



Lang Philanthropy Day

21st of October 2014

Palazzo Clerici
Via Clerici 5, Milano

Organizational Offices
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PROGRAM OF THE DAY

Main Sponsor



Private Banking
Investment Banking
Asset Management

Performance creates trust

9.30 a.m. - 10.00 a.m.
Welcome Coffee and Registrations

10.00 a.m. - 12.30 p.m. Plenary Session

Strategic Philanthropy to achieve Social Change

Speakers:

David Hunter - Theory of Change Leader
The “new” American Philanthropy and why foundations and nonprofits must have robust theories of change (blueprints for success)

Tiziano Tazzi - President, Fondazione Lang Italia
A new Approach to Improve the Efforts of Philanthropists and Non Profit Leaders in Italy

Dominique Corti - President, Fondazione Piero e Lucille Corti
Fondazione Corti's Social Impact: Measuring the Socio-economic Return for Donors and for the Territory in the last three years

Claude Frosio - Head Wealth and Tax Planning and Charitable Foundation Bank Vontobel AG
The Emerging Drivers of the Philanthropic Effort

Federico Moro - Founder Robert F. Kennedy Foundation of Europe
The Strategic Assets for a Foundation operating on a European Level

Moderator

Mattia Schieppati - Managing Editor, Monsieur

During the session, a simultaneous translation service will be available (English - Italian)

12.30 p.m. - 2 p.m.
Lunch & Networking

2.30 p.m. - 4.30 p.m. Breakout Sessions

FAMILY PHILANTHROPY Family Philanthropy: How to Achieve lasting Social Impact

Speakers

Christian Argiolas
AMI Trustee
The available tools: focus on the Non Profit Trust.

Samir de Chadarevian
Research coordinator "Investing for Global Impact"
Insights on Philanthropy and Family Offices

Sonia Mancini
Relationship Manager Bank Vontobel AG
The new Philanthropic Needs of Private Individuals

Christoph Schmocker
Board of Trustees Roger Federer Foundation
Case History

Massimo Zamboni
Partner Anaford
Governance in Foundations: a Strategic Role

Moderator

Giuseppe Ambrosio
Unicredit Foundation

CORPORATE PHILANTHROPY Corporate Philanthropy: Leaders to generate Social Innovation

Speakers

Corrado Alabiso
Director, Fondazione Michelin Sviluppo
Economic and Entrepreneurial Support for small and medium Enterprises: the Contribution of Fondazione Michelin Sviluppo in favor of the Territory.

EVPA / membro EVPA
The Venture Philanthropy Approach for Companies

Walter Mariotti
Director, Wise Society
Sustainability and e information: from re-styling to re-design

Lucia Martina
Secretary General, Fondazione Lang Italia
Corporate Philanthropy as Growth Strategy for the Company

Roberto Zecchino
Vice President Human Resources & Organization South Europe Robert Bosch
The Challenge of Social Innovation to face Youth Unemployment: the Bosch Italia Allenarsi per il Futuro project

Moderator

Vito Gioia
Managing Partner Amrop

THEORY of CHANGE Workshop

Managed by

David Hunter
Theory of Change Leader

How do we know if we are succeeding?

How do we know that what we do is a good way to get the results we want?

What do we measure and monitor to drive the results we want?

How do we use or operational data to learn from our work and improve our results?