

Seminar in Florence, Italy - Villa Romana - February, 5 to 6 2010

# ***Sustainable Values for valuable sustainability***

***about ambiguity  
and cultural  
interpretations  
of responsibility***



Deutsche Bank



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## **Seminar in Florence, Italy - Villa Romana - February, 5 to 6 2010**

Through this event Club of Florence seeks to promote an intellectual exchange and networking opportunity on the compatibility of strategic economic and ethical criteria, taking account of historical, philosophical and cultural circumstances and their rendering of accounts.

All speakers share a prominent professional and personal European imprinting and represent different European countries and shareholder-cultures.

***Welcome in Villa Romana in Florence next February!***

Hans-Martin Buhlmann  
*President*



*"Platform for responsible actors in Asset Management and Investor Relations"*

# Program

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### **Thursday 04.02.2010**

**20.00** Welcome Aperitif

### **Friday 05.02.2010**

**8.45** Opening

**9.00** COF – Seminar

Experience 2009 – Expectations 2010

Hans-Martin Buhlmann – *Club of Florence*

**9.15** "The environmental condition of responsibility" about the influence of moral/cultural institutions on the understanding and feeling of responsibility

Dr. Gregor Fitzi - *Doctorate from the University of Potsdam, researcher at the University of Florence, several publications on Weber and Simmel*

**10.45** Time for "espresso" ...

**11.15** "Corporate Governance and Corporate Social Responsibility at the time of the Medici"

Stefano Catelani - *Born in Florence, graduated in law at the University in Rome, Corporate Counsel at DuPont de Nemours, Geneva*

**12.30** Questionnaire 2009 "Ethical Compliance in Asset Management Industry. Responsible Ethics, demonstrated in attitudes towards voting" – about the results of the survey

Hanns-Michael Hölz – *Deutsche Bank*

Prof. Alexander Bassen – *Universität Hamburg*

Hans-Martin Buhlmann – *Club of Florence*

**13.00** Lunch

**14.00** "Microcredit, a tool for survival and social inclusion"

Prof. Luisa Brunori - *University of Bologna, psychologist, professor of Theories and Techniques of Group Dynamics and founder of "Osservatorio Internazionale*

*sulla Microfinanza," responsible for the Grameen Italia project*

**15.15** "Masdar City - Abu Dhabi - a model for the future?"

The perspective of a technology partner and supplier Christof Schwab - *Senior Manager Investor Relations Equity Capital Markets - Social Responsible Investors, Siemens AG*

**16.30** Time for "espresso" ....

**17.00** "Collecting the Sun" - about the capacity to focus on what is obvious and the intelligence to develop it - a Spanish experience

Alvaro de Rio - *General Director AEF, Asociación Empresarial Fotovoltaica*

**20.30** Dinner in a Tuscan Ambiance

### **Saturday 06.02.2010**

**9.15** "The market and the principle of gift"

Prof. Stefano Zamagni - *Professor of Economics at the University of Bologna, he was part of the working group that drafted the 2009 Encyclical "Caritas in veritate"*

**10.45** Time for espresso ....

**11.15** "Sustainability – a fashion?" A final "ten minutes' consideration"

Bernhard Orlik - *Haubrok Corporate Events, Munich*

**11.30** Open discussion and composing of the final resolution

**13.00** Lunch, followed by guided tour through the house, the terraces (wonderful view on Florence) and the garden

*Moderator of the seminar: Dr. Gregor Fitzi*

# Speakers

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### **Dr. Gregor Fitzi**

He obtained his Master degree in Philosophy and Literature at the University of Florence in 1992; after he moved to Bielefeld, Germany, where he got his PhD in Sociology. Before returning to the University of Florence for research reasons in 2003, he had a contract as an Assistant Professor at the Institute of Sociology in Heidelberg (2000/11-2003). Since 2008 he works at the Institute of Sociology of Potsdam as an habilitation candidate. Recent books and publications include: Max Weber zur Einführung (2008), Max Webers politisches Denken (2004). Soziale Erfahrung und Lebensphilosophie Georg Simmels Beziehung zu Henri Bergson, (2002) (with Claudia Portioli) Georg Simmel e l'estetica. Arte, conoscenza e vita moderna. (2006), Platon im Diskurs (2006), (with Otthein Rammstedt) Georg Simmel Gesamtausgabe Bd. 16 (Der Krieg und die geistigen Entscheidungen, Individuum und Gesellschaft, Lebensanschauung, Der Konflikt der Kultur) 1999.

