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# LAST CALL TO EUROPE 2020

International Conference organised by Fondazione Sodalitas at World EXPO Milano 2015 Exhibition site.

19 June 2015, Milan (Italy)

**10.30 - 13.50 MORNING PLENARY SESSION**

**15.00 - 17.00 INTERNATIONAL WORKSHOPS**  
19 June 2015 at Expo Center

## 10.30 - 11.00 **Registration**

*Because of EXPO strict security procedures, participants should enter no later than 10,15*

## 11.00 - 11.20 **Welcome**

**Giuliano Pisapia**, Milano Mayor  
**Roberto Maroni**, Lombardy Region President

## **Opening session**

**Diana Bracco**, President, Fondazione Sodalitas, EXPO 2015

## 11.20 - 11.40 **Key note Speech on Sustainability challenges**

**Jeffrey Sachs**, President, Earth Institute, Columbia University\*

## 11.40 - 12.40 **Milan Manifesto Enterprise 2020**

**Stefan Crets**, Executive Director, CSR Europe  
**Etienne Davignon**, President, CSR Europe  
**Jean Bernou**, CEO, McCain Europe  
**Willem Lageweg**, Director, MVO Netherlands  
**Michel Servoz**, Director General DG Employment and social affairs, European Commission  
**Philippe Vasseur**, President, Réseau Alliances and World Forum  
**Maria Alexiou**, Chair of the board of Director, CSR Hellas  
**Moderator: Jan Noterdaeme**, Senior Advisor CSR Europe

## 12.40 - 13.20 **Business innovative sustainable vision**

**Alexandra Palt**, Director CSR & Sustainability, L'Oreal  
**Patrizia Grieco**, President, ENEL  
**Giuseppe Recchi**, President, Telecom Italia  
**Michele Mario Elia**, CEO, Ferrovie dello Stato Italiane  
**Arnaud Mouroit**, Co-Director, Ashoka Europe  
**Truus Huisman**, Vice President Sustainable Business and Communications Europe, Unilever  
**Moderator: Valerio de Molli**, The European House-Ambrosetti

## 13.20 - 13.50 **Closing remarks**

**Elzbieta Bienkowska**, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs\*  
**Emma Marcegaglia**, President, Business Europe  
**Giorgio Squinzi**, President, Confindustria and Mapei  
**Italian Government Representative**  
**Moderator: Deborah Ball**, Wall Street Journal

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## INTERNATIONAL WORKSHOPS

19 June 2015, 15.00 – 17.00 at Expo Center

### WORKSHOP 1 – Growth is Smart

15.00 – 15.20 Scenario: *Digital innovation impact and opportunities*

**Peter Lacy**, Strategy Global Managing Director, *Accenture*

15.20 – 16.30 *Industry, education and data in the digital era*

**Sandro De Poli**, President and CEO, *GE Italia*

**David Bevilacqua**, Vice President South Europe, *CISCO*

**Marco Berliri**, Partner, *Hogan Lovells*

**Fabio Vaccarone**, Country Manager Italy, *Google\**

**Prof. Giorgio Ventre**, Director, *Consorzio CINI* and **Marcella Logli**, Corporate Social Responsibility Director, *Telecom Italia*

16.30 – 16.45 Q/A

16.45 – 17.00 *Conclusion and indicated actions*

**Alexander Riedl**, Deputy Head of Unit, DG CONNECT, *European Commission*

**Stefano Firpo**, Director General For Industrial Policy, Competitiveness And Sme, *Italian Ministry for Economic Development*

**Moderator: Mariangela Pira**, *Class CNBC*

*Invited*

### WORKSHOP 2 – Growth is Sustainable

15.00 – 15.20 Scenario: *Future mega drivers on sustainability*

**Dorman Followwill**, Partner, *Frost&Sullivan*

15.20 – 16.30 Panel: *Sharing, circular economy and the future of smart cities*

**John Gagel**, Global Sustainability and EHS Manager, *Lexmark*

**Matteo Marini**, President, *ABB Italy*

**Harmen Van Sprang**, Co-founder, *Share NL*

**Audrie Van Veen**, European R&D Manager, *Amsterdam Economic Board*

**Olivier Maurel**, Open Innovation Director,

*Danone\**

**Fulvio Renoldi Bracco**, Head of the Global Business Unit Imaging, *Bracco*

**Andrea Illy**, CEO, *illycaffè\**

16.30 – 16.45 Q/A

16.45 – 17.00 *Conclusion and indicated actions*

**Hugo-Maria Schally**, Head of Unit DG Environment, *European Commission*

**Moderator: Rachel Sanderson**, *Financial Times*

*\*Invited*

### WORKSHOP 3 – Growth is Inclusive

15.00 – 15.20 Scenario: *Innovation and social entrepreneurship to foster inclusion*

**Filippo Addarii**, Director of International Strategy, *The Young Foundation*

15.20 – 16.30 *Issues and solutions to build an inclusive society for all, and value diversity*

**Fabrizio Torella**, Responsible for social initiatives, *Ferrovie dello Stato Italiane*

**Annemarie Muntz**, President, *Eurociett*

**Andrew Devenport**, CEO, *Youth Business International*

**Claudia Parzani**, President, *Valore D*

**Ignacio Packer**, Director, *Terre Des Hommes International Federation*

16.30 – 16.45 Q/A

16.45 – 17.00 *Conclusion and indicated actions*

**Stefan Olsson**, Head of Unit DG Employment and Social Affairs, *European Commission\**

**Moderator: Deborah Ball**, *Wall Street Journal*

*\*Invited*

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