

Empowering people, empowering the future

*About investing in people
to pave the way
for responsibly thinking
and behaving generations*



Deutsche Bank



www.cof.cg



cof@cof.cg

Seminar in Florence, Italy - Villa Romana - February, 11 to 12 2011

The object of the event is to promote an intellectual exchange 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

***We hope to meet you
in Villa Romana in Florence next February!***

Hans-Martin Buhlmann
President



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

Program

Seminar in Florence, Italy - Villa Romana - February, 11 to 12 2011

Empowering people - empowering the future

About investing in people to pave the way for responsibly thinking and behaving generations

THURSDAY 10.02.2011

19.30 Welcome Aperitif

FRIDAY 11.02.2011

8.45 Opening

9.00

Welcome

Hans-Martin Buhlmann, Club of Florence

9.15

Added value – about believing in people

(Art patronage at the time of Lorenzo de' Medici and today)

Angelika Stepken, *Director of the Villa Romana*

10.45 Time for Espresso

11.15

An investment in knowledge always pays the best interest - about investing in people

(Return on people in terms of work quality, competences, happiness, knowledge...)

Ute Müller, *Head of Human Resources Unit, S&D Group at the European Parliament*

12.40

Smart, sustainable and inclusive growth - about investing in brainpower

Prof. Hanns-Michael Hoelz, *Chairman of the board of Econsense*

13.00 Lunch

14.00

People may fail – about risk taking and trusting people

(Some sociological global and local perspectives)

Rev. Dr. Aidan G.Msafiri, *head of the Philosophy and Ethics Department at St. Augustine University of Tanzania*

15.45 Time for Espresso....

16.15

Humans and Humanoids – about substituting people

(European-japanese research on cultures of responsibility)

Dr. Gregor Fitzi, *University of Oldenburg*

20.30 Tuscan Dinner

SATURDAY 11.02.2011

9.00

Welcome

Hans-Martin Buhlmann, Club of Florence

9.15

Music makes the world go round - about moving people

(Music cannot be isolated from society: a project against ignorance)

Peter Thiemann, *Professor at Barenboim-Said Foundation in Ramallah*

10.45 Time for espresso

11.15

Investment in people, investment in understanding, investment in sustainability – about the will and the way

(Conclusion on the power of CSR initiatives for and inside our societies)

Janne Haaland Matlary, *Professor of International Politics, University of Oslo*

12.45 Final reflections

13.15 lunch

Followed by guided tour through the house, the garden and up to the wonderful terraces

15.30 Private visit Santa Croce

Moderation: Dr. Gregor Fitzi



Angelika Stepken

She has been director of the Villa Romana in Florence since 2006. Following her studies in art history, philosophy and political science at the Freie Universität Berlin, Stepken took up work as an arts review editor and art critic.

From 1987 to 1998 she carried out numerous international exhibition projects in Berlin and abroad (as far flung as Poland, China, Scandinavia and Turkey).

Between 1998 and 2006 Angelika Stepken was director of the Badischer Kunstverein in Karlsruhe.

Besides this, she has been teaching at the art-historical institute of the University of Karlsruhe and has been the deputy chairman of the Arbeitsgemeinschaft deutscher Kunstvereine (AdKV, Federation of German art associations).

The key focus of her curatorial activity lies on artistic positions that reflect the concept of artistic work and the work of art in social dimensions.



Ute Müller

Ute Müller holds a Masters/Diploma in European/Public Law, Political and Social Science.

In 1992, after several experiences in social institutions in Germany and in Sweden she entered in the European Parliament first as a trainee (Robert-Schuman Scholarship) and then as collaborator for European research at the DGIV REsearch in Luxembourg. In 1993 she becomes Deputy Secretary General and Export for European Fundraising of European and German Charitable Associations' representation in Brussels.

After that she works as a political adviser of the Parliamentary Group of the European Socialist Party within the European Parliament, first on employment and social affairs and on European petitions, and later on economic and monetary affairs as well as co-responsibility for the horizontal group on the follow-up of the European Lisbon strategy.

From 2004 she is concerned with economic and monetary affairs as well as financial service market and financial crisis.

Since 2009 Ute is Head of Human Resource Management at the S&D Group within the European Parliament.



Hanns-Michael Hölz

He has been working for the Deutsche Bank Group since 1986.

After completing an apprenticeship at Deutsche Bank, he studied Business Management at the University of Mannheim.

He has dedicated the last 15 years to promoting corporate responsibility with the last 10 years almost solely dedicated to shaping the debate on sustainable development – both within and outside of the Bank. His efforts are focused on communicating the new sustainability paradigm and setting into motion the changes necessary to achieve it.

Some of his activities include: UN Global Compact (Member of Kofi Annan's former Advisory Council), Chairman UNEP FI (2000 – 2005), Co-author of UNEP declaration "A statement by Banks on the environment and sustainable development"; World Business Council for Sustainable Development, Member of Board of Directors Global Reporting Initiative (2002-2006), Chair of Board of econsense, Forum of Sustainable Development.



Aidan G. Msafiri

He is senior lecturer and head of Philosophy and Ethics Department at St. Augustine University of Tanzania (SAUT). He studied moral theology at the Catholic University of East Africa in Kenya. In 1998 he went to Vienna where he was awarded (Summa cum Laude) a doctorate in moral theology with Environmental Ethics as his specialisation. He also holds a B.A. in theology at the Pontifical University Urbaniana and a Diploma in philosophy (University Makerere). He now works as one of the "young" African theologians for the World Council of Churches based in Geneva/Switzerland. He is a member of the commission for "Faith and Order" and "Globethics". In November 2006 he became a member of the international futurists conference in Lucerne/Switzerland. Dr. Msafiri has written several books, articles for journals and various papers for international conferences.



