

P+SITIVE ECONOMY FORUM SAN PATRIGNANO

APRIL 7 & 8, 2016

3RD EDITION IN ITALY

PROVISIONAL PROGRAMME | 25.03.16

P+POSITIVE ECONOMY FORUM SAN PATRIGNANO

APRIL, 6TH

PROFESSIONAL
WORKSHOPS
& FORUM FOR
HIGHSCHOOL
STUDENTS

APRIL, 7TH

9.00 AM	WELCOME ADDRESS
9.25 AM	KEYNOTE SPEECH
9.45 AM	POSITIVE RECOMMENDATIONS <i>Follow up on the P+EF 2nd edition</i>
11.00 AM	COFFEE BREAK
11.30 PM	POSITIVE KNOWLEDGE <i>Positive universities are responsible universities that are concerned by the well-being of their students and future generations</i>
12.45 PM	LUNCH
2.00 PM	POSITIVE WORK <i>Understanding how positive corporations take into account their stakeholders and future generations' interests</i>
3.15 PM	POSITIVE URBANIZATION <i>Revamping the 21st century cities through the creative use of technology for the benefits of all citizens and future generations</i>
4.30 PM	COFFEE BREAK
4.45 PM	POSITIVE CULTURE <i>The role of culture in fighting against discrimination: cultural rights as a basic need</i>
6.00 PM	MOVIMENTO SHALOM ONLUS E UNICOOP FIRENZE TOGETHER FOR BURKINA FASO
6.15 PM	RESTITUTION OF THE WORKSHOPS' CONCLUSIONS
7.20 PM	DINNER WITH SPECIAL VIP GUEST: BRUNELLO CUCINELLI (RESERVED FOR THE SAN PATRIGNANO COMMUNITY)
8.30 PM	SPECIAL EVENING (RESERVED FOR THE SAN PATRIGNANO COMMUNITY)
9.00 PM	
10.30 PM	

PROVISIONAL AGENDA

APRIL, 8TH

08.45 AM	SPECIAL REMARKS
09.00 AM	POSITIVE EMPLOYMENT <i>How Institutions and entrepreneurs can work to reduce youth unemployment rate?</i>
10.15 AM	BRACCO FOUNDATION AWARDS CEREMONY
10.30 AM	COFFEE BREAK
10.45 AM	POSITIVE ARTS <i>Think and rethink arts for a positive society around creativity and engagement</i>
12.00 PM	POSITIVE TECHNOLOGY <i>How technology can enhance environment, urbanization and people's lives ?</i>
1.15 PM	LUNCH
2.15 PM	SPECIAL ADDRESS
2.35 PM	POSITIVE FINANCE <i>How can the human factor be better assessed and integrated in the valuation of an asset or a company ?</i>
3.50 PM	BANCA PROSSIMA AWARDS CEREMONY
4.05 PM	RESTITUTION OF THE WORKSHOPS' CONCLUSIONS
4.20 PM	POSITIVE FINANCE - BANCA CARIM
5.00 PM	CLOSING DEBATE <i>How do future generations see the world tomorrow ? What are their dreams and wishes ?</i>
5.30 PM	CLOSING REMARKS <i>Closing remarks by Jacques Attali , President, Positive Planet, Positive Economy Forum (15')</i>
5.50 PM	

MORNING

Morning sessions moderated by TBD*

9.00 - 9.25 AM: Welcome address by **Letizia Moratti**, Co-Founder of San Patrignano Foundation, **Stefano Bonaccini***, President of Emilia Romagna, **Andrea Gnassi**, Mayor of Rimini and **Jacques Attali**, President, Positive Planet, Positive Economy Forum (30')

9.25 - 9.45 AM Keynote speech by H.E. **Nassir Abdulaziz Al-Nasser**, Former President of the Sixty-Sixth session of the United Nations General Assembly and UN High Representative for the Alliance of Civilizations (20')

KICK OFF ROUND TABLE

9.45 - 11.00 AM: FOLLOW UP ON THE POSITIVE ECONOMY FORUM SAN PATRIGNANO 2ND EDITION AGENDA

- + 12 actions to promote the positive economy one year after (45')
 - + Introduction by **Letizia Moratti**, Co-Founder, San Patrignano Foundation
 - + Focus on the positive economy index for countries, cities and companies : **Jacques Attali**, President, Positive Economy, Positive Planet
 - + Q&A (30')

