

## Event presentation

The Art of Responsibility is the theme of this year's conference "Think More About", promoted by Terra Institute in the last six years, and addressed to the sustainable lifestyles and the new approaches of the economy of the future.

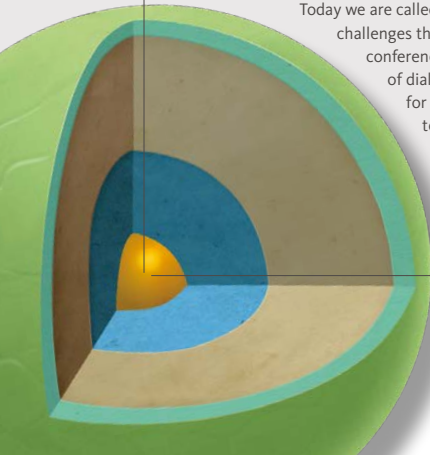
It's an exciting and necessary challenge: it has to do with the art of "knowing how to respond" of our behaviors and choices to the increasingly demand for a fairer world for all.

We would like to take a more active role in the world, and it requires to answer a call, which is not based so much on a duty, but rather on intuition, on a broader vision of the world around us, of the people we care, humanity and of the new generations.

The players involved in this new alliance between citizens, institutions, companies and non-profit organizations, are all invited to activate their resources and competences in order to promote innovative high impact solutions.

The conference is an annual event in Bressanone and at the Novacella Abbey involving a wide audience of stakeholders from all over northern Europe. It was hosted in other prestigious areas such as Milan and Zurich. It arrives today in Lecco as a natural meeting point of different local stakeholders, administrations, companies and non-profit, in the will of make a breakthrough towards excellence.

Today we are called to a choral response to the challenges that the future brings us. The conference is a contribution to the promotion of dialogue and discussion in the search for new and shared solutions, addressed to build a better world for all. The seminars of Saturday are aimed to the deepening these paths.



# think more about 2017 Sustainability days March 17<sup>th</sup>-18<sup>th</sup>

## The art of the responsibility

Climate alliance: attractive and sustainable territories and businesses

March 17<sup>th</sup> 2017

Auditorium "Casa dell'Economia"  
Lecco Chamber of Commerce

March 18<sup>th</sup> 2017

Politecnico di Milano - Campus di Lecco

**FREE SUBSCRIPTION**  
Registration required by March, 14<sup>th</sup>  
only via [www.thinkmoreabout.com](http://www.thinkmoreabout.com)

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# Speakers



## Hans-Peter Dejakum

He has attended Innsbruck University, where he graduated in marketing. He gained his first professional experience in communication companies in Germany and after words in leading food business. He joined Loacker in 1990 as brand manager and he has been the marketing manager of this company for 25 years. As director of the global marketing, he is part of the company board.



## Jörg Heynkes

He collaborated in several research projects in the field of technological and social innovation and is an honorary member of the board of various associations active in this area. In 2016, the federal state of Nordrhein-Westfalen recognized as one of the most important climate protection projects in Germany VillaMedea.



## Michelangelo Pistoletto

Michelangelo Pistoletto was born in Biella in 1933. In 1962 realizes the mirror paintings, with which soon reach international recognition. In 2003 he was awarded the Golden Lion for Lifetime Achievement at the Venice Biennale.

In 2007 he received the Wolf Foundation Prize in the Arts, "for his constantly inventive career as an artist, educator and activist whose restless intelligence has created prescient forms of art to contribute to a new understanding of the world". In 2004 the University of Turin awarded him an honorary degree in Political Science. On this occasion the artist announced what has become the most recent phase of his work, Third Paradise. His works are in the collections of major museums of modern and contemporary art. Artist's official website: [www.pistoletto.it](http://www.pistoletto.it).



## Natale Castagna

Since 1994 he served first as General Manager and after as Managing Director and Chairman of Novatex Spa - Italy, a company operating in the design and manufacture of agricultural baling at a national and international level. CEO and Chairman of the Board of Directors of Stella Azzurra. CEO of Sidagri. By these positions he started collaborations with: Tama Plastic Industry- as Member of the Strategic Committee, Regional Consultation Committee and Editor of an important Credit Institute; Vice President of the Recycling Polyethylene Consortium. He took part as a speaker at numerous conventions and conferences: at the Bocconi University of Milan, Bicocca University of Milan and at the Center of Corporate Studies of Valmadra.

**Lorenz Isler**  
He his IKEA Sustainability Manager in Switzerland and he is therefore the responsible for the activities and commitments to the environment and society of the company. He previously worked at Microsoft Switzerland serving as sustainability manager and as a consultant at Accenture.



## Rossella Sirtori

Businesswoman, currently head of the family, Sircatene Spa, which rivng till the mid-eighties. Combines the entrepreneurial talent an inspired vision of the company as the protagonist of social life and the laboratory where profitability, environmental and social sustainability can be the faces of the same coin. He believes that an intelligent contact with the world of research is essential for the evolution of Italian manufacturing. She has performed numerous positions in the economic, institutional and university, including the presidency of Confindustria Lecco.



## Mauro Vaia

Credited in the albo of the Italian Ethic Of crier, he was System Manager for a neurofunctional rehabilitation Center. It is also a professional counselor, trainer and

consultant in the areas of organization all earning, individual coaching, project management, organizational development; in his speeches, followed by a holistic view of the human being, in his capacity as the body, energy, mind, emotions, in its ecosystem dimension.



## Alberto Magatti

Owner of the family who is responsible for years of precision machining, performed on 5-axis machining centers, Alberto Magatti, he has always paid much attention to the modern development of their society. With the person at the center of its goals, it has developed the work place on a human scale, not to mention the research and investment in high technology. Founder of MAW3 Group, a network of 15 companies that since 2009, collaborate and work together, with a modern and constructive mind set, entering international markets, with the leading technologies and products. Today also the Chairman of the Cooperative Meeting, were 25 people with various disabilities can find work in their size. passion for cooking has to his credit a book, (From the shop to the kitchen), where among recipes and daily events, tells of his experience, between the company and stove.



## Andrea Di Stefano

Expert of ethical finance and social economy, he is the founder of the magazine "Valori". As a journalist, he has collaborated with "Il Manifesto" and "La Repubblica" and he is the director of the social economy and ethical finance magazine "Valori" and he collaborates with "Il Fatto Quotidiano". It is one of the most popular and influential voices of Radio Popolare. Here he provides insights and interviews on economics and financial issues, he is the conductor of Il Giorno delle Locuste, a transmission of economic disclosure that won the Marconi's Prize in 2012 for communication as the best radio project. In 2016, he reviewed the research "Effects of the Volkswagen case: towards a new paradigm of sustainable mobility".

## Mauro Colombo

Entrepreneur and managing director of a leading company in precision engineering. Mayor for two terms of office of the City of Monte Marzo (LC), in 2010 he was elected Chairman of the Board Silea Spa, a publicly controlled companies operating in the environmental field; a position he still holds having been renewed the appointment of two additional three-year terms.



## Achille Coppola

Chartered accountant. Currently Chairman of Council of Certified Public Accountants Secretary. Expert in extraordinary operations, company evaluations, restructuring and equity groups, restructuring and insolvency procedures, corporate taxation. Member of the board of directors in several companies.



## Benigno Calvi

Always active in the world of social and environmental roots groups. Former President of CFL in Treviglio (BG), coop of consumer households. Elected mayor of Inzagio (MI) in the wake of the struggles against the local and fill, there has realized energy rationalization interventions by various municipal complexes participating in a provincial ban no impact on the municipal budget. Made a sustainable nursery, a small neighborhood, Ecocity, a cooperative of houses with zero impact. Has signed the Covenant of Mayors in 2009 and the SEAP in 2011. He did post the entire municipal agriculture all and in PLUS Alto Martesana and promoted the PLUS Martesana as an evolution of the previous year. For almost a year Ecomuseum coordinator Martesana and three months President of North Adda Park.

Founder of Aaster Consortium, of which he is the director since 1984, he has always kept at the center of his interests anthropological, social and economic dynamics of territorial development. Columnist of "Il Sole 24 Ore", with the heading named "microcosm". He is the director of the COMMUNITAS magazine.



## Marco Peverelli

He performed roles of project manager in multinational chemical industry, after experience as head of technical services, industrial and process management. From 1991 to 2007 he was appointed managing director and technical director of seven production units aimed at the treatment and disposal of urban and industrial waste. Since 2008 he is general manager of Silea Spa, a local waste management company to the public control, one of the most important in Lombardy.

## Daniele Riva

President of the Chamber of Commerce of Lecco and Vice President of Unioncamere Lombardia. Company owner of metallic carpentry "Cremonini Srl". President of Confortigiano Imprese Lecco, Provincial President of Blacksmiths Carpenters and Energy Consortium CEnPI.

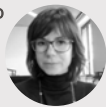


## Günther Reifer

He wants to offer to the methods companies and concepts able to make change possible 360° and redefine entrepreneur ship ground. companies companies and organizations with great enthusiasm, structure and creativity, with his innovative thinking, able to grasp the interactions and able to look ahead, result oriented and has a good sense of humor. Thanks to its solid base of knowledge and years of work in contact with several companies, is an expert in strategy, the mission development and systemic vision, management and reporting of sustainability, product development (Design Consultant Cradle to Cradle), innovation management, marketing 3.0, Business Model Innovation and development of new sales models. Günther has worked for years in classical economics, but after an internal process decided to get out of that world and found the Earth Institute.

## Federica Russo

After earning a bachelor's degree and a Master in Marketing and Business Administration from the Catholic University of the Sacred Heart in Milan, in 2006 he began to work in the family Electro Adda Spa. In the company alongside the General Management and the Board of Directors in the organization and corporate management. Delegate of the Young Entrepreneurs Group of Confindustria Lecco and Sondrio for the relationship between the world of work and schools. Believes professional and business ethics, and in the land conservation system and social responsibility.



# Event schedule

Friday, March 17<sup>th</sup> 2017

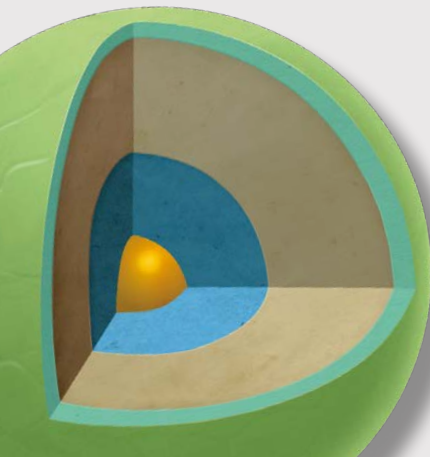
Location: Auditorium “Casa dell’Economia”

Credits for Professional Accountants

17.00	<b>Participants registration</b>	
17.30	<b>Institutional welcoming</b> Lecco Chamber of Commerce (Daniele Riva - President) Parco Adda Nord (Benigno Calvi - President) Terra Project Onlus (Anna Riva - President) Terra Institute Srl (Günther Reifer - CEO)	
18.00	<b>Keynote #1: The art of the responsibility</b> Michelangelo Pistoletto	
18.50	Musical interlude by Luca Garlaschelli “Bass solo, deep frequencies”	
19.00	<b>Keynote #2: Visionary and responsible companies</b> Hans-Peter Dejakum (Locker Ag)	
19.30	<b>Buffet dinner</b> by CFP Aldo Moro	
20.30	<b>Keynote #3: Visionary and responsible companies</b> Lorenz Isler (IKEA CSR Manager)	
21.15	<b>Roundtable</b> <b>Innovation and responsibility</b> Günther Reifer (Terra Institute Brixen - CEO) Michelangelo Pistoletto (Cittadellarte Biella - artist) Rossella Sirtori (Sircatene - CEO) Natale Castagna (Novatex Italia - CEO) Aldo Bonomi (AASTER Consortium - President) Achille Coppola (National Council of Certified Public Accountants - Secretary)  Moderated by: Mauro Vaia (Terra Institute Srl)	
22.30	<b>Conclusion</b> by Mauro Vaia (Terra Institute Srl)	






Language: German and Italian with simultaneous translation

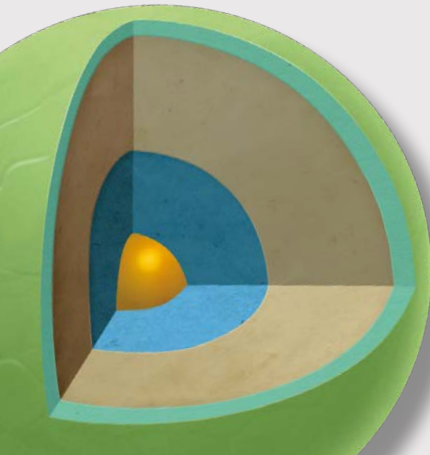


# Event schedule

Saturday, March 18<sup>th</sup> 2017

Location: Aula Magna - Politecnico di Milano - Campus di Lecco

9.00	<b>Participants registration</b>		
9.10	<b>Workshop on best practices</b>		
	 <b>1- Sustainable Communities</b>	 <b>2- Sustainable Companies</b>	 <b>3- Sustainable Jobs</b>
	<p>Wuppertal (Germany) as a best practice: the design and the conversion of a neighbourhood towards sustainability and climate neutrality. New models of cooperation between citizens, to ensure that the project can be successful; goals and new roles of the Public Administration and companies compared to the improvement of the index of well-being in the community.</p> <p><b>Jörg Heynkes</b> (public manager Wuppertal Region - Germany)</p> <p>Moderated by: Anna Riva (Terra Project Onlus) Rocco Briganti (Terra Project Onlus)</p>	<p>Social responsibility in a strategic point of view: CSR and Sustainability reports. Presentation of the pilot projects of some companies and new areas of work, such as: operational excellence, dialogue with stakeholders, reporting, strategy, products and alliance of values, accounting innovation, mission and vision with other Italian best practices.</p> <p>Moderated by: Mauro Vaia (Terra Institute Srl) Angelo Riva (Terra Project Onlus)</p>	<p>Emerging green jobs in the environmental sector and in the corporate social responsibility; how to promote sustainability through the job placement; opportunities for young and employment relaunch.</p> <p>Moderated by: Chiara Ratti (Sircatene Spa) Vittorio Campione (Studio Ares Srl)</p>
10.45	<b>Coffee break</b> by CFP Aldo Moro		
11.00	<b>Roundtable</b>		
	<b>Climate Alliance: Cooperation projects between companies, subsidiary companies and public administration</b> <ul style="list-style-type: none"> <li>• <b>Günther Reifer</b> (Terra Institute - CEO)</li> <li>• <b>Jörg Heynkes</b> (Wuppertal Region, Germany- Public Manager)</li> <li>• Metalworking and engineering companies from Lecco involved in the CSR project: Communities Socially Responsible <b>Rossella Sirtori</b> (Sircatene - CEO) - <b>Alberto Magatti</b> (CMM Magatti - CEO) - <b>Federica Russo</b> (ElectroAdda - Management Control Responsible)</li> <li>• <b>Andrea Di Stefano</b> (Valori Magazine - Director) An international point of view on CSR</li> <li>• <b>Mauro Colombo</b> (Silea Spa - President) e <b>Marco Peverelli</b> (Silea Spa - Director) Task and competences of the subsidiary companies on CSR</li> <li>• <b>Giulio Ceppi</b> (Total Tool - Architect)</li> </ul> <p>Moderated by: Mauro Vaia (Terra Institute Srl)</p>		
12.50	<b>Conclusion</b> by Terra Project e Terra Institute		



## The third paradise

In 2003, Michelangelo Pistoletto wrote the manifesto of the Third Paradise, and draws the symbol, consisting of a reconfiguration of the mathematical sign of infinity. Between two adjacent circles, representing the opposite sides of nature and artifice, a third center circle is placed, in order to represent the generative womb of a new humanity, an ideal overcoming conflicts in which nature and artifice are placed in the current society.



## For more informations

[www.thinkmoreabout.com](http://www.thinkmoreabout.com)



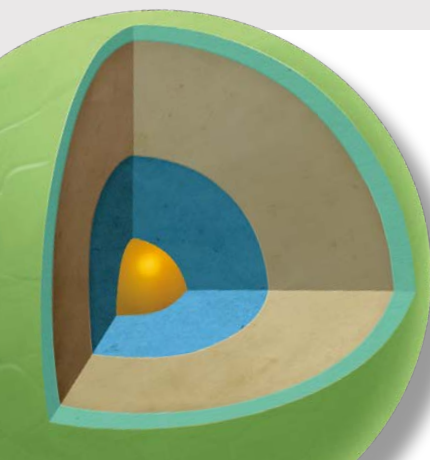
### Registration and contacts

[www.thinkmoreabout.com](http://www.thinkmoreabout.com)

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STUDIO/COMPTON



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