

## APPLICATION FORM

Friday, October 31, 2008, from 9.45 a.m. to 1.00 p.m. and from 2.00 p.m. to 4.30 p.m. at Assolombarda, Via Pantano 9, Milan

Participation to the meeting is free; limited availability. Please confirm your participation by sending this application form by fax to the Communication and Marketing Department, fax number 0323.933.805

First name & last name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

The data contained in this application form shall be entered into the data base of Fondazione ISTUD and used in accordance with the privacy statement. Pursuant to Law No. 196/03, please tick the box below if you do not wish that the aforementioned data be entered into the data base of Fondazione ISTUD and processed or disclosed.

### For more information:

Communication and Marketing  
Fondazione ISTUD  
Corso Umberto I, 71 – 28838 Stresa (VB)  
Tel. 0323.933.801  
Fax 0323.933.805  
Email: info@istud.it

Main Partner



Media Partner



In cooperation with



Photovoltaic energy, wind energy, turbogas, biomasses. And nuclear power.

# The power revolution

Benefits for companies and for households

Friday, October 31, 2008  
Assolombarda  
Via Pantano 9 Milano  
9.45 a.m. – 1.00 p.m. / 2.00 p.m. – 4.30 p.m.

The only possible challenge in terms of economic and environmental sustainability concerns renewable energy sources. A challenge that Italy must take. Our future, says economist Rifkin, will see a convergence of the revolution in second-generation communication and the revolution of new distributed energy forms. This is the third industrial revolution.

Economist Fitoussi suggests to establish a European community of energy, of the environment, as well as of research.

If Europe wants to be able to negotiate, it also needs a Minister for European energy.

Sixty-two percent of the world's energy comes from oil and natural gas; while this share will drop to 50% by the end of this century, the other 50% will come from alternative sources.

Italians trust alternative energy sources: 52% believe they are more efficient than traditional ones, and 65% judge them extremely valuable. These are the findings of the report on "Italians and energy" drafted by Ispo on behalf of Confesercenti. Almost all the Italians believe that energy is too expensive. As to renewable sources, 62% are in favour of nuclear power production. According to the sector's experts, oil will be available for 80 more years and the so-called renewable sources, in general, are 40 years late with respect to the need covered by crude oil.

This workshop will analyze the issues already addressed in the past convention in March. From wind energy to biomasses, from biodiesel to nuclear power, it will provide a detailed overview of recent changes in our Country.

During the afternoon, the Survey Project\* implemented by Fondazione ISTUD, specifically focused on the impact of environmental sustainability on management practices, will be presented.

\*Survey funded within the framework of the Project "FORMAT BIS – Training and innovative services for company competitiveness and for the development of labour skills in Lombardy" ID 417641 – L. 236/93 – Sector-specific and local project frameworks – Year 2006.

## AGENDA

Speakers – Panel discussion

9.45 a.m. – 1.00 p.m.

**Maria Rosaria Di Somma**, General Manager,  
Assocostieri, Unione Produttori Biodiesel

**Domenico Libro**, Managing Director, Del Fungo Giera  
Energia

**Roberto Longo**, President, Aper, Associazione  
produttori energia da fonti rinnovabili

**Piero Manzoni**, Managing Director, Atel Energia

**Massimo Orlandi**, Managing Director, Sorgenia

**Paolo Tassetti**, Senior Underwriter Technical Lines,  
ACE Europe in Italy

**Riccardo Varvelli**, Professor at the Turin Polytechnic  
University

**Gianluca Veneroni**, Managing Director, CO-VER Energy  
Holding

**Alessandro Zunino**, Managing Director, Edison Energia

Chairman

**Maurizio Guandalini**, Economist, Fondazione ISTUD

Coordinators

**Alberto Melgrati**, Professor, Fondazione ISTUD

**Claudio Antonelli**, Journalist, LiberoMercato

2.00 p.m. – 4.30 p.m.

From "Ecology is free" to "Ecology is black": practical  
cases in a virtuous cycle

Presentation of the ISTUD Survey by

**Marella Caramazza** (General Manager, Fondazione  
ISTUD)

With the participation of: **Akira Koudate**  
(Technical Advisor, Jmac Europe)

## ISTUD FOUNDATION

The ISTUD Foundation is an independent Business School which operates in Europe in the field of professional higher education and research in management. It was founded in 1970 on the initiative of Assolombarda together with a group of large Italian companies and multinationals (including Pirelli, Olivetti, IBM, SMI). It has constantly guided contemporary Italian management, significantly contributing to the spread of a modern "management culture".

ISTUD's mission is to become the point of reference for the renewal of Italian managerial culture through extensive debate and discussion and by creating and enhancing awareness of professional integrity, value creation, cultural pluralism and social responsibility among Italian managers from both public and private organizations.

To date, the following companies are valued members of ISTUD: Altea, Angelini, AMIAT - Azienda Multiservizi Igiene Ambientale Torino, Assolombarda, Barilla G. e R. Fratelli, CO-VER Group, Chiesi, Det Norske Veritas Italia, Elea, Experientia, Fondazione Adriano Olivetti, FontanaArte, Gruppo Generali, Gruppo Zucchi, Intesa Sanpaolo, LU-VE Group, Rino Snaidero Scientific Foundation, Techint – Compagnia Tecnica Internazionale and UBI Banca.