and Light

*Managing Strategies to Scale Up Sustainable  
Social and Environmental Projects in Colombia*

September 3-4, 2012

University of St. Gallen

## MONDAY, SEPTEMBER 3<sup>RD</sup>, 2012

Room 09-011, Library Building, University of St.Gallen

- 10:00 *Welcome Adresses*  
**Prof. Dr. Thomas Bieger** (Dean of the University of St.Gallen)  
**Claudia Turbay** (Ambassador of Colombia in Switzerland)  
**Dr. Mauro Dell'Ambrogio** (State Secretary for Education and Research),  
read by Prof. Dr. Yvette Sánchez
- 10:15 Opening – **Prof. Dr. Yvette Sánchez** (Director CLS-HSG)
- 10:25 **Prof. Dr. Roberto Gutiérrez Poveda** (UniAndes)  
*Conditions for the delivery of clean energy to a mass market*
- 11:05 *Coffee Break*
- 11:20 **Prof. Dr. Rolf Wüstenhagen** (HSG)  
*Renewable energy – from niche to mass market*
- 12:00 **Lars Willi**, lic.oec.HSG (Trunz Water Systems) /  
**Ulrich Hinterberger**, lic.oec.HSG (OSEC)  
*Water Shops in Colombia.*
- 12:45 *Lunch*
- 14:00 **Fabio M. Segura** (LGT Venture Philanthropy)  
*The role of social entrepreneurs and impact investors in Colombia*
- 14:40 **Christoph Birkholz**, M.A. (HSG)  
*Post-investment activities of impact investors: Cases in Colombia*
- 15:20 *Coffee Break*
- Students Workshop**
- 15:35 **Camilo José Herrera Díaz** (UniAndes/Un Litro de Luz Colombia)  
**Maximilian Schosser** (HSG/A Liter of Light Switzerland)
- 17:35 *Coffee Break*
- 17:50 **PD Dr. Heiko Gebauer** (EAWAG)  
*Innovations with low-income segments*
- 18:30 **Dr. Omid Aschari** (HSG)  
*Developing socially responsible business leaders: The case of "SIMagination Challenge"*
- 19:10 *Cocktail*

## TUESDAY, SEPTEMBER 4<sup>TH</sup>, 2012

Room 09-011, Library Building, University of St.Gallen

- 9:15 **Prof. Dr. Günter Müller-Stewens** (HSG)  
*Strategy making for Social Enterprises*
- 9:55 **Prof. Dr. Hans-Joachim Mosler** (EAWAG/University of Zurich)  
*Every innovation needs behaviour change*
- 10:35 *Coffee Break*
- 10:50 **Dr. iur.des. Claudia Gafner-Rojas** (HSG)  
*Access to water as public service within the framework of Human Rights in Colombia.*
- 11:30 **Prof. Dr. César Pulgarín** (EPFL Lausanne)  
*A simple way for enhancing Solar Disinfection (SODIS)*
- 12:10 **Daniel Ott** (EMPA)  
*Scaling up the recovery of secondary resources in Colombia – what happens to a light bulb once it stops glowing?*
- 12:50 *Lunch*
- 14:15 **Iván Darío Lobo** (UniAndes)  
*Subsistence entrepreneurship and the paradox of natural wealth*
- 14:55 **Michaël Tuil** (HSG)  
*Scaling up impact and eco-system: A challenging task for a social enterprise*
- 15:35 **Prof. Dr. Yvette Sánchez** (Director CLS-HSG)  
*A transcultural view on scaling-up processes*
- 16:15 *Coffee Break*
- 16:30 **Paula Marcela Moreno**, M.A. (UniAndes)  
*A cultural understanding of development practice in Colombia*
- 17:10 *Wrap up & Next steps*