



## Conference “Inclusive Business as a shared value opportunity”

*Creating profitable solutions by meeting social needs*

Knowledge Partner Enel Foundation

Rome, 2nd December 2021

- 09.30 – 09.40 am Speech by Chairwoman of the event **Marina Cuollo**, author, speaker, activist
- 09.40 – 09.55 am **Francesco Starace**, Enel CEO
- 09.55 – 10.10 am **Institutional Greetings:**  
**Francesco Iaccarino**, Head of Sust. and Inst. Affairs, Enel and  
**Alessandra Todde**, Vice Minister for Economic Development
- 10.10 – 10.30 am **Social innovation: business as unusual**  
Chairwoman: **Silvia Saggi**, Head of Sust Projects & Partnerships, Enel;  
**Cetty Unmarino**, Like your home;  
Video: sign language training for Enel shops in Argentina;  
Video: product Credito Facil Codensa, Enel Codensa Colombia;  
**Josè Minguez**, Proyecto Confía, Endesa Spain;  
**Andrea Depalo**, Founder, Startup Avanchair;  
Video: project Microseguros, Enel Perú;  
**Lorenzo di Ciaccio**, CEO Pedius e **Enrico Capiozzo**, CEO Veasyt
- 10.30 – 11.30 am **Round Table. Inclusive Business as a shared value opportunity**  
Chairwoman: **Paola Magrini**, Focal Point for Valuability and Inclusive Business, Enel;  
**Romina Boarini**, Director of the Centre for Well-being, Inclusion; Sustainability and Equal Opportunity, OECD;  
**Paola Rossi**, CSR Leader for South Europe, CISCO;  
**Silvia Candiani**, CEO, Microsoft Italia;  
**Marco Gazzino**, Head of Innovation and Product Lab, Enel X;  
**Christian Jahn**, Executive Director, Inclusive Business Action Network;  
**Tracey Crowe**, Senior Director, SEforALL;  
**Loic van Cutsem**, Director Ashoka Changemaker Impact Transfer, Ashoka



## BREAK

- 11.45 – 12.00 pm **Reading in the dark - collective immersive experience with the actor Gianluca Enria**
- 12.00 – 12.20 pm **Michele Crisostomo**, Enel Chair, interviewed by **Giulia Genuardi**, Head of Sust Plannig Perf Man & Human Rights, Enel
- 12.20 – 12.50 pm **Academic Round Table:**  
Chairman: **Christian Zulberti**, Deputy Director, Enel Foundation;  
**Simona Cuomo**, Coordinator of the Diversity, Inclusion & Smart Working Observatory, Bocconi University;  
**Alicia Roman**, Diversity, Equity & Inclusion Initiatives, Columbia University;  
**Silvia Barattieri**, Head of Equal Opportunities Unit, Politecnico di Milano;  
**Leigh Bernacchi**, CITRIS-Merced program director, University of California Merced
- 12.50 – 1.20 pm **Conclusions in presence in the National Gallery of Modern and Contemporary Art: modern art and inclusive business (Paola Magrini, Focal Point for Valuability and Inclusive Business, Enel and Elena Trippini, museum guide)**
- 12.50 – 1.20 pm **Online Conclusions:**  
**Heather Kipnis**, Global Lead: Inclusive Business and Entrepreneurship IFC World Bank;  
**Pedro Cortez**, Impact Management Specialist, UNDP;  
**Fabrizio Furbini**, Head of Enel CSV, Sustainability Projects and Practice Sharing, Enel
- 1.30 pm **LUNCH BREAK**



## PARALLEL SESSION ONLINE

12.50 – 1.35 pm **Session 1 - Immersive experience** with Marinella Monachella,  
Fondazione Istituto Ciechi di Milano

1.45 – 2.30 pm **Session 2 - Immersive experience** with Marinella Monachella,  
Fondazione Istituto Ciechi di Milano

2.30 – 4.00 pm **Product Inclusion**

**Nicola Tagliafierro**, Head of Sustainability Enel X;

**Richard Donovan**, CEO, The Return on Disability Group;

**Henrik Mathiasen**, CEO, Design People: Inspired by women;

**Vincenzo Falabella**, President, FISH;

**Chris Smith**, Financial Vulnerability Management, Revive

### **Inclusive Communication**

**Paola Magrini**, Focal Point for Valuability and Inclusive Business, Enel;

**Vera Gheno**, Sociolinguist, University of Florence;

**Roberto Romeo**, Vice President, FAND;

**Alexa Pantanella**, Founder, Diversity Speaking;

**Andrea Rubera**, People Caring and Inclusion Manager, TIM

## FLASH SESSIONS

3.00 – 3.30 pm **Startup Meeting: Jobecam. Managing bias during the hiring process**

**Loren Almeida**, Head of Innovation Hub Brazil, Enel;

**Cammila Yochabel**, CEO and Founder, Jobecam;

**Juliano Imperio Giuliano Zan**, P.O. Diversity and Inclusion Specialist,  
Enel;

3.20 – 4.00 pm **Oltremodoltre (Far beyond): antifragility as a competence for life and inclusive business. Meet the Paralympic athlete Oney Tapia.**

**Franca Formica**, Diversity and Inclusion Expert Trainer, Enel;

**Arianna Mainardi**, Secretary General, FISPES;

**Oney Tapia**, Paralympic Athlete