

# Social Innovation & the New Economy

## Lessons from Silicon Valley & the Bay Area



### Conference Highlights

provisional program/invited speakers - time for active discussion is included in each session - French translation available for the conference only

**Monday, May 20**

**Arrilaga Alumni Ballroom - Stanford University**

#### Welcome & Introductory Remarks

Carlos Flores Alcocer, OECD/LEED Directing Committee  
Sergio Arzeni, OECD/LEED  
James Phills, Stanford University  
Brian Dabson, CFED

#### Overview of Northern California Economy

Steve Levy, Center for Continuing Study of the California Economy

#### The Silicon Valley Phenomenon

Bob Johansen, Institute for the Future  
John Morgridge, Cisco Systems  
Amy Dean, Working Partnerships USA

#### Luncheon Keynote

Gray Davis, Governor, State of California

#### Regionalism, Smart Growth, & Sustainability

Judith Bell, PolicyLink  
Tom Jones, California Futures Network  
Nick Bollman, California Center for Regional Leadership

#### Venture Philanthropy & Corporate Responsibility

Carol Welsh Gray, Center for Venture Philanthropy  
Jed Emerson, Hewlett Foundation  
EBAY Executive

#### Immigration & Workforce Issues

John Tempelton, Coalition for Fair Employment in Silicon Valley  
Anna Lee Saxenian, University of California  
Tamara Gould, Bay Area Video Coalition

#### The Future of Silicon Valley

Becky Morgan, Morgan Family Foundation  
(formerly of Joint Venture: Silicon Valley Network)

#### Closing Remarks

Bernard Hugonnier, OECD/Territorial Development Service

#### Reception

### Conference & Study Tour

**May 20 - 24, 2002**

**San Francisco, San Jose, Oakland  
California  
USA**

The Bay Area of Northern California--comprised of the metropolitan areas of San Francisco, Oakland, San Jose,

and the Silicon Valley--is the acknowledged world leader of the New Economy. Being the center of technological innovation has brought enormous benefits and wealth to the region, as well as international interest in replicating the Silicon Valley model. However, in its wake, this success has brought a host of challenges including issues in housing, transportation, the environment, health care, education, and the social and community fabric. Governments and nonprofit organizations have responded to these challenges with imagination and vigor. Many have forged new models of social innovation.

At the initiative of OECD's LEED Program and its Forum on Social Innovations, a delegation of senior government officials, academics, journalists, and policy experts will conduct a study tour of the Bay Area to see first hand the efforts that the public, private, and nonprofit sectors have made to manage the social and economic challenges of high growth.

The study tour begins with a conference on the Stanford University campus, hosted by the Corporation for Enterprise Development and the Center for Social Innovation of the Stanford Graduate School of Business. The conference will be an opportunity for the delegation to be briefed by politicians, public agencies, academics, and leaders from the private sector, philanthropy, nonprofits, and communities in the Bay Area. Participants will also engage in active debate about both the lessons learned and what the future may hold.

Over the next three days, the delegation will delve more deeply into the issues touched upon at the conference. Participants will tour communities to see impacts and innovations at work. The study tour will wrap up on the final day with a debriefing seminar.

The OECD will publish the findings of the study tour later in 2002.

**For more information, contact Antonella Noya at OECD:  
+33(1) 45 24 78 95 or [antonella.noya@oecd.org](mailto:antonella.noya@oecd.org)**

## Study Tour Highlights

Tour sites will take participants to each of the metropolitan regions most impacted by the New Economy phenomenon—both positively and negatively. Each tour will begin with a morning overview of the area by high-level public officials, key nonprofits, and private sector leaders. Lunch will follow each briefing before the group tours an impacted neighborhood where the negative impacts of the New Economy are attempting to be ameliorated. Tours will include specific projects that illustrate Bay Area social innovation. Lunch will take place each day between the briefing and tour.

### Silicon Valley—Tuesday, May 21

**Briefing** Ron Gonzales, Mayor of San Jose  
Alain Rossman, OpenWave  
Safra Catz, Oracle  
Sterling Speirn, Peninsula Community Foundation  
Peter Hero, Community Foundation Silicon Valley  
Carol Welsh Gray, Center for Venture Philanthropy

#### Neighborhood Tour—Mayfair Initiative

The Mayfair neighborhood is east of downtown San Jose. Estimates from 1990 show that 25% of the population lives below the poverty line, with a median household income of \$36,712. (The median income for San Jose is \$87,000.) Key issues for the neighborhood include high resident turnover, underemployment, juvenile crime, high percentage of renters, limited English proficiency, and the safety of public spaces. A Mayfair Strategic Plan was completed in 1997 and identifies 76 projects over six years to address the social, physical and economic issues the community deems to be of the highest priority.

### San Francisco — Wednesday, May 22

**Briefing** Willie L. Brown, Jr., Mayor of San Francisco  
Kim Belshe, James Irvine Foundation  
Melinda Tuan, Roberts Enterprise Development Fund  
Robert Friedman, Corporation for Enterprise Development  
Chris Carlsson, Shaping San Francisco

#### Neighborhood Tour—The Mission District/SOMA/Media Gulch

As of 1999, commercial real estate prices had risen 42% (since 1997) in San Francisco's Mission District, a formerly working-class, affordable, largely Latino neighborhood. The Mission is the center of gentrification wars; evictions are at an all-time high — and 70% of those evicted leave the city. Neighborhood activists will discuss the challenges that face the neighborhood and how government and local groups responded. Participants will also visit a Juma Ventures small business. Juma Ventures is a nonprofit organization that believes that creative entrepreneurship can effect positive social change. They own and operate small businesses that focus on youth employment/development.

### Oakland—Thursday, May 23

**Briefing** Jerry Brown, Mayor of Oakland  
East Bay Alliance for a Sustainable Economy  
Rachel Peterson, Urban Ecology  
Ray Colmenar, PolicyLink

#### Neighborhood Tour—Downtown Oakland

If any area likely benefited from the New Economy boom, it is downtown Oakland. Redevelopment efforts, coupled with large rent increases in San Francisco, brought many nonprofits and small businesses to Oakland. The tour will visit intentional redevelopment efforts, such as Preservation Park, which was once dilapidated but now houses cafes, community, and nonprofit organizations. Participants will also hear from organizations displaced by rent increases. The tour group will visit and lunch at the Rubicon Bakery, which provides employment, job training, mental health, and other services for individuals who have disabilities, are homeless, or are otherwise economically disadvantaged.

### Debriefing - Friday, May 24 Villa Florence Hotel

To wrap up the week, the OECD delegation and selected guests will gather to participate in a facilitated discussion to glean lessons from the conference and each of the study tour sites.

Much of the debriefing will be captured for publication in the findings of the study tour later in 2002.

This spirited session will be guided by Dr. Karen Chapple, Assistant Professor of City and Regional Planning from the University of California at Berkeley.

Lunch will be provided.

### Accommodations

Delegates will stay at the Monticello Inn (127 Ellis Street), a boutique hotel in San Francisco.

The Inn is in walking distance from Union Square, the Theater District, Moscone Convention Center, and only a Powell Street cable car ride away from Fisherman's Wharf.

\$149.00 per person.

[www.monticelloinn.com](http://www.monticelloinn.com)

As part of the program, ground transportation for OECD delegates will be provided for the conference, study tour, and debriefing.

