



TRANSNATIONAL WORKSHOP 7

Managing Relations to Achieve Impact in the
Social Economy

18 to 19 May 2026, Gothenburg



Co-funded by
the European Union



Gothenburg Transnational Workshop 18 to 19 May 2026

TITLE:

Managing Relations to Achieve Impact in the Social Economy

SHORT DESCRIPTION:

Join us in Gothenburg for an exciting two-day event where we explore the future of social impact and business by combining relations management and digital marketing. For organizations that want to streamline their processes and increase value for their target audience while exceeding expectations.

You will be meeting representatives from the Gothenburg tech scene, and the event will also include practical workshop sessions designed to help participants strengthen their understanding of using CRM systems in practice.

MAIN TOPICS:

- Value creation
- Managing and democratizing relations
- Client/Customer Relationship Management (CRM) systems
- Digital marketing
- Building efficiency using digital tools

LOCATION: [YESBOX – Home of Entrepreneurs](#)



AGENDA:

MAY 18:

13h-14h: Light lunch and informal meeting
14h-15h: The hotspot for social entrepreneurship in West Sweden – meet some of the organizations engaged in the rebirth of the historical factory district. Featuring: Björn Granat, Coompanion, Karin Forsberg, YESBOX, Claudio McConell, Support Group Network & John Harfouche, CSR West Sweden
15:00h-15:45: How to better focus on creating value for your members or networks. With Diana Ghinea & Björn Granat, Coompanion.
15:45-16:00h Coffee break
16h:00-17:00h: Introduction to CRM systems. With Joachim Keim, Coompanion.
17h-17:30: Wrap up and end of Day 1 . With Robin Meijer, Coompanion.
Evening Social activity: dinner at local restaurant (if you are interested in joining us, please register at this link)

MAY 19 :

8:45-9h: Welcome coffee
9h-9:30: How do we do it? Practical cases on managing and democratizing relations. With Ali Tabrizi, Digidem Labs (an independent democracy lab that supports neighbourhoods, municipalities and public institutions)
9:30-10h: Using AI in digital marketing.
10:00-12:15: (including coffee break) Increasing efficiency via CRM-systems and other tools. Adoption, culture, resistance, interoperability, data sharing, relation, not transaction. With Zoho Solutions.
12:15-13:00 Fireside chat: Approaches to managing relations: CRM for Trust Building. Featuring: Aneta Quraishy, Diesis (moderator), Marta Campo, Taula del Tercer Sector & Joachim Keim, Coompanion
13h-13:30: Light lunch
13:30-14:30 Transportation to tech arena The Yard - ride and talk
14:30-16h: Study visit to the Gothenburg tech scene @ The Yard. Featuring local startups and hosted by Kent Jellmund & Melina Garhed.

16h-17h: When are we done? The importance of revisiting and adapting workflows With Robin Meijer, Coompanion.
17h-17:30: Wrap-up and the end of the transnational workshop – Whats next, information about closing event and more. With Diana Ghinea, Coompanion & Aneta Quraishy, Diesis.

Learning Objectives

- Strengthen the understanding of value creation for members/networks
- Get acquainted with and explore practical cases on managing and democratizing relations
- Understand and critically assess Client Relationship Management (CRM) and Digital marketing
- Learn about increasing efficiency via CRM-systems and other tools

Learning Methodologies

- **Expert Sessions:** Introductions to key data & AI concepts
- **Hands-on Practice:** Applied exercises using digital and AI tools
- **Peer Learning:** Group discussions and peer exchange
- **Case-Based Approach:** Real examples from practitioners and federations
- **Guided Field Visits:** Meetings and visits within the Gothenburg tech scene

2. PARTNERS AND STAKEHOLDERS INVOLVED

- YESBOX – Home of Entrepreneurs
- Business Region Gothenburg
- Digidem Labs

3. PARTICIPANTS

The Capacity Building is open specifically to Social Economy Enabling Organisations, meaning entities that support and promote the development and functioning of the Proximity and Social Economy ecosystem by managing a network of social economy organisations (such as cooperatives, mutual benefit societies, associations, foundations, and social enterprises), creating networking opportunities, providing

direct support to them, etc. These organisations have an important role in driving the digital transformation/transition of SMEs/entities working in the social economy sector.