### **Stefano Catelani**

He graduated in law at the University of Rome and took the Bar Exam in Italy in 1983 after two years of practice with a law firm in Florence. He then worked as chief counsel for more than five years for a major Italian pharmaceutical company before joining DuPont Legal in 1988. At Dupont over the years he has advised several subsidiaries and business units in the Europe, Middle East and Africa Region being based first in Italy and since 1990 at the European Headquarters in Geneva. In 1997, he moved to External Affairs where he worked as Director Governmental Affairs (Europe) before returning to Legal in 1999 to work as Corporate Counsel. In this role he is now advising as general counsel several Strategic Business Units (SBUs) within the Europe, Middle East and Africa region and coordinates the work done in the countries by the local lawyers working for those SBUs. Stefano Catelani's current practice focuses on both general corporate and commercial law, taxation and mergers and acquisitions, including divestitures and joint ventures. Issues relating to governance of both DuPont companies and joint ventures are part of Stefano Catelani's practice

### **Prof. Luisa Brunori**

Her present position is Full Professor in the Department of Psychology, University of Bologna, part of the Faculty of Education. She is Professor of Dynamic Psychology, having specialized in Clinical Psychology in the Faculty of Medicine, followed by a specialization in Psychiatry. She is Director of CIRIG, the University of Bologna's Interdepartmental Centre for Research and Development of Group Psychotherapy, and founder and member of the University's M.I.O. (International Observatory for Microfinance). The Observatory's mission is to act as an international centre of excellence for research into and analysis of microfinance phenomena in a multidisciplinary perspective. She is affiliated to a number of professional societies, being inter alia a member of GAS (Group Analytic Society), London, and of the Board of Directors of IAGP (International Association of Group Psychotherapy). She is a member of among others, the Editorial Board of "Group Analysis" and the Editorial Board of the review "Attachment and Human relations", London.



### **Prof. Stefano Zamagni**

He is Professor of Economics at the University of Bologna and Adjunct Professor of International Political Economy at Johns Hopkins University, Bologna Center. He is the author of numerous books and other publications (most recently Dizionario di Economia Civile (Dictionary of Civil Economics), with L. Bruni, Roma, Città Nuova, 2009). For his fine accomplishments, Professor Zamagni has been honored a number of times. In 2007 he was awarded the title of Knight Commander of the Order of St. Gregory the Great. Professor Zamagni was and is a member of a large number of Associations and Organizations. From 1999 to 2007 he was president of ICMC (an NGO based in Geneva dealing with migrant and refugee issues) and fellow of the "Human Development and Capability Association" (Harvard University). He was appointed (2007) President of the Italian Commission for the Non-Profit Sector, Milan. He is a member of the scientific committee of various economic journals and reviews. He was part of the working group that drafted the recent encyclical Caritas in veritate.



### **Christof Schwab**

He graduated in Economics at the University of Regensburg, Germany. Since 1998 he is working for Siemens, first for the AG as a Principal consultant in the CT Innovation Field Transportation, than as Vice President of Strategy&Partnering for Siemens Mobile Travel Solutions GmbH. In 2002 he changed to Siemens Mobile Phones, before occupying in 2004 the position of Director R&D Operational Support in Siemens Communications Mobile Devices. After a year spent in BenQ Mobile Group he turned back in Siemens AG. In his position of Manager Investor Relations he was responsible for the German and the Swiss market, the organisation of investor roadshows an presentation and the coordination of Social Responsible Investor Ratings (e.g. SAM, CDP). Since July 2009 Christof Schwab is Head of Equity Capital Markets and SRI. Among his major responsibilities: ECM Measure, SRI Presentations and Roadshows, AGM, Share Register.

