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 Saddi, 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 Furbin**, 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 Mathiassen, 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