11.00 - 11.30 AM: coffee break (15')

POSITIVE KNOWLEDGE

11.30 - 12.45 AM: POSITIVE UNIVERSITY ROUND TABLE

- + Positive universities are responsible universities that are concerned by the well-being of their students and future generations. What kind of innovations to improve well-being at university ? (60')
 - + Introduction by **Stefania Giannini**, Italian Minister of Education, University and Research
 - + **Steven Payne**, Rector, Tangaza University College
 - + **Francesco Ubertini**, Rector, University of Bologna
 - + **Michele Bugliesi**, Rector, University Cà Foscari and Head of Italian Sustainable Campus Network
 - + Q&A (15')

1.00 - 2.00 PM: luncheon (60')

AFTERNOON

Afternoon sessions moderated by TBD*

POSITIVE BUSINESS

2.00- 3.15 PM: POSITIVE CORPORATIONS ROUND TABLE

- + Understanding how positive corporations take into account their stakeholders and future generations' interests. What do they do to transform themselves ? (60')
 - + **Jean Kaspar**, Vice President, International Social Observatory (ISO)
 - + **Agostino Santoni**, CEO, CISCO Italia
 - + **Gianfilippo Pandolfini**, COO and CSR Manager, BNL BNP Paribas
 - + **Luisa Todini**, President, Poste Italiane
 - + Q&A (15')

POSITIVE URBANIZATION

3.15- 4.30 PM: POSITIVE CITIES ROUND TABLE

- + Revamping the 21st century cities through the creative use of technology for the benefits of all citizens and future generations (60')
 - + Alfredo Brillembourg, Founding Partner, Urban-Think Tank
 - + Sergio Solero, President, BMW Italia
 - + Alessandra Ferrara, Socio-demographic and Environmental Statistics Directorate, Istat
 - + Vincent Lemaire, CEO, Safra
 - + Q & A (15')

4.30 - 4.45 pm: coffee break

POSITIVE ARTS

4.45 - 6.00 PM: POSITIVE CULTURE ROUND TABLE

- + The role of culture in fighting against discrimination: cultural rights as a basic need (60')
 - + Cécile Calé, Curator and Chairwoman, Cercle Spiridion
 - + Selene Biffi, Founder and Executive Director, Plain Ink
 - + Michelangelo Pistoletto, artist
 - + Davide Rampello, Professor, Politecnico di Milano
 - + Q&A (15')
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6.00 - 6.15: FONDAZIONE SAN PATRIGNANO, MOVIMENTO SHALOM ONLUS E UNICOOP FIRENZE TOGETHER FOR BURKINA FASO

Luca Gemignani, Director, Movimento Shalom

Antonio Tinelli, President of the Social Committee, San Patrignano Foundation

Claudio Vanni, Head of External Relations, Unicoop Firenze

6.15 - 7.00 PM: RESTITUTION OF THE POSITIVE LAB'S CONCLUSIONS

- + **Gaetano Manfredi**, President, Crui- The Conference of Italian University Rectors, The positive University of the 21st century - 1 Year After with the support of Finmeccanica (10')
- + (10') **Denis Delespaul**, Chairman, BNP Paribas Leasing Solutions Italia - The positive Management Way

7.30 - 8.30 PM: DINNER WITH SPECIAL VIP GUEST: BRUNELLO CUCINELLI

(RESERVED FOR THE SAN PATRIGNANO COMMUNITY)

9.00 -10.30 PM: SPECIAL AWARDS TO ELLEN JOHNSON SIRLEAF*, PRESIDENT OF LIBERIA, PEACE ACTIVIST AND 2011 NOBEL PEACE PRIZE WINNER (10'), KERRY KENNEDY, PRESIDENT ROBERT F. KENNEDY HUMAN RIGHTS (10'), BRUNELLO CUCINELLI, FOUNDER BRUNELLO AND FEDERICA CUCINELLI FOUNDATION (10'), ANTONELLA ANTONELLI PRESIDENT THE CIRCLE ITALIA (10').

