

EVENT AGENDA

TIME	WHERE	EVENT	SPEAKER
9.30	OPEN SPACE	REGISTRATION	
SUSTAINABLE DEVELOPMENT: A MULTI-DIMENSIONAL CONCEPT FROM AN ECONOMIC, LEGAL AND BUSINESS PERSPECTIVE.			
10.00	AULA MAGNA	WELCOME ADDRESS	PROF. GIULIO ECCHIA DOTT. CINO FRANCONI
10.15	AULA MAGNA	LEGAL PERSPECTIVE	PROF. FRANCESCO FRANCONI EUI AND LUISS
10.45	AULA MAGNA	ECONOMIC PERSPECTIVE	PROF. SIMONE BORGHESI UNIVERSITY OF SIENA
11.15	OPEN SPACE	COFFEE BREAK	
11.30	AULA MAGNA	BUSINESS PERSPECTIVE	CSR & SUSTAINABLE PRACTICES IN MNCs GIULIA SATERIALE EY
			MAST: AN EXAMPLE OF TERRITORIAL SOCIAL RESPONSIBILITY PAOLA LANZARINI COESIA GROUP
			"SAVE THE BUGS, AND EAT BETTER!": A LOOK INTO SUSTAINABLE FOOD AND AGRICULTURE. GIANUMBERTO ACCINELLI, EUGEA SARA ROVERSI, YOU CANGROUP
12.45	AULA MAGNA	CLOSING ADDRESS	
13.15	OPEN SPACE	LIGHT LUNCH	
14.00-17.00	AULA MAGNA	BACK-TO-BACK WORKSHOPS	INTERNATIONALIZATION AND ENTREPRENEURSHIP: DRIVERS OF BUSINESS MODEL INNOVATION. ANDREA MANTOVANI, UNIVERSITY OF BOLOGNA PAOLO AVERSA, CASS BUSINESS SCHOOL
			BETWEEN E-COMMERCE AND RETAIL: THE RISE OF THE HYBRID MODEL. MIRAGE, SPA WINDOWS ON EUROPE, SPA
20.00	LO SCALETTO	COCKTAIL PARTY	INFORMAL NETWORKING EVENT MIEX ALUMNI ASSOCIATION



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

MAD
2014
MIEX ALUMNI DAY

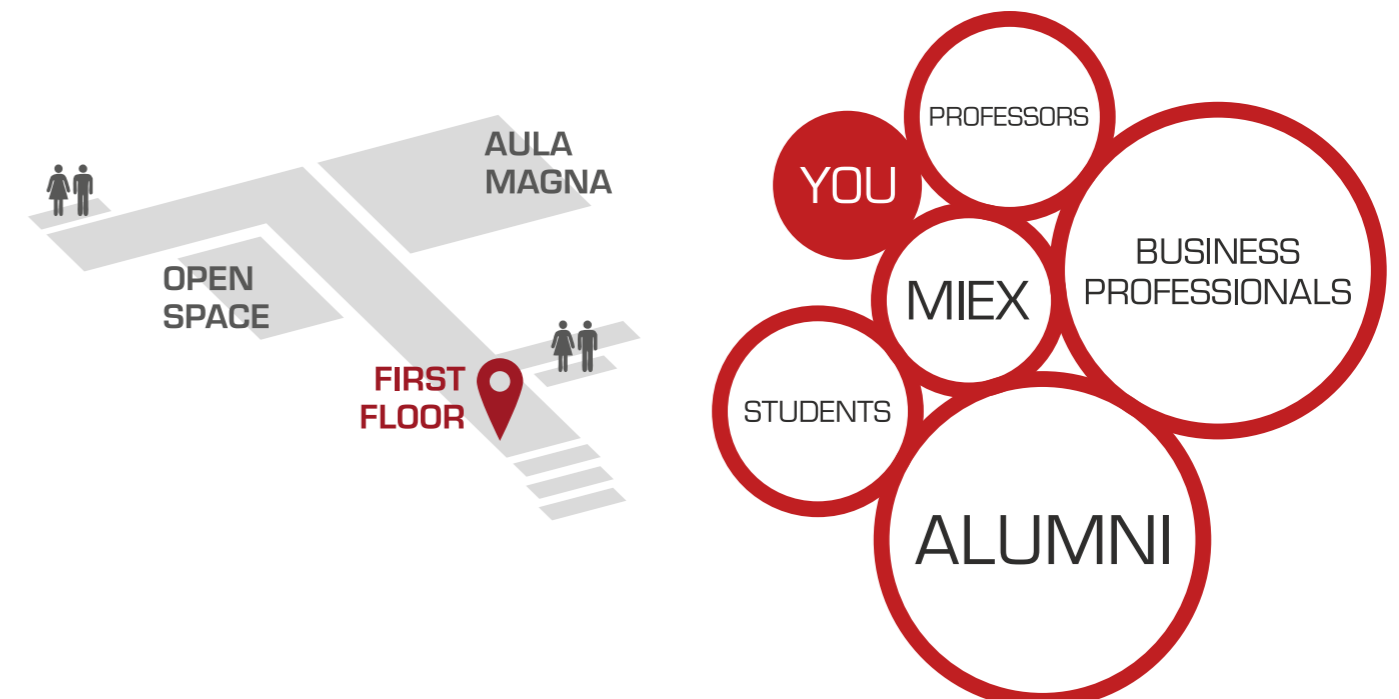


SUSTAINABLE DEVELOPMENT: A MULTI-DIMENSIONAL CONCEPT FROM AN ECONOMIC, LEGAL AND BUSINESS PERSPECTIVE.

Sustainable development is a multidimensional concept that requires concerted action from all sectors. The conference aims to look at sustainability from three different lenses: the legal, economic and business perspective in order to highlight the importance for each sector to commit to sustainable development practices so as to safeguard the world for the future generations. The afternoon workshops instead are focused on topics in international business.

12 APRIL 2014

**AULA MAGNA, SCHOOL OF ECONOMICS, MANAGEMENT AND STATISTICS
PIAZZA A. SCARAVILLI, 2 40126 BOLOGNA**



THE LEGAL PERSPECTIVE - SUSTAINABLE DEVELOPMENT: A MULTIDIMENSIONAL CONCEPT FROM A LEGAL PERSPECTIVE.

FRANCESCO FRANCONI (JURIS DR FLORENCE, LL.M HARVARD)

Francesco Francioni is Professor, emeritus, of International Law at the Law Department of the European University Institute, Florence, and Part-Time Professor LUISS University, Rome. He has published extensively in the field of Environmental Law, International Economic Law and Human Rights. He is General Editor of the Italian Ybk Int Law and Member of The Board of Editors of the European Journal of International Law and Legal Consultant to UNESCO.

The legal formulation of Sustainable Development (SD) goes back to the 1992 Rio Declaration with its three pillars of economic development, socio-cultural development and environmental protection. Since then, the principle of SD has acquired a “public law” dimension, which implies a set of inter-governmental obligations, and a “private law” dimension, which entails duties and responsibilities for private actors (“corporate sustainability”). At the substantive level, SD transcends environmental protection and entails socio-cultural sustainability and human development. SD is still in its infancy. Globalization remains one of the major barriers to its fulfillment.

THE ECONOMIC PERSPECTIVE - ECONOMIC AND FINANCIAL INSTRUMENTS FOR SUSTAINABLE DEVELOPMENT: RECENT EVOLUTION AND FUTURE PROSPECTS.

SIMONE BORGHESI (PH.D. EUROPEAN UNIVERSITY INSTITUTE, M.SC. UNIVERSITY COLLEGE LONDON)

Simone Borghesi is Assistant Professor of Environmental Economics at the University of Siena. He has worked at the International Monetary Fund, the Fondazione ENI Enrico Mattei, and the University of Pescara. In 2012 he was invited to the United Nations High-Level Meeting on “Happiness and Wellbeing: Defining A New Economic Paradigm”. He is currently Co-Director of the research group R4S (Regulation for Sustainability) and member/unit director of several national and European projects in Environmental Economics.

Economic and financial instruments have gained increasing importance in the last decade as suitable tools to achieve sustainable development. Among them, particular attention has been devoted to the Emission Trading Systems (ETS) that – following the European experience - are rapidly spreading all over the world. The lecture will focus on the pros and cons of such instruments, discussing their future prospects in the context of the current economic-financial crisis.