Dr. Gregor Fitz

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. Today he collaborates with the University of Oldenburg, Germany. 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.



Peter Thiemann

He is principal cellist of the Gran Teatre del Liceu, the Opera House of Barcelona and professor of cello at the Conservatori Superior de Música del Liceu, Barcelona since 1987.

As a soloist, chamber musician and guest professor he worked in Europe, North- and South America, Asia and the Middle East. Among other pedagogical publications he is author of a scale method for cello, published in 1989 in the Edición Ibérica of the Boileau publishers in Barcelona.

In 2002 Peter Thiemann created the International Music Academy of Solsona/Spain - AIMS - and the AIMS Festival, activities which have risen to be one of Spain's finest, most ambitious and international musical summer event which he is serving as artistic director.

In 2005 the pianist and conductor Daniel Barenboim commissioned him to join the team of teachers who provide free musical education for children and adolescents in Palestine as part of the musical peace project of the Barenboim-Said Foundation. Its aim is to promote educational and formative activities in the field of music, as well as a spirit of peace, dialogue, and reconciliation through music and music education.



Janne Haaland Matlary

She is professor of international politics, Department of Political Science, University of Oslo, and at the Norwegian National Defence University College.

Her main academic fields are European foreign and defence policy and international security policy.

She is a member of the Pontifical Council for Justice and Peace and consultant to the Pontifical Council for the Family in the Vatican, and has acted as head of Holy See delegations to international conferences.

She is a member of IESE's (Business school, Barcelona) international advisory board, member of the board of trustees of the "Social Trends Institute", N.Y. She was member of the "Global Agenda Council" at the Davos World Economic Forum. She was a member of the Norwegian government's expert commission on ethical guidelines for the national Petroleum Fund. She writes and lectures on international management and human rights/CSR for corporate actors.

In 2009, Pope Benedict XVI appointed her a life-long member of the Pontifical Academy of Science (Social Science Branch).

Hosts/coordination:

Club of Florence
Brigitte Mauel
Piazza di Bellosguardo 9a
50124 Firenze
Tel. 0039 055 2309093
Mob. 0039 335 364828
bmauel@cof.cg

Adress of the Seminar

Villa Romana
Via Senese 68 - 50124 Firenze
www.villaromana.org

Participants

25 people

Aperitif

All attendees and accompanying persons are invited to the opening aperitif on **Thursday, 10th of February, 6.30 pm**

Duration and programme structure

1½ days, split into three half-day segments, each with two talks and subsequent discussion; third segment will end with a concluding discussion and a resolution.

Acomodation

If you have any queries regarding hotels and/or tourist information, please do not hesitate to contact us: 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



Map of Florence

Accompanying persons

Are welcome to participate to the dinner on Friday evening (50,00 Euro)

Seminar language

English

Attendance fee

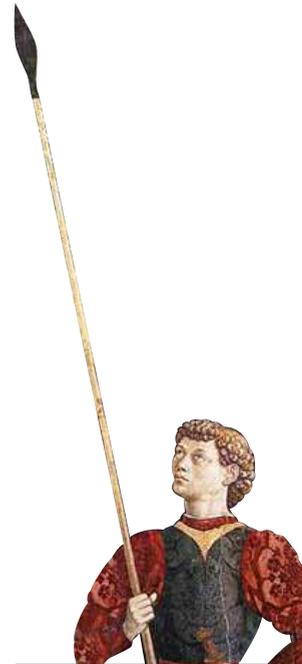
285,00 Euro
Part of the attendance fee will be devolved in charity and/or in the attendance of non-European participants from institutions that cannot sponsor them



Deutsche Bank 



- **Sponsors**
<http://www.deutsche-bank.de>
<http://www.haubrok.de>
<http://www.vip-cg.com>
- **Added value - about believing in people**
http://en.wikipedia.org/wiki/Lorenzo_de%27_Medici
www.villaromana.org
- **An investment in knowledge always pays the best interest - about investing in people**
http://en.wikipedia.org/wiki/Human_resources
<http://www.europarl.europa.eu>
- **People may fail - about risk taking and trusting people**
<http://en.wikipedia.org/wiki/Risk>
[http://en.wikipedia.org/wiki/Trust_\(social_sciences\)](http://en.wikipedia.org/wiki/Trust_(social_sciences))
<http://74.53.24.105/~saut/>
- **Humans and Humanoids - about substituting people**
<http://en.wikipedia.org/wiki/Humanoids>
http://en.wikipedia.org/wiki/Individual_responsibility
<http://www.uni-oldenburg.de/>
- **Music makes the world go round - about moving people**
<http://www.barenboim-said.org/static/en/fundacion/>
<http://www.liceubarcelona.cat/en.html>
- **Investment in people, investment in understanding, investment in sustainability about the will and the way**
http://en.wikipedia.org/wiki/Corporate_social_responsibility
<http://www.uio.no>
http://www.vatican.va/roman_curia/pontifical_academies/acdsien/index.htm



Application form

Seminar in Florence, Italy - Villa Romana - February, 11 to 12 2011

Empowering people - empowering the future

About investing in people to pave the way for responsibly thinking and behaving generations

First name

Last name

Job Title

Organization

Invoice Address

.....

.....

Country

E-mail

I will attend the seminar

Signature

Please complete this application form and send it by email to
bmauel@cof.cg 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!

