



Lang Philanthropy Day
19 novembre 2015 III edizione

Lang Philanthropy Day

November 19th 2015

Palazzo Clerici

Milan

Main Sponsor



DAY PROGRAM

9.30 – 10.00 Welcome coffee & registrations

Strategic Philanthropy, tools & approaches to create value in a complex world

10.00 – 13.00

Trends show how the generalized “welfare state” in the social context is no longer sustainable. We are witnessing a substantial convergence between philanthropic models of interventions and investments able to produce both economic and social returns. Hence the necessity to develop effective action modalities: the “new philanthropy” is diversified, global, collaborative, more entrepreneurial and eager of impact measurements with an attitude towards sustainable investment.

Through the presentation of realized initiatives, the session will discuss the role of foundations, finance and family businesses in the generation of meaningful and sustainable interventions to the benefit of the community.

Tiziano Tazzi – President, Fondazione Lang Italia
Welcome address and opening

Speakers

Nawaf Obaid – CEO, EDOF - Essam & Dalal Obaid Foundation
Family Foundations and Global Social Impact: the case of the EDOF partnership with CNN Freedom Project

Andrea Cingoli – CEO, Banca Esperia
Philanthropy and social impact investments

Carlo Salvato – Professor, Bocconi University, AldAF-EY Department in memory of Alberto Falck on Family Businesses Strategy
Philanthropy at the service of family businesses dynamics

Hannes Loacker – CEO, Loacker Remedia
The role of the entrepreneur to support the social development of communities

Alberto Di Bari – Board Member, Fondazione Giovanni ed Annamaria Cottino
The venture philanthropy approach to create social change

Nora Marketos – International Intervention Jacobs Foundation
Gaël Lescornec – World Cocoa Foundation Europe
Beyond grant-making: investing for systemic change. The TRECC initiative

Lucia Martina – Secretary General, Fondazione Lang Italia
Tool & approaches of strategic Philanthropy in action - Final Remarks

Moderator

Laura Silvia Battaglia, journalist & foreign correspondent

13.00 – 14.00 Lunch & Networking with the possibility of visiting the Tiepolo's Gallery

During the conference simultaneous translation (English/Italian) will be available



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Corporate Social Impact Strategies: New Paths for Collaborative Growth

14.00 – 16.00

How can companies bring business and society together? And what role could business play in solving social problems? The session will highlight the first successful experiences of collaboration and co-investment performed by companies, corporate foundations and organizations engaged in the creation of value for the community.

The session will also entail the Italian launch of the new study by the *European Venture Philanthropy Association* analysing the strategies implemented by companies to identify relevant social innovations and activate new models able to propose solutions to social or environmental issues aligned with their business.

Speakers

Kurt Peleman – CEO, European Venture Philanthropy Association
Results and implications of the Report “Corporate Social Impact Strategies: New Paths for Collaborative Growth”

Paul Castle – Communications Manager, Syngenta Foundation for Sustainable Agriculture
Mutual benefit at arm's length: Syngenta, the Syngenta Foundation and other examples

Giampaolo Silvestri – Secretary General, Fondazione AVSI
How to involve the private sector to create sustainable development. Examples of successful business cases.

Patrizia Venturini – Institutional Relations and Communications, BMW Italy
The strategic leverage of Corporate Citizenship

Vittoria Ganassini – Head of CSR, Communications and Strategic Planning, Ganassini Institute
CSR from tradition to next-generation: supporting sustainable micro-entrepreneurship projects

Moderator

Vito Gioia, Managing Partner Amrop



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