

ALCANTARA DIALOGUES 2013 CONNECT4CLIMATE

— *Re-think, Re-design, Re-new*

 **ALCANTARA®**
extraordinary every day

 **CONNECT
4CLIMATE** A campaign, a coalition,
and a community that cares
about climate change



GRAND OPENING

— April 9th 17.00h



Italian Minister of Environment, Land, and Sea Corrado Clini will preside over the grand opening of the Alcantara/Connect4Climate pavilion at the Temporary Museum for New Design. The 300-square meter space, designed by Italian architect Giulio Cappellini using carbon-neutral Alcantara materials, will be transformed to create a sensory experience.

Corrado Clini, *Minister, Italian Ministry of the Environment, Land and Sea*

Giovanna Melandri, *President, Maxxi Foundation*

Andrea Boragno, *Chairman and CEO, Alcantara*

Giulio Cappellini, *Architect*

Lucia Grenna, *Connect4Climate Program Manager, World Bank*

Cyril Muller, *External Affairs Vice President, World Bank*

Franca Sozzani, *Editor-in-Chief, Vogue Italia*

Betty Williams, *Nobel Peace Prize Laureate*



DESIGN & SUSTAINABILITY: THE FUTURE

— April 9th 17.30h

Architects, interior designers, product designers and representatives from the world of international development will discuss the evolution of the design process as it relates to climate change. The panel will explore how design can influence consumer behaviour and promote sustainable lifestyles through tactical design decisions.

Giulio Cappellini, *Architect*

Corrado Clini, *Minister, Italian Ministry of the Environment, Land and Sea*

Stefano Giovannoni, *Designer*

Cyril Muller, *External Affairs Vice President, World Bank*

Marcel Wanders, *Designer*

Moderator Joseph Grima, *Editor, Domus*

SUSTAINABLE FASHION

— April 10th 17.30h

Unlocking the innovative capacity of the multi-trillion-dollar fashion industry is crucial to addressing the environmental issues facing the world today. Leaders and influencers of eco-fashion will discuss the keys to a paradigm shift that is making sustainable “chic” - from new campaigns, to new production processes, to revolutionary products.

Livia Firth, *Creative Director, Eco Age Ltd, and Founder, The Green Carpet Challenge*

Martina Hauser, *Head of the Task Force*

“*Environmental and Carbon Foot Print*”,

Italian Ministry for the Environment, Land and Sea

Giovanna Melandri, *President, Maxxi Foundation*

Franca Sozzani, *Editor-in-Chief, Vogue Italia*

Moderator Eliza Anyangwe, *Senior Content*

Coordinator, Guardian



CSR AND GLOBAL ADVOCACY

— April 11th 17.30h

When the private sector demonstrates leadership through socially responsible actions, market trends often follow. To achieve a sustainable future, it is critical to explore how companies can take action to promote sustainable consumer and social behaviours while also helping their bottom line. Business leaders will share best practices of corporate social responsibility and government and NGO representatives will discuss the power of global advocacy in tackling the climate challenge.

Julie Allen, *Creative Director for Social Responsibility, Viacom International*

Silvio de Girolamo, *Chief Audit & Sustainability Executive Autogrill Group*

Kelly Rigg, *Executive Director, Global Call for Climate Action*

Betty Williams, *Nobel Peace Prize Laureate*

Moderator Zoe Fox, *Content Coordinator, Mashable*

11TH

ENTERTAINMENT & THE ARTS FOR SUSTAINABILITY

— April 12th 17.30h

12TH

From celebrity activism to ground-breaking films, entertainment and the arts have enormous power to raise our awareness of issues and inspire us to act.

The rise of social media has also revolutionized the way stories reach audiences.

This panel brings together artists and producers from the entertainment industry to explore how the arts and entertainment - including new media - can increase public awareness about climate change and stir audiences to action.

Massimo Bottura, *Chef*

Freddy Grunert, *Founder, International Academy of Environmental Sciences*

Ugo Nespolo, *President, National Cinema Museum of Torino*

Donald Ranvaud, *International Film Producer, Buena Onda*

Kenny Young, *Music Producer and Founder,*

Artists Project Earth (APE)

Moderator Izzy Lawrence, *Host, Writer and DJ, MTV*

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