MORNING

Morning sessions moderated by TBD*

8.45 - 9.00 am: Videomessage by Margus Tsahkna, Minister of Social Protection of the Republic of Estonia (15')

9.00 - 10.15 AM: POSITIVE EMPLOYMENT ROUND TABLE

- + **Positive employment: how Institutions and entrepreneurs can work to reduce youth unemployment rate? (60')**
 - + Douglas Hickey, former USA Pavilion Commissioner General at Expo Milan 2015, Feeding the Accelerator program
 - + Luigi Bobba, Under-Secretary of State for Employment and Social Policies
 - + Andrea Ruckstuhl, Head of Italy and Continental Europe, Lend Lease
 - + Alice Alessandri, co-Founder, Passodue
 - + Q&A (15')

10.15 - 10.30 PM: BRACCO FOUNDATION AWARDS CEREMONY

- + Diana Bracco, President, Bracco Foundation

10.30 -10.45 am: coffee break

10.45- 12.00 PM: POSITIVE ARTS ROUND TABLE

- + **Positive arts: think and rethink arts for a positive society around creativity and engagement (60')**
 - + Marco Tronchetti Provera, CEO, Pirelli Group and President, Pirelli HangarBicocca Foundation
 - + Paul Edward Haggis, filmmaker, Founder, Artists for Peace and Justice
 - + Stefano Zamagni, President, Fondazione Italia per il Dono ONLUS, Professor of Economy, Università di Bologna and Johns Hopkins University, SAIS Europe
 - + Felix Hallwachs, Managing Director, Little Sun
 - + Q&A (15')

12.00 -1.15 PM: POSITIVE TECHNOLOGY ROUND TABLE

- + Positive technology: how technology can enhance environment, urbanization and people's lives ? (60')
 - + Gianluca Carenzo, General Manager, PTP Science and Technology Park
 - + Salvatore Passaro, Business Developer, Myntelligence
 - + Gianpaolo Meloncelli, Head of Group Strategy and Business Development, Generali
 - + Giorgio Metta, Vice Scientific Director, Istituto Italiano di Tecnologia
 - + Q&A (15')

1.15 - 2.15 pm: luncheon (60')

AFTERNOON

Afternoon sessions moderated by TBD*

2.15 - 2.35 PM: Video message by Pier Carlo Padoan, Italian Minister of Economy and Finances (20')

POSITIVE FINANCE

2.35 - 3.50 PM: POSITIVE INVESTMENTS ROUND TABLE

- + Positive finance: how can the human factor be better assessed and integrated in the valuation of an a asset or a company ? (60')
 - + Marco Alverà, Director General, SNAM
 - + Diego Selva, Head of Investment Banking Italy, Bank of America Merrill Lynch
 - + Wendy Luhabe, Founder and Chair, Women Private Equity Fund
 - + Flavio Valeri, Deutsche Bank
 - + Q&A (15')

3.50 – 4.05 PM: BANCA PROSSIMA AWARDS CEREMONY

- + Roberto Leonardi, Secretary general, Fits Fondazione

4.05 – 4.20 PM: POSITIVE FINANCE AND NEW WELFARE FOR OVERINDEBTEDNESS ISSUES

- + Sido Bonfatti, President Banca Carim, (15')

4.20 – 5.00 PM: RESTITUTION OF THE POSITIVE LAB'S CONCLUSIONS

- + Mario Baccini, President, National Microcredit Agency - Microcredit for a Positive Economy - 1 Year After (10')
- + Nicholas Hodges, Senior VP and COO, Rockefeller Philanthropy Advisors - Private Foundations for positive development - with Rockefeller Philanthropy Advisors and E4Impact Foundation
- + TBD*, Climate change and positive Energy transition (10')
- + TBD*, Wide access to new medicaments against diseases (10')

5.00 – 5.30 PM: CLOSING DEBATE

- + How do future generations see the world tomorrow ? What are their dreams and wishes ?
 - + Flavia Bustreo, Assistant Director-General - Family, Women's and Children's Health, World Health Organization
 - + Gian Luca Galletti, Italian Minister of the Environment
 - + Letizia Moratti, Co-Founder, San Patrignano Foundation and President, E4Impact Foundation

5.30 – 5.50 PM: Closing remarks by **Jacques Attali**, President, Positive Planet, Positive Economy Forum

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