

IV Lang Philanthropy Day

Social Investment Strategies for an Impactful Philanthropy

October 25 2016 - Palazzo Clerici, Milan

An event by



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PLENARY SESSION

10.00 a.m. – 12.45 p.m. Sala Pirelli

Despite progresses in the last 30 years, 1,3 billion people still live with less than \$1.25 a day. To face these gap, in line with the new UN Sustainable Development Goals, huge amount of capitals are needed – about \$2.5 trillion per year. Whether it is strategic philanthropy, venture philanthropy, impact investing... as a matter of fact the key role stays in the person and/or organization which, through the intervention, wishes to act as an engine of change for the Community.

Through the examples of established best practices and the contributions of sector experts, the session aims at presenting the tools of strategic philanthropy and social investment, presenting opportunity and successful cases in Italy and abroad and finally discussing the perspectives for our Country.

Tiziano Tazzi President, Fondazione Lang Italia
Opening Remarks

SPEAKERS

Zoran Puljic Founder and Director, Mozaik Foundation – Bosnia Erzegovina
Defining a philanthropic and social investment strategy to develop impactful value-driven social entrepreneurs

Giacomo Boesso BA Associate Professor, Università di Padova
A proactive governance for strategic philanthropy: perspectives from empirical surveys in Italy

Andrea Cingoli CEO, Banca Esperia
Philanthropy solutions and Investments for social impact

Christine Rhomberg Managing Director, Hilti Foundation - Liechtenstein
Structuring the strategic model to empower family and corporate philanthropy

Andrea Silvestri General Director, Fondazione Cassa di Risparmio di Cuneo
The challenges of bank-origins foundations as catalyst and accelerator of social change

Raphaela Tončić-Sorinj Head, Ashoka Visionary Program (Austria)
Key drivers for successful partnerships with companies: defining business-relevant social impact strategies

CONCLUSIONS

Lucia Martina Secretary General, Fondazione Lang Italia

Moderator

Emanuele Bompan
Journalist and Contributor, La Stampa

1.00 p.m. – 2.00 p.m. Lunch & Networking

During the session simultaneous translation Italian-English will be available

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AFTERNOON SESSION

1. Philanthropy as an Innovation Lab: Theory of Change for the organization or for projects and impact assessment. The case histories.

2.00 p.m. – 4.00 p.m.

Philanthropy and the social sector represent an ideal lab for innovations, paving the way for new solutions to rooted social issues and testing the effectiveness of programs and projects. To this end, the focus cannot be only on managing interventions: it is fundamental to assess whether these programs were successful and able to produce the expected results.

Through Italian and international cases, the session will take into account Theory of Change and Impact Assessment as tools able to define the model that each subject can use to define the intervention strategy and measure the actual effectiveness.

SPEAKERS

Don Vincenzo Barbante President, Fondazione Sacra Famiglia
Mission as a guide to answer to social needs and generate impact

Fernando Rueda Koster Strategic Partnership Europe, Fundación Avina - Chile
International perspectives and cases of social impact assessment

Paolo Palmerini Director, Centro Italiano Aiuti all'Infanzia (CIAI)
Theory of Change at the organizational level to guide strategic choices

Cecilia Plicco Program Manager NEST, Chiesi Foundation
Theory of Change at the project level to define the model of intervention and the perimeter to gauge social impact

Q&A

Moderator

Elisa Chiaf

Director, Socialis, Università degli Studi di Brescia

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AFTERNOON SESSION

2. Structuring the Model of Intervention for the Community. Strategy and Governance to answer to Business' and Families' Dynamics.

2.00 p.m. – 4.00 p.m.

Philanthropic efforts of family business and foundations provide important resources for the Community: but in these subjects philanthropy play a particularly interesting role that can be managed in a dual perspective. On one side through the family lens - educating family members on matters as successions, wealth preservation, prosecution of values and commitment for the good of society.

On the other, philanthropy can be a powerful mechanism to demonstrate engagement on long-term goals, strengthen managerial skills that can be translated into the business world, develop social and reputation capital, and empower the connection between family members and external stakeholders.

SPEAKERS

Daniela Montemerlo Professor of Strategy of Family Business, Università Bocconi and Università dell'Insubria
Philanthropy in the strategies of family businesses. The special role of the owning family from one generation to the other

Goffredo Modena Founder and President, Fondazione Mission Bambini
An entrepreneurial history to serve a philanthropic design

Giuseppina Antognini Founder and Presidente, Fondazione Francesco Pasquinelli
Co-creation of value between a grantmaking foundation and its grantees

Andrea Pernigo Entrepreneur and Chief Councillor, Fondazione Just Italia
How and why structuring a strategy of intervention for the Community

Moderator

Lucia Martina

Secretary General, Fondazione Lang Italia

Q&A

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