# Information

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For information:

### **Club of Florence**

Brigitte Mauel  
Piazza di Bellosguardo 9a  
50124 Firenze  
Tel. 0039 055 2309093  
Mob. 0039 335 364828  
[bmauel@cof.cg](mailto:bmauel@cof.cg)

### **Address of the Seminar**

Villa Romana  
Via Senese 68  
50124 Firenze  
[www.villaromana.org](http://www.villaromana.org)

### **Accommodation**

If you have any queries regarding hotels and/or tourist information,  
please do not hesitate to contact us - [cof@cof.cg](mailto:cof@cof.cg)

### **Tourism**

It is possible to arrange personal guided tours through Florence, the museums, the shops,  
the "campagna toscana", wine and/or oil tasting before, during or after the seminar – please  
contact us - [cof@cof.cg](mailto:cof@cof.cg)

### **Accompanying persons**

are welcome to participate to the dinner on Friday evening \*and the lunch on Saturday

### **Seminar language**

English

### **Attendance fee:**

285,00 Euro \*\*



Map of Florence



\* Dinner for accompanying persons: 50,00 Euro

\*\* Part of the attendance fee will be devolved in a charity-project  
decided by the participants during the seminar

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[https://www.dkb.com/future\\_r.htm](https://www.dkb.com/future_r.htm)

## ● CORPORATE GOVERNANCE AT THE TIME OF THE MEDICI

[https://en.wikipedia.org/wiki/House\\_of\\_Medici](https://en.wikipedia.org/wiki/House_of_Medici)

## ● MICRO CREDIT, A TOOL FOR SURVIVAL AND SOCIAL INCLUSION

<http://www.grameeninfo.org/>

## ● MASQAR - ABU DHABI, A MODEL FOR THE FUTURE

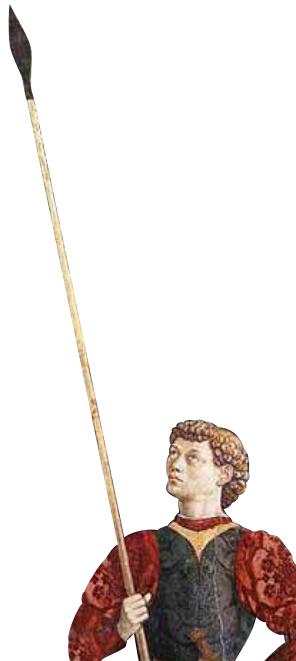
[www.masqar.ae](http://www.masqar.ae)

## ● COLLECTING THE SUN - A SPANISH EXPERIENCE

[https://en.wikipedia.org/wiki/Solar\\_power\\_in\\_Spain](https://en.wikipedia.org/wiki/Solar_power_in_Spain)

## ● THE MARKET AND THE PRINCIPLE OF GIFT

[https://www.unctad.org/italy\\_studies/floridawestern\\_economics/documents/tif\\_jan-uni\\_csr\\_2009029\\_csr-in-veritate.pdf](https://www.unctad.org/italy_studies/floridawestern_economics/documents/tif_jan-uni_csr_2009029_csr-in-veritate.pdf)



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# **Application form**

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**First name** .....

**Last name** .....

**Job Title** .....

**Organization** .....

**Country** .....

**e-mail** .....

I will attend the seminar

**Signature** .....

Please complete this application form and send it by mail to  
Club of Florence, Piazza di Bellosguardo 9°, 50124 Firenze – Italy,  
or by fax to + 39 055 2309028.

Due to the limited attendance we would ask you kindly to answer  
as soon as possible.

Many thanks!



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