



Embassy of Italy
Washington

**SUSTAINABLE
DEVELOPMENT
FESTIVAL
2021**



Consulate General of Italy
New York



VNY *La Voce di New York*



October 20-21, 2021

Promoted by the Embassy of Italy in the United States

***Sustainability: From Cost to Profit
A forum with Italian and US experts***



Giuliano Mauri - Cattedrale Vegetale - 2001 - Copyright Arte Sella - Ph Giacomo Bianchi

***Organized by Istituto Italiano di Cultura in New York and La Voce di New York
on the occasion of the 5th Edition of the Sustainable Development Festival promoted
by Alleanza Italiana per lo Sviluppo Sostenibile (ASviS) and in view of COP26.***



The Forum will address the issue of sustainability in its various aspects: financial and productive, economic and ecological, cultural and social.

The discussion will explore the topic of sustainability from a double perspective:

a) from being perceived as a cost, sustainability must become a growth factor.

b) sustainability should be nurtured not only on the field of environment and ecology, but also society, art and culture.

The discussion will focus on the best practices of sustainability connecting several dimensions: economic, cultural, social, scientific, technological. The forum will promote a dialogue between journalists, economists, companies, scientists, intellectuals, and young leaders belonging to Italy, Europe and the United States.

In parallel with the Forum, the Italian Cultural Institute will host an exhibition on sustainable fabrics by Italian fashion houses (12-26 October).

The forum will be available live on YouTube:

https://youtu.be/tKxEkDX_dJw (October 20)

<https://youtu.be/VDVABDPi8kc> (October 21)

The Forum will also be recorded, and broadcasted on “Stanze Italiane” with English subtitles for the Italian speakers on the IIC-NY web-platform: <https://www.stanzeitaliane.it/>

The format of the Forum will be hybrid (speakers will participate online and in person).

Organizing committee: *Fabio Finotti*, IIC NY-Director; *Giampaolo Pioli*, President-CEO “La Voce di New York”; *Mario Calvo Platero*, Chairman Palazzo Strozzi Foundation USA - President GEI; *Antonino Laspina*, Italian Trade Commissioner; *Cinzia Zuffada*, ISSNAF President, Chair of the Board; *Alessandro Melis* Italian Pavillon – XVII Biennale di Venezia – Curator.

October 20

Council on Foreign Relations (58 East 68th Street, New York, NY 10065)

18:00 Welcome Cocktail

18:45 Dinner

Welcoming remarks:

Richard Haas, President of the Council on Foreign Relations

Keynote speaker:

Tensie Whelan, NYU-Stern Business School, Director, Center for Sustainable Business

October 21

Italian Cultural Institute (686 Park Avenue, New York, NY 10021)

8:15 Coffee and Welcome

8:45 Opening remarks

Mariangela Zappia, Ambassador of Italy to the United States

8:50 - 9:15 - The Eco Sustainable Business

Alessandro Benetton (Founder and Managing Partner, “21 Invest”) [web connected], in conversation with Mario Calvo-Platero

9:15 - 10:15 – Sustainability in Finance and the Challenge of Wealth Creation

Moderators: *Stefania Spatti (Class CNBC TV); Andrea Fiano (Global Finance)*

Speakers:

Lucia Silva, Head of Sustainability – Assicurazioni Generali [web connected]

Serge Younes, Head of Sustainability – Investindustrial [web connected]

Gillian Tett, Financial Times

Gian Marco Salcioli, Head of Strategic Marketing/ESG Team – Intesa Sanpaolo [web connected]

10:15-11:00 - Sustainable Cities and Communities

Moderators: Claudio Pagliara (RAI); Stefano Vaccara (LaVoce di New York)

Speakers:

Federico Rampini, La Repubblica

Maria R. Perbellini, NY Institute of Technology

Enzo d'Errico, Corriere del Mezzogiorno [web connected]

11:00-11:30 - Sustainability and “Natural” Life - 1

Moderators: Dario Laruffa (RAI); Paolo Mastrolilli (La Stampa),

Speakers:

Emanuele Montibeller, Founder and Artistic Direction of Arte Sella Association [web connected]

Marco Paolini, Playwright and Actor [web connected]

11:30-12:10 - Sustainable Growth and Industry Innovation – 1
(session in Italian)

Moderators: Maria Teresa Cometto (Corriere della Sera); Serena di Ronza (Ansa)

Speakers:

Davide Bollati, Presidente del gruppo Davines [web connected]

Alessandra Gruden, Presidente Gruden SPA [web connected]

Federica Minozzi, CEO IRIS Ceramica Group – [web connected]

Debriana Berlin, Managing Director at The Future Reference [web connected]

12:10-12:30 - Sustainability and “Natural” Life – 2
(session in Italian)

Telmo Pievani, Università degli Studi di Padova [web connected], in conversation with Fabio Finotti.

12:30-13:45 - Lunch

13:00 Lunch Keynote speaker:

Marco Alverà, CEO of Snam [web connected] – In conversation with Mario Calvo Platero about Environmental Sustainability

13:45-14:20 Sustainability and Italian Fashion - 1

Moderators: Francesca Forcella (Mediaset), Valeria Robecco (ANSA)

Speakers:

Simone Cipriani, Founder of the Ethical Fashion Initiative (United Nations and World Trade Organization) [web connected]

Carlo Capasa, Presidente della Camera Nazionale della Moda Italia [web connected]

14:20-14:30 Sustainability and Italian Fashion - 2

Video-message from:

Sara Sozzani Maino, Senior Editor Vogue Italia & Editor Vogue Talents

14:30-15:15 Sustainable Growth and Industry Innovation - 2

Moderators: Massimo Gaggi (Corriere della Sera) – Marco Valsania (Il Sole 24Ore)

Speakers:

Tommaso Bittossi, Director Transsolar NY

Georgios Papadimitriou, CEO Enel Green Power North America [web connected]

Claudio Piccinelli, President & CEO Eni New Energy US, Inc.

Giuliano Busetto, Head of Digital Industries Siemens SpA

Derek Young, Managing Director, ESG Consulting Services at Summit Strategy Group, LLC [web connected]

15:15-15:45

Renzo Rosso, Founder of Diesel – Chairman of OTB [web connected] in conversation with Mario Calvo-Platero (session in Italian)

15:45-16:30 Sustainability and Public Health

Moderator: Lisa Bodei (Memorial Sloan Kettering Cancer Center)

Speakers:

Mario Strazzabosco, University of Yale

Monica Fornier, Memorial Sloan Kettering Cancer Center

Riccardo Lattanzi, NYU-New York

16:30-17:30 Sustainability and Future Leaders

Moderatore: Antonio Di Bella (RAI) - Marco Congiu (Sky TV)

Speakers:

Dotsie Bausch, 2012 Olympic podium

Rachel Payne, Managing Director, Full Cycle Climate Partners [web connected]

Laureen Gregorio, TheLotusMission - Co-Founder and Social Media Manager [web connected]

Anushka Bhaskar, Member of the Intersectional Environmentalist Council, and founder of Avritah [web connected]

Jahnvi Rao, President and Founder of New Voters [web connected]

Silvia Laurino, Founder and curator of thesustainabowl.com [web connected]

Laura La Posta - Managing Editor, Special Projects & Partners, Il Sole 24 Ore