



“DRIVING SUSTAINABILITY: A SAFE ROAD TO THE FUTURE”

Milan, 23 January 2012

- 9.30 Registration and welcome coffee
- 10.15 Welcome speech – MARCO TRONCHETTI PROVERA, Chairman and CEO Pirelli:
Pirelli sustainability: a safe road to the future
- 10:30 CORRADO CLINI, Italian Minister of the Environment
- 10:45 JEREMY RIFKIN, President of the Foundation On Economic Trends (FOET):
The Third Industrial Revolution: Transforming the Role of Consumers
- 11.35 TOBY WEBB, Founder and Chairman of Ethical Corporation:
Corporate sustainability & consumer safety: an overview on global trends. From a research by Ethical Corporation
- 11.50 Coffee break
- 12.10 DISCUSSION
The role of consumers within global sustainability policies
- PETER BAKKER, President, World Business Council for Sustainable Development (WBCSD)
 - NIKHIL CHANDAVARKAR, Chief of Communication and Outreach, Division of Sustainable Development, United Nations Department of Economic and Social Affairs
 - CARLO FIDANZA, Member of the Transport and Tourism Committee of the European Parliament
 - FRANCESCO GORI, COO Pirelli

Moderator: OSCAR GIANNINO, Business and Political Columnist

- 13.20 ANTONIO TAJANI, Vice President European Commission, Responsible for Industry and Entrepreneurship
- 13.35 Conclusion - MARCO TRONCHETTI PROVERA
- 13.40 Lunch

