

I SOFT POWER

C O N F E R E N C E

Venice 31st august 1st september 2020



Il Presidente della Repubblica

MESSAGGIO AI PARTECIPANTI ALLA SOFT POWER CONFERENCE

L'organizzazione da parte del *Soft Power Club* di questa Conferenza giunge in un momento di grandi sfide per la comunità internazionale.

La pandemia che stiamo affrontando ha amplificato logiche di chiusura, esclusione e competizione tra gli Stati. Logiche che, lungi dall'affrontare i problemi, rischiano solo di comprimere gli spazi di collaborazione tra paesi e le iniziative di cooperazione internazionale, essenziali per garantire pace, sviluppo sostenibile, crescita.

Di fronte a questi mutamenti, una riflessione sul *Soft Power*, sulla capacità di proporre modelli, di convincere ricorrendo all'esempio e non alla forza, è più che opportuna. Si tratta di confermare il modello che vede le democrazie saper rispondere alle crisi con efficacia e determinazione, nel pieno rispetto dei diritti dei cittadini. È quanto l'Unione Europea e i suoi Stati membri hanno messo in campo, con risposte coraggiose e innovative. Le azioni intraprese a livello europeo per superare la crisi sono utile dimostrazione dei risultati che si possono conseguire quando si declinano in spirito di concretezza i principi di solidarietà e leale collaborazione.

La chiave del multilateralismo rimane lo strumento per costruire un percorso di condivisione dei destini dei popoli del mondo, mettendo in comune saperi, culture, valori.

Si tratta di una sfida cui anche l'Italia saprà certamente dare il proprio contributo.

Sergio Mattarella

THE SOFT POWER CLUB

International dialogue and cooperation are going through a deep crisis, yet they are more important than ever. A renewed Soft Power can foster mutual understanding among Nations and their citizens, while benefiting cultural diversity and pluralism, business and global trade, while contributing to fighting and reducing inequalities.

When Joseph S. Nye, Jr introduced the concept of Soft Power - 30 years ago - the world was in 'unipolar' mode; the USA, after winning the Cold War, was aware of the need of value-based international order. In the words of Henry Kissinger, "international power depends not only upon the balance of *hard power*, but also on perceptions of legitimacy".

The second decade of the twenty-first century marks a sea change in attitudes. International institutions and multilateralism are perceived as increasingly weaker, while global interdependence is in fact more inescapable than ever - witness pandemics and climate change that affect all humankind.

We know that national interest is, and will remain, crucial in the global arena. To counter the risk that it leads to extreme polarization and new conflicts, we intend to support multilateral collaboration, based on dialogue, creativity, innovation, enhanced role of civil society, transparency, vibrancy and accountability in the use of Internet and social media.

MEETING IN VENICE - BOTH IN PERSON AND REMOTELY - THE SOFT POWER CLUB WILL ASK ITS MEMBERS AND PARTICIPANTS TO EXPRESS THEIR OPINION AND PROPOSALS ON THE FOLLOWING ISSUES:

Is a humanistic approach to globalization still valid proposition? If not, which are the alternatives?

Will national geopolitical interests irreversibly over power international dialogue and collaboration in the coming decade?

Will Europe be able to meet its commitment to build a new strategy for sustainable growth based on the EU Green Deal? Will the EU Green Deal be an international outcast or a global leader?

How can creative and cultural industries contribute to international cooperation and to healing, instead of exacerbating, fractures among Nations and communities?

Would a new Soft Power, based on inclusion, reliability and trustworthiness, be able to provide guidance to international choices by the private sector?

The last decade has witnessed progressive breaking-up of trust among Nations, between citizens and institutions, between institutions and business. How to rebuild such trust and make it instrumental to promoting pragmatic multilateralism and promoting effective public-private partnerships?

Will international discourse about Internet and social networks be inevitably dominated by real time, emotional approaches, and by post-truth and manipulation? How can digital instruments –that are led by global companies more powerful than the great majority of Countries - contribute to a new, citizens' Soft Power?

■ Francesco Rutelli
President, Soft Power Club

Francesco Rutelli (Rome, 1954) is currently the President of ANICA (Italian Association of Cinema, Audiovisual and Multimedia Companies).

Married to the journalist Barbara Palombelli; they have four children and two grandsons.

Deputy Prime Minister and Minister of Culture of Italy (2006 - 2008).

Mayor of Rome (1993 - 2001), elected with the highest popular support ever.

Under his leadership, many crucial infrastructures, cultural venues and institutions were created.

Member of the Italian Parliament from 1983 to 2013; five times elected in the Lower House, once in the Senate. Member of the European Parliament (1999-2004).

Over the time, he has chaired the Human Rights Committee (Camera dei Deputati); COPASIR (House and Senate Intelligence Overview Committee); Special Government Commissioner for the Jubilee 2000.

Since 2013, Francesco Rutelli de-

cidated to step down from any political-institutional position, and to manage both professional and not-for-profit activities. ANICA, the leading national association, elected him unanimously to represent the Italian Cinema and Audiovisual industry, in this very transformational time.

He leads many international initiatives in the fields of culture, creative industries, cultural diplomacy and international dialogue. Among them: Honorary President, Institute for Cultural Diplomacy, Berlin, 2013-2015; President, Institute of European Democrats, Bruxelles, 2020; Co-chairman of the Italian-Chinese Cultural Forum, established by the Governments of Italy and China, 2017-2020; Coordinator for the Ancient Cultural and Religious Roads Group in the Pontifical Council for Culture.

He curated, with "Meeting of Civilizations" Association, the Exhibition "Rising from Destruction. Ebla, Nimrud, Palmyra" inside the Colosseum (October-December 2016). He is founder of Cultural Heritage Rescue Prize. He is also the founder (1989) and

Chairman of the Centre for a Sustainable Future (a nonpartisan think tank on climate change and environmental issues).

He created Videocittà, the innovative Moving Images festival (2018-2019).

Degree in Landscape and Environmental Planning and Design (La Sapienza University, Tuscia University). Diploma in International Organizations (Italian Society for International Organization, SIOI). Doctor Honoris Causa (John Cabot University; Temple University; American University, Rome). Honorary Academician, Accademia delle Arti del Disegno (the world's oldest Academy), Florence.

He is a journalist, since 1983. In 2014, he created a small company ("Italian Experience"), giving advice to international (USA, GCC, UK) and national companies on issues related to culture, tourism, and economic development.

He has recently activated a brand new 'Civic Service School', aimed at training young citizens in the Italian Capital City.

AGENDA

31st
AUGUST



Climate Change and sea-level rise: potential disruption and possible solutions. The role of Europe

h 16.00 - 17.30

Fondazione Giorgio Cini
Isola di San Giorgio Maggiore

Videomessagge



**PAOLO
GENTILONI**

Eu Commissioner for Economic Affairs

Welcome address

PASQUALE GAGLIARDI

*Secretary General
Fondazione Giorgio Cini*

Speakers

ALESSANDRO LANZA

*Enea - member of the Board of Directors;
Luiss University Rome*

Introduction
and coordinator

FRANCESCO RUTELLI

ROHIT JIGYASU

*Project Manager Urban Heritage, Climate Change
and Disaster Risk Management, ICCROM
(videomessage)*

Speakers

PIERPAOLO CAMPOSTRINI

*Director CORILA, Consortium for
coordination of research activities
on the Venice lagoon system*

ANTONIO NAVARRA

*President CMCC
(Euro-Mediterranean Center on Climate Change)*

ALESSANDRO CODELLO

*Theoretical physicist, Long Data
perspective on Acqua Alta, Ca' Foscari
ECLT, Universidad de la Republica,
Montevideo, Uruguay*

YANN WEHRLING

*French Ambassador in charge of the Environment,
Ministry of Europe and Foreign Affairs*

ERASMO D'ANGELIS

*Secretary General,
Central Italy District Authority*

With the financial support
of the European Parliament



1st
SEPTEMBER

Shaping a sustainable multilateralism. How the fashion industry can contribute to sustainable development

h 11:00 - 12:30

Fondazione Prada
Ca' Corner della Regina

Welcome Remarks

CARLO MAZZI

Chairman Prada S.p.A.

Introduction

FRANCESCO RUTELLI

President ANICA
(Italian Association of Cinema,
Audiovisual and Multimedia
Companies) and Soft Power Club

Moderator

CLARA TOSI PAMPILI

Historian of applied arts

Speakers

SIMONE VENTURINI

Deputy Mayor for Social Welfare
and Economic Development, City of Venice

STEFANO PATUANELLI

Minister of Economic Development

CARLO MARIA FERRO

Chairman of ICE - Italian Trade
& Investment Agency

MARIAROSA CUTILLO

Chief of Strategic Partnerships, UNFPA

MATTEO LUNELLI

Chairman Altagamma Foundation

ANA LUIZA

M. THOMPSON-FLORES

Director UNESCO Regional Bureau
for Science and Culture in Europe, Venice

MARZIO GALEOTTI

Professor of Energy and Environmental
Economics, University of Milan

YANN WEHLING

French Ambassador in charge of the
Environment, Ministry of Europe
and Foreign Affairs

PRADA spa

1st
SEPTEMBER

Soft Power Club | Towards an effective and pragmatic multilateralism in a post-Covid scenario: how to build trust among Nations and what is the role of global organizations, business and citizens in shaping a new Soft Power approach?

h 15.30 - 18.00

Fondazione Giorgio Cini
Isola di San Giorgio Maggiore

Welcome address

GIOVANNI BAZOLI

Chairman Fondazione Giorgio Cini

Welcome Remarks

LUIGI BRUGNARO

Mayor of Venice

Introduction

FRANCESCO RUTELLI

President Soft Power Club

Moderator

STEFANO STEFANINI

Director Project Associates, Brussels

Remarks

DARIO FRANCESCHINI

Minister of Cultural Heritage
and Activities and Tourism

ROBERTO CICUTTO

President La Biennale di Venezia

DAVID SASSOLI

President European Parliament
(Live from Brussels)

Videomessage



JOSEPH S. NYE, JR

Professor Emeritus
Harvard Kennedy School
Author of "Soft Power"

LUCA BERGAMO

Deputy Mayor of Rome
Vice-presidency, Committee on Culture UCLG
(United Cities and Local Governments)

Members of the Soft Power Club, members of the
Steering Committee and other selected guests will
animate the debate.

SOFT POWER CLUB MEMBERS

■ H.H. Prince El Hassan Bin al Talal Crown Prince of Jordan

His Royal Highness Prince El Hassan bin Talal was born in Amman in 1947. HRH is the youngest son of Their late Majesties King Talal and Queen Zein El Sharaf, the brother of His late Majesty King Hussein, and the uncle of HM King Abdullah II.

HRH served as Jordan's Crown Prince from April 1965 until January 1999. HRH's early schooling was in Amman. He later went to Summerfields, followed by Harrow and then Christ Church, Oxford University from where he graduated with a B.A. (Hons.) in Oriental Studies. Prince Hassan chaired the committees overseeing Jordan's first development plan (1973-1975) and the three subsequent development plans (1976-1980, 1981-1985 and 1986-1990). HRH had a critical role in the Jordan-Israel Peace negotiations that culminated in the Peace Treaty between the Hashemite Kingdom of Jordan and the State of Israel in 1994.

A pluralist and staunch campaigner for the rights of all to live in peace and dignity, HRH established the Arab Thought Forum, the Royal Institute for Interfaith Studies, the Higher Council for Science and Technology, The Royal Scientific Society, the West Asia North Africa Institute (WANA) and the Regional Security Centre in Jordan. Prince Hassan's international commitments have included co-chairing the Independent Commission on International Humanitarian Issues, serving as Commissioner on Legal Empowerment of the Poor and launching the West Asia-North Africa Forum (WANA). A pioneer of interfaith dialogue and understanding, Prince Hassan initiated and hosted on-going consultations with the Orthodox Centre of the Ecumenical Patriarchate at Chambesy, Switzerland and

the Pontifical Council for Inter-religious Dialogue at the Vatican. Prince Hassan is co-founder and Chairman of the Board of Trustees of the Foundation for Interreligious and Intercultural Research and Dialogue (FIIRD). Now President Emeritus, Prince Hassan was Moderator of the World Conference of Religions for Peace (WCRP) from 1999-2006.

Prince Hassan has long had an active engagement with environmentally focused organisations, in particular the Trans-Mediterranean Renewable Energy Cooperation (TREC) Network, and the Jordan based Badia Research and Development Program (in co-operation with the British Royal Geographical Society). Prince Hassan recently served as the Chairman of the UN Secretary-General's Advisory Board on Water and Sanitation, UNSGAB and continues to work on water related issues as the Chairman of the High Level Forum for the Blue Peace Middle East plan.

HRH Prince Hassan is the author of several books, articles and papers, which have been including *A Study on Jerusalem*, *Search for Peace*, *Palestinian Self-Determination* and in 2004 in collaboration with Alain Elkann, *To be a Muslim: Islam, Peace and Democracy*. Fluent in Arabic, English and French, HRH also has a working knowledge of German, Spanish and Turkish. He studied Biblical Hebrew as an undergraduate. Prince Hassan is the recipient of numerous honorary degrees from across the world.

As President of the Federations for Martial Arts, Polo and Squash, Prince Hassan has overseen the development of these three sports in Jordan to competitive international levels. HRH is himself an 8th Dan Black Belt in Tae Kwon Do and captain of the Royal Jordanian Polo Team. He is a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness married Her Royal Highness Princess Sarvath, in 1968. They are blessed with four children, Princesses Rahma, Sumaya, Badiya and Prince Rashid, and nine grandchildren.

■ Irina Bokova Former Director-General of UNESCO

Irina Bokova was born on 12 July 1952 in Sofia (Bulgaria). She has been two terms the Director - General of UNESCO from 2009 to 2017. She graduated from Moscow State Institute of International Relations and was a Ford Foundation Fellow at the University of Maryland (Washington), and attended an executive program on leadership at the John F. Kennedy School of Government (Harvard University). As Director General of UNESCO, Irina Bokova was actively engaged in the efforts to adopt UN Agenda 2030 for Sustainable Development. She was particularly active in defence of cultural heritage in conflict in Mali, Syria and Iraq and in denouncing extremists' destruction of heritage as a tool of war, which led to the adoption by the UN Security Council of several landmark resolutions on the link between maintaining peace, security and the protection of cultural heritage. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In May 2020 she was elected as International Honorary Member of the American Academy of Arts and Sciences for 2020. Currently, she is a Member of the Board of "Ban Ki Moon Centre for Global Citizens", Member of the Concordia Leadership Council, New York, Lecturer on "Cultural Diplomacy" at the Paris School of International Affairs /PSIA/, SciencePo, Visiting Lecturer at the University of Geneva, among other activities.

■ Lord John Browne

Lord Browne of Madingley, FRS, FREng holds degrees from Cambridge and Stanford Universities, and numerous honorary degrees and fellowships.

He joined BP in 1966, was appointed to the board in 1992 and was Group Chief Executive from 1995 - 2007. He has served on the boards of Intel, DaimlerChrysler, Goldman Sachs and SmithKline Beecham.

Lord Browne is presently Chairman of the Crick Institute, Chairman of the Trustees of the QEPrize for Engineering, Chairman of the International Advisory Board of the Blavatnik School of Government at Oxford University, and Chairman of the Courtauld Institute of Art. Lord Browne is the author of five books, most recently *Make, Think, Imagine: Engineering the Future of Civilisation*.

■ Yuan Ding Vice President and Dean CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL - CEIBS

Prior to joining CEIBS, he was a tenured faculty member of HEC School of Management, Paris, France. He is member of European Accounting Association, French Accounting Association and American Accounting Association. Dr. Ding has acted as editor and editorial board member for many international academic journals in accounting and auditing. In 2014, he was ranked 13th among the list of the world's 27 most cited researchers based in mainland China in the category of Business Management and Accounting, according to Elsevier. Dr. Ding has been giving lectures in financial accounting, financial statement analysis, international accounting and corporate governance at the level of Master's of Science in Management, MBA, EMBA and PhD in Europe and in China. At CEIBS, he co-founded the first CFO open programme in China in 2005 and has been involved in many top executive programs co-organised with Harvard, Wharton, INSEAD, New York University, London School of Economics, IESE and HEC Paris. He received the CEIBS Teaching Excellence Award in 2005, 2007, and 2013. Prof. Ding frequently provides consulting services for many multinationals and Chinese companies in the areas of financial communication, corporate governance, cost control system designing, investment and M&A. In May 2011, Prof. Ding launched the "Ding Yuan Index Neutral Fund" in A share market, becoming the first accounting and finance professor in mainland China to run a hedge fund. In 2013, his fund

was named the Best Hedge Fund in China in the category of stable investment return. He has also served and continues to serve on the Boards of Directors of several listed firms and financial institutions in mainland China, Hong Kong, Europe and North America.

■ **Philippe Donnet**

Managing Director and Group CEO, Generali

He graduated from the Ecole Polytechnique in Paris and the Institut des Actuaire. Between 1985 and 2007 he held various positions within the AXA Group, most recently serving as Regional CEO Asia Pacific. In 2007 he became the Managing Director for Asia Pacific at Wendel Investissements, Singapore. In 2010 he was appointed Managing Partner of the investment management company HLD in Paris. On 7 October 2013 he joined Generali as Country Manager Italy and CEO of Generali Italia, position he held until May 2016. In this role, he led the programme to merge the five Generali brands operating in Italy, one of Europe's most complex integration and simplification projects. From 2008 to 2016 he was member of the Supervisory Board of Vivendi, from 2013 to 2016 he was member of the Board of Directors of Banca Generali S.p.A. and from 2016 to 2017 he was Vice-Chair of ANIA. Chevalier de l'Ordre National du Mérite. Chevalier dans l'Ordre de la Légion d'honneur.

■ **Amitabh Kant**

CEO of National Institution for Transforming India (NITI)

He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 batch). He is the author of *"Branding India - An Incredible Story"*. Mr. Kant has been a key driver of the "Make in India", Startup India, "Incredible India" and "God's Own Country" initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. Mr. Kant has been the re-

ipient of Economic Time Policy Change Agent of the Year Award, the Bloomberg TV Personality of the year Award, the NDTV Administrator of the year Award and the Distinguished Fellowship of the Institute of Directors. He is the recipient of One Globe Award-2016 for leadership in Transforming Governance for the 21st Century. He is a Member of the Steering Board of "Shaping the Future of Production Systems" of World Economic Forum. He is also the recipient of Sir Edmund Hillary Fellowship award by the Prime Minister of New Zealand. He is also the recipient of Golden Peacock Award for leadership in Economic Transformation - 2017. Mr. Amitabh Kant has worked as CMD - ITDC, Joint Secretary - Ministry of Tourism, Government of India, Secretary - Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozhikode and Managing Director, Matsyafed. He did his schooling from Modern School, Delhi, graduation in Economics (Hons) from St. Stephens, Delhi University and M.A from Jawaharlal Nehru University.

■ **Cecilia Malmström**

Former EU Commissioner in charge of Trade

Cecilia Malmström has served as European Commissioner for Trade between 2014 and 2019, having previously served as European Commissioner for Home Affairs from 2010 to 2014. In her previous position, she represented the EU in the World Trade Organization (WTO) and other international trade fora. She was responsible for negotiating bilateral trade agreements with key countries, including recently concluded agreements with Canada, Japan, Mexico and the four Mercosur countries, and for ongoing negotiations with, for example, Chile, Australia and New Zealand. Prior to her appointment as Commissioner, she served as Member of the European Parliament from 1999 to 2006, and as Swedish Minister for European Union Affairs 2006-2010. She is a member of the Liberal People's Party, which is represented by the ALDE group in the European Parliament.

Cecilia Malmström holds a Ph.D. in Political Science from the Department of Political Science of Göteborg University. Since January 2020 she is the holder of the Assar Gabrielsson professorship at the School of Business, Economics and Law at the university of Gothenburg in Sweden.

■ **Carlo Mazzi**

Chairman & Executive Director of Prada Spa

Carlo Mazzi serves as Chairman & Executive Director of Prada Spa since February 2014. He was appointed to the Board first in 2004 and was re-elected as Executive Director on April 27, 2018. He holds directorships in subsidiaries of the Company. He holds directorships in Prada Holding S.p.A., Bellatrix S.p.A. and Ludo S.r.l., which are substantial shareholders of the Company.

Mr Mazzi is an Independent Member of Banca Profilo S.p.A. - Milan, a Company listed on the Milan Stock Exchange. He is a currently Board Member of Chora S.r.l. - Milan (a service company). Mr. Mazzi obtained a degree "cum laude" (with praise) in Mechanical Engineering from the Università degli Studi di Bologna in 1971 and obtained a Master's degree in Business Administration from Università Commerciale Luigi Bocconi of Milan in 1976.

Mr. Mazzi worked as a Manager of the Large Corporate department of IMI and San Paolo IMI Bank from 1994 to 2000 and he was a Board member of Banca IBI spa. He was a board member of IBI International Business Advisors Investment N.V.- Amsterdam; Vice Chairman and Executive Committee Member of IBI Bank AG - Zurich; Board Member of IBI Corporate Finance B.V. - Amsterdam; Managing Director of IBI S.p.A. - Milan (financial intermediation ex art. 106 TUB) from 2000 to 2004.

■ **Webber Ndoro**

ICCROM's Director-General

Webber Ndoro joined the National Museums and Monuments of Zimbabwe in 1985. He served as Co-coordinator of its Monuments Programme from 1992 to 1994, and then moved to the University of Zimbabwe as lecturer on heritage management. He has also lectured on heritage management at the University of Bergen in Norway, as well as at the University of Cape Town, South Africa, where he is Honorary Professor. Dr Ndoro's first involvement with ICCROM came in 1998, when he was tasked with implementing one of the first three site projects for the AFRICA 2009 programme. From 2002, Dr Ndoro worked as a full-time ICCROM staff member on AFRICA 2009, providing a very useful African perspective at ICCROM to the planning and implementation of the programme. He left ICCROM in 2007 to accept the position of Executive Director of the African World Heritage Fund (AWHF), a post which he has held until the present. During his mandate at AWHF, Ndoro guided the fund to become one of the leading conservation organizations in the region, and has also raised a significant endowment. Under Dr Ndoro's leadership, AWHF has planned and implemented programmes and activities for heritage conservation aimed at improving World Heritage nominations, strengthening disaster risk management and traditional management systems, and promoting entrepreneurship related to heritage in the region.

■ **Charles Rivkin**

Chairman and CEO of the Motion Picture Association (MPA)

He leads the MPA's global mission to advance and support the film, television, and streaming content industry. The MPA's members currently include; Disney, Netflix, Paramount, Sony, Twentieth Century Fox, Universal, and Warner Bros. Drawing on almost 30 years of experience as a media executive and a leading U.S. diplomat,

Rivkin advocates for policies that drive investment in film and television production, protect creative content, and open markets. In 2018, Rivkin was appointed to the U.S. Trade Representative's (USTR) Advisory Committee for Trade Policy and Negotiations (ACTPN). Prior to joining the MPA, Rivkin served for more than seven years at the highest levels of the U.S. government's diplomatic corps. He was the U.S. Assistant Secretary of State for Economic and Business Affairs from February 2014 to January 2017. He led the State Department Bureau responsible for managing international trade negotiations, intellectual property rights protection, and global internet policy, among other major policy issues. From 2009 to 2013, Rivkin was the United States Ambassador to France and Monaco. During his posting, Rivkin was personally awarded the Légion d'honneur with the rank of Commander by the President of France. He also received the city of Paris' highest honor, la Grande Médaille de Vermeil de la Ville de Paris, and was presented with the U.S. Navy's Distinguished Public Service Award. Rivkin is a member of the Board of Trustees of the American Film Institute (AFI) and the American Academy of Diplomacy (AAD). He is also a member of the Academy of Motion Picture Arts and Sciences, and the Council on Foreign Relations.

■ Ana Luiza Massot Thompson-Flores

*Director of the UNESCO
Regional Bureau for Science and Culture
in Europe, Venice*

Ana Luiza Massot Thompson-Flores, born in Rio de Janeiro (Brazil), is presently the Director of the UNESCO Regional Bureau for Science and Culture in Europe based in Venice (Italy).

Ms. Massot Thompson-Flores studied at the Kogod School of Business where she completed her university studies at the American University (Wash.DC) obtaining her Bachelor's of Science in Business Administration (International business, Personnel & Industrial Relations with a minor in Psychology) in December 1985. She also obtained

a Certificate of Management, as one of the first participants in the FAO/WFP join-programme, from John Cabot University, Rome/Italy, in 1995.

Ms. Thompson-Flores has 30 years of progressively responsible professional experience within the United Nations Common System. In 1987, she began her career in the Human Resources Department of the Food and Agricultural Organization (FAO), and joined the United Nations World Food Programme (WFP) in 1995 where she served in different managerial/policy development capacities. In 2004, she joined the United Nations Development Programme (UNDP) in New York, as Chief of the Human Resources Policy Unit, returning to the WFP at the end of 2005.

In 2008, she joined the United Nations Educational, Scientific and Cultural Organization (UNESCO) headquarters in Paris/France, as Deputy Director of the Bureau of Human Resources Management and in 2011 was promoted to the post of Director of the Bureau. She held the post of Assistant Director-General for Strategic Planning in 2015 prior to joining the UNESCO Regional Bureau for Science and Culture in Europe.

■ Juan Ignacio Vidarte

*Director general of the Guggenheim
Museum Bilbao*

Juan Ignacio Vidarte joined the New York staff of the Solomon R. Guggenheim Foundation as deputy director and chief officer for global strategies in November 2008. He is also the director general of the Guggenheim Museum Bilbao and divides his time between Bilbao and New York. He was appointed director general of the museum in 1996 having led the development of the Guggenheim Bilbao Museum project from its inception in 1992 through its opening. Under Vidarte's leadership, the Guggenheim Museum Bilbao has been awarded numerous prizes, including the Gold Medal in Fine Arts in 1999, the European Museum Forum Museum of the Year Award in 2000, the Tourist Appeal Award in 2005, and the EFQM Silver Q Award for Management Quality. As deputy

director and chief officer for global strategies, Vidarte is a member of the foundation's senior management team reporting to Richard Armstrong, and is responsible for initiating and implementing new ventures outside existing foundation activities. He is currently working to ensure the successful development of the Guggenheim Abu Dhabi. Born in Bilbao, Vidarte graduated with a degree in economics and business studies from the University of Deusto in Bilbao in 1978, and took postgraduate studies at the Massachusetts Institute of Technology (MIT) in Cambridge, Massachusetts.



Venezia, 12 dicembre 2019

Preg.mo Signore
Dott. Francesco Rutelli
Presidente di ANICA

Egregio Presidente, Caro Francesco,

sono ad esprimerti l'apprezzamento dell'Amministrazione, e mio personale, per l'iniziativa di costituire il Soft Power Club, che prevede l'adesione di prestigiose personalità della cultura, del mondo imprenditoriale e di istituzioni a livello internazionale, che avrà la propria sede di elezione a Venezia, in ragione dei caratteri universali della nostra città, come luogo plurimillenario di incontri e scambi, e di riconosciuta piattaforma per il dialogo internazionale.

A tal fine, ti anticipo la disponibilità a collaborare, per il tramite del Comune o del suo sistema di partecipare, alla definizione dei dettagli organizzativi per la Soft Power Conference, la cui prima edizione è prevista per fine agosto-inizio settembre 2020, e per le successive azioni di promozione delle attività, in attesa di definire compiutamente i rapporti tra gli Enti. Trattandosi di un ruolo simbolico ed a titolo amichevole, condivido la proposta che il Sindaco ne sia Presidente onorario.

Ringraziando te e gli aderenti per l'impegno che state dedicando a questa iniziativa specialmente impennata sulla nostra Città, ti saluto cordialmente.



Luigi Brugnaro

■ **Luigi Brugnaro**
Mayor of Venice
Honorary President
Soft Power Club

Mayor Luigi Brugnaro was born on 13th September 1961 in Mirano (Metropolitan City of Venice). He graduated in architecture at Venice IUAV.

He has been President of Umana, a holding company operating in services, manufacturing, construction, sports and agriculture. Since 2006 he has been President of the Venice historical Basketball company, Reyer, founded in 1872.

From 2009 to 2013 he was President of the Venice Association of Entrepreneurs. He has