

Philanthropy Day

Salone degli Affreschi

Umanitaria - via Daverio, 7 - Milan

October 22, 2013

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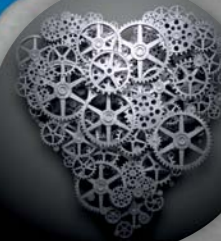
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LANGITALIA**
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22
OCTOBER
2013





Philanthropy Day

The Effectiveness of Doing Good

MEASURING RESULTS in Philanthropy

Schedule:

9:00 am Registration and Welcome Coffee

9:30 am Opening Remarks

12:00 pm Closing

Buffet to follow

In an era of scarce resources and growing needs, the philanthropic activity has the duty of maximizing the effectiveness of its efforts to give life to engines of improvement that have to be measurable and persistent in time.

A constant reference to tools able to assess the initiative's impact, an outcomes-based management of the activities, a transfer from donors to grantees not only of resources but of managerial skills too.

This is an inescapable cultural leap by now, that invokes an effort of intellect – even before the one of the heart – and requests a sharing of the most advanced tools and most interesting good practices developed in Italy and on a global level.

N.B.: simultaneous translation English – Italian / Italian – English.

Speakers confirmed:

Mario Morino

President, Venture Philanthropy Partners & Morino Institute

Tiziano Tazzi

President, Fondazione Lang Italia

Nando Pagnoncelli

CEO, Ipsos Italia

Giuseppe Aversa and Sonia Mancini

Bank Vontobel AG

Best Practices:

Chiara Boroli

Secretary General, Fondazione De Agostini

Guido Giubergia

President, Fondazione Paideia

Maurizia Iachino

President, Oxfam Italia

Moderator:

Maria Teresa Cometto

Journalist, Corriere della Sera and Corriere Economia

Main Sponsor



Private Banking
Investment Banking
Asset Management

Performance creates trust



Corporate Philanthropy as a Strategic Leverage

Which Value for the Company and the Community

Schedule:

4.00 pm Opening Remarks

6.15 pm Closing

Cocktail to follow

Defining and integrating business goals into Corporate Philanthropy activities represents for companies a challenge which requests relentless improvement. The benefits, beyond the social ones, that a strategic giving can offer the company's growth are manifold, in terms of stakeholders' engagement, reputation enhancement and positive spillover effects on business.

But how to locate new opportunities to make companies' giving more strategic according to the specific skills that define the corporate DNA? How to assess its impact on society and on the company? How to establish stronger and more profitable relationships with social institutions, while transferring to the non-profit world a management culture to optimize the impact on results? How to structure an effective communication of the company's core values?

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These questions will be the central theme leading this conference, exclusive and reserved for Companies and Corporate Foundations, that Fondazione Lang Italia, assisted by Centro Studi Lang's scientific advisory, is organizing for the 2013 Philanthropy Day.

Speakers confirmed:

Mario Morino

President, Venture Philanthropy Partners & Morino Institute

Angelo Failla

Corporate Citizenship Manager – Director, Fondazione IBM Italia

Maria Cristina Ferradini

Head of Sustainability and Foundation, Vodafone Italia

Lucia Martina

Secretary General, Fondazione Lang Italia

Vittorio Terzi

Senior Partner McKinsey & Company Italia

Moderator:

Marino Bartoletti

Journalist and TV Host

supporter