THE BUSINESS PERSPECTIVE

The paradigm shaping the social responsibility of companies has evolved considerably since Freeman’s stakeholder theory in 1984. Companies are now having to re-think the strategy and logic underlying traditional business models and shift towards new hybrid models based on a deeper understanding of economic value creation centered on the concept of asset holder rather than stakeholder, in which the lines between private, public and civil are blurred. These models seek to engage their communities of reference and customers to create shared value (Porter and Kramer, 2012).

CSR AND SUSTAINABLE PRACTICES IN MNCS

GIULIA SATERIALE (SENIOR CONSULTANT, EY)

After having graduated in economics, Giulia Sateriale attended the Ise MsC in Environmental Management. For the past six years, she has worked as a sustainable development consultant for both private MNCs and public bodies. She has worked for EY since 2013.

MAST: AN EXAMPLE OF TERRITORIAL SOCIAL RESPONSIBILITY

PAOLA LANZARINI (CSR MANAGER OF COESIA GROUP)

Paola Lanzarini has a long and impressive background in the field of CSR and Sustainable Development. Before becoming the CSR Manager for the COESIA Group in 2010, she was the the CSR Department Director for the Unipolis Foundation, Director of the Isabella Seragnoli Foundation, and Strategy & Development Director for LEAD International while also being on the board of several ethical committees.

“SAVE THE BUGS, AND EAT BETTER!”: A LOOK INTO SUSTAINABLE FOOD AND AGRICULTURE

Sustainable development is not only important in terms of company responsibility but also in terms of civic and consumer behavior, ranging from active citizenship to responsible consumption. In this section, we will look into the importance of preserving biodiversity as agriculture’s ecosystem and an insight into the world’s food-related economies and social systems at all points of the entire food supply chain from farm to table.

GIANUMBERTO ACCINELLI (SOCIAL ENTREPRENEUR AND FOUNDER OF EUGEA)

Gianumberto Accinelli is an entomologist, Professor of Applied Entomology at the University of Bologna and founder of Eugea. He was also selected by the Italian newspaper, Corriere della Sera, as one of the twenty people who are changing Italy. Eugea is a green company working to preserve biodiversity in urban settings through active citizenship.

SARA ROVERSI (SERIAL ENTREPRENEUR AND CO-FOUNDER AND CREATIVE DIRECTOR OF YOU CANGROUP)

For 10 years, she has been working as a serial entrepreneur and startup specialist in the food and digital field, all of which are under the You Can Group management. The group has just recently launched the Future Food Foundation and COB, a co-business space in Bologna. Sara is part of the Young Entrepreneurs of Confindustria and has participated in the G20 YEA SUMMIT. She’s a Board Member of the Association “Tutte per l’Italia”, and a Food Writer for Leifoodie.it, which is a we magazine of RCS MediaGroup.

INTERNATIONALIZATION AND ENTREPRENEURSHIP: DRIVERS OF BUSINESS MODEL INNOVATION

The business model by which firms operate are now heavily influenced by the spatial dimension indicated by globalization; strategic decisions and growth processes are hence strongly characterized by the inter-relationship between internationalization, innovation and entrepreneurship. These decisions address issues like organizational boundaries, location of the operational activities, what activities to focus on and the selection of value partners.

In this workshop, we’ll focus on the geographical and horizontal drivers that push companies to innovate their business model through two case studies: Groupon and Virgin.

Andrea Mantovani, Associate Professor, University of Bologna
Paolo Aversa, Marie Curie Fellow of Strategy, Cass Business School, City University London

BETWEEN E-COMMERCE AND RETAIL: THE RISE OF THE HYBRID SALES MODELS

While many companies are basing their sales strategy on a pure e-commerce model, other businesses are adopting “hybrid sales models” - i.e. they balance between traditional and e-commerce sales models to reach new markets and grow. How easy is this transition for traditional retail, face-to-face and “brick and mortar” sales models? How are companies adjusting their operations and how does this changes their business overall? Can they use the development of e-commerce to their advantage?

In this workshop, we will hear presentations of business models from several companies in various industries and markets and discuss the future of e-commerce, traditional and hybrid sales models in order to understand which path is best and if there is a “one model fits all” solution at all.

Isabella Strada, Marketing & Communication Manager, Windows on Europe, Spa
Alessio Orlando, Area Manager, Mirage, Spa

Creating a brighter future, together.