

WORKSHOP

*Ethics, economics  
and sustainable  
development*



Assindustria Lucca

Istituzioni  
Mercati  
Tecnologie

IMT

ALTI STUDI LUCCA



Camera di Commercio  
Lucca

 CASSA DI RISPARMIO  
DI LUCCA PISA LIVORNO  
PASSIONE E SENSIBILITÀ PER IL TERRITORIO

PALAZZO BERNARDINI,  
LUCCA – SUNDAY,  
MARCH 10, 2013  
9.00 A.M.

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- 8.30 a.m. Welcome coffee and registration
- 9.00 a.m. Welcome speech  
**ALBERTO BEMPORAD**  
Director, IMT Institute for Advanced Studies Lucca
- 9.15 a.m. **MARCO FREY**  
Director, "Institute of Management- Sant'Anna School of Advanced Studies" of Pisa  
*Sustainable development and corporate role between global and local dimension*
- SEBASTIANO MAFFETONE**  
Dean of Political Science at Luiss 'G. Carli' University of Rome  
*Sustainability and good economy*
- ALBERTO VANNUCCI**  
Professor of Political Science at the Department of Political Sciences, University of Pisa  
*Ethics and corruption, ethics within corruption: the role of moral costs as a prevention strategy*
- Moderator: **ALAN FRIEDMAN**, economist and journalist
- 10.30 a.m. **BOLAT AKCHULAKOV**  
Oil and Gas Vice Minister of Kazakhstan
- LUIGI LAZZARESCHI**  
CEO Sofidel S.p.A. and Corporate Social Responsibility Vice President of Assindustria Lucca
- 11.00 a.m. Discussion
- 11.30 a.m. Closing speech  
**CRISTINA GALEOTTI**  
President of Assindustria Lucca
- Cocktail

The workshop will be run in Italian.  
Simultaneous translation Italian-English will be offered.

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## **Bolat Akchulakov**

Vice-Minister of Oil and Gas of Kazakhstan and former chairman of KazMunaiGas National Oil Company.

## **Alan Friedman**

Chairman and Co-Founder of Stratcoms Development Ltd. (SDL), is a strategic communications veteran and political strategist who has spent the past 30 years as a media entrepreneur, former award-winning journalist with the Financial Times of London, the International Herald Tribune and The Wall Street Journal Europe, best-selling author (Agnelli, Spider's Web), television talk show host, and a former contributing editor of Vanity Fair.

One of Europe's most respected economic and political commentators, and a well-known TV personality in Italy, Alan Friedman has developed and managed national branding, media outreach and editorial lobbying campaigns for heads of government, foreign ministries and international organisations.

Alan Friedman is the only American journalist to have received the Medal of Honour (1997) from the Italian Parliament and he has been awarded many other acknowledgements for his work on global economy.

## **Marco Frey**

University Professor and Director of the "Institute of Management- Sant'Anna School of Advanced Studies" of Pisa. He is responsible of research projects on environmental management, energy economics and management, corporate social responsibility, industrial clusters, local sustainability and coordinator of many projects founded by the European Commission. He is the leader of the SUM - Sustainability Management Research Group, with the mission to combine the knowledge of business management with the principles of sustainability, through scientific research and empirical investigations. He is the President of the steering committee of the MeS (Healthcare Management) Lab and chairman of the Global Compact Italian Network, which is a body of the United Nations within the Global Compact Program.

## **Luigi Lazzareschi**

CEO and member of Sofidel Group's Board of Directors, the sixth largest manufacturer of tissue paper in the world (the second in Europe).

He has an MBA from USC (University of South Carolina) with a major in Marketing and a minor in Management Science.

In June 2012, at the invitation of Global Compact Italy, Luigi Lazzareschi took part at Rio +20 Corporate Sustainability Forum providing details about Sofidel's achievements within WWF Climate Savers program.

In May 2010 Mr Lazzareschi was invited by Connie Hedegaard, the European Commissioner for Climate Action, alongside other distinguished business leaders in the field of environment, to take part in Brussels in a round table discussion devoted to the transition towards a green economy significantly entitled "Leading by Example". The Sofidel Group is owned by Lazzareschi and Stefani families. Over 40 years of

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history (established in 1966) , 28 subsidiary companies in 13 countries (Italy, Spain, Sweden, The United Kingdom, Belgium, France, Croatia, Germany, Poland, Romania, Greece, Turkey and USA), about 5000 employees, Sofidel is currently the sixth largest manufacturer of tissue paper in the world. Investment in the people and in the communities where it operates in; commitment to innovation and the quality of production processes; transparency and the adoption of responsible social and environmental actions – these are the underpinning values of the Group.

### **Sebastiano Maffettone**

Professor of Political Philosophy and Dean of Political Science at Luiss 'G. Carli' University of Rome, where he teaches "Political Philosophy" and "Theories of Globalization". He taught in several Italian universities (Turin, Palermo, Naples and Rome) as well as International universities (Harvard, Columbia, Boston College, Tufts University, Paris, Dehli, University of Pennsylvania to mention a few). He has also founded and edited philosophy journals (Notizie di Politeia and Filosofia e questioni pubbliche) and research centers (Centro per la Ricerca e lo Studio dei Diritti Umani and Center for Ethics and Global Politics), published scholarly articles on different subjects, published and edited many books (among them: Rawls, Polity Press 2010) and contributed to the public debate on various cultural issues thanks to a wide network of international relationships, participation in seminars, workshops and conferences in Italy and abroad.

### **Alberto Vannucci**

Professor of Political Science at the Department of Political Sciences, University of Pisa.

He collaborated with the Committee for the Prevention of Corruption, established by the Chamber of Deputies.

Among his research fields are the analysis of the political-administrative corruption, organized crime and illegal markets, neo-institutionalist theory, the dynamics of Italian political-institutional system, policies against irregular work.

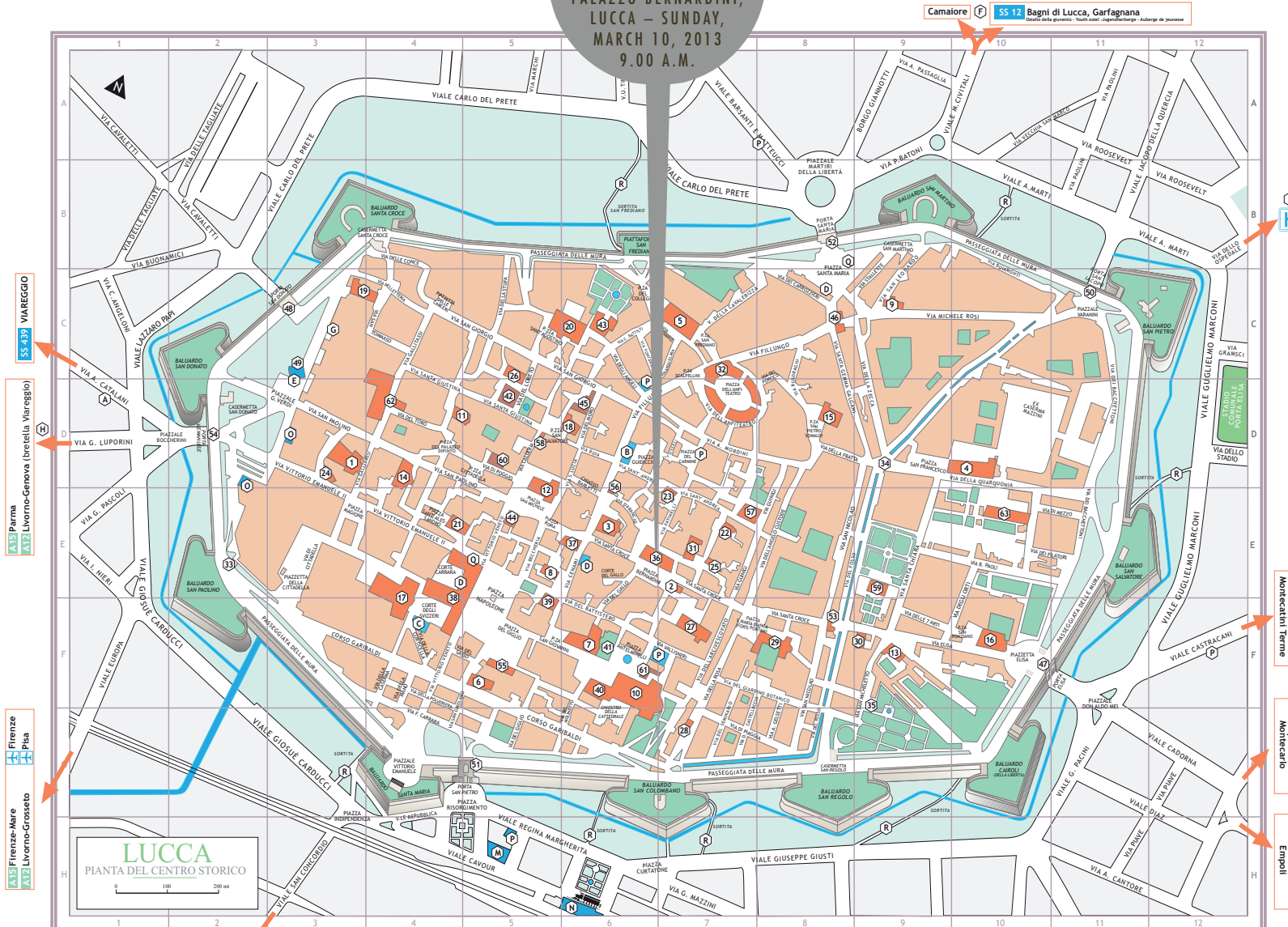
He is the director of the Master Programme on "Analysis, Prevention and Contrast of Organized Crime and Corruption", organized by Department of Political and Social Science of Pisa with the NGOs Libera and Avviso pubblico.

In the last years he lectured in the Universities and Cultural Centres of Athens, Bruxelles, Budapest, Caracas, Osaka, Poitiers, Manchester, Tübingen, Barcellona.

Among his books in English "The hidden order of corruption" (Ashgate 2012) and "Corrupt Exchanges" (Aldine de Gruyter, 1999), with D. della Porta.

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**CHIESE - (#non accessibili o sconstate)**

- 01 Crocifisso dei Bianchi (#) [D-3]
- 02 San Benedetto in Gottella [E-7]
- 03 San Cristoforo (#) [E-6]
- 04 San Francesco [D-9]
- 05 San Frediano [C-7]
- 06 San Girolamo (#) [F-5]
- 07 San Giovanni (#) [F-6]
- 08 San Giusto [E-5]
- 09 San Leonardo [C-9]
- 10 San Martino (Duomo) [F-6]
- 11 San Matteo (#) [D-4]
- 12 San Michele "in Foro" [D-5]
- 13 San Micheletto [F-9]
- 14 San Paolino [D-4]
- 15 San Pietro Somaldi [D-8]
- 16 San Zeno [F-10]
- 17 San Romano [E-4]
- 18 San Salvatore [D-6]
- 19 San Tommaso di Pelleria [C-4]
- 20 Sant' Agostino [C-5]
- 21 Sant' Alessandro [E-4]
- 22 Sant' Anastasio (#) [E-7]
- 23 Sant' Andrea [E-7]
- 24 Santa Caterina (#) [D-3]
- 25 Santa Giulia (#) [E-7]
- 26 Santa Maria Corteorlandini [C-5]
- 27 Santa Maria dei Servi [F-7]
- 28 Santa Maria della Rosa [G-7]
- 29 Santa Maria Forisportam [F-7]
- 30 Santissima della Trinità [F-9]
- 31 Suffragio (#) [E-7]

**MURA ED ALTRI MONUMENTI**

- 32 Anfiteatro [D-7]
- 33 Casermetta San Paolino [E-2]
- 34 Madonna dello Stellario [D-9]
- 35 Orto Botanico Comunale [F-9]
- 36 Palazzo Bernardini [E-6]
- 37 Palazzo Cenami [E-6]
- 38 Palazzo Ducale (Prefett. e Provincia di Lucca) [E-5]
- 39 Palazzo Gigli [F-6]
- 40 Palazzo "Casa dell'opera del Duomo" [F-6]
- 41 Palazzo Micheletti [F-6]
- 42 Palazzo Orsetti (Comune di Lucca) [D-5]
- 43 Palazzo Pfanner e giardino del XVII sec. [C-6]
- 44 Palazzo Pretorio [E-5]
- 45 Palazzo Santini (Comune di Lucca) [D-6]
- 46 Porta di Borgo (medioevale) [C-8]
- 47 Porta Elisa [F-10]
- 48 Porta San Donato [C-3]
- 49 Porta San Donato Vecchia (APT Lucca) [D-3]
- 50 Porta San Iacopo [C-11]
- 51 Porta San Pietro [G-5]
- 52 Porta Santa Maria [B-8]
- 53 Porta Santi Gervasio e Protasio (medioevale) [F-8]
- 54 Porta Vittorio Emanuele [D-2]
- 55 Teatro del Giglio [F-5]
- 56 Torre delle Ore [E-7]
- 57 Torre e Palazzo Guinigi [E-7]
- 58 Torre Ronzini [D-5]
- 59 Villa Bottini (Comune di Lucca) [E-9]

**MUSEI**

- 60 Museo Casa natale di Giacomo Puccini [D-5]
- 61 Museo della Cattedrale [F-6]
- 62 Museo Nazionale di Palazzo Mansi [D-4]
- 63 Museo Nazionale di Villa Guinigi [E-10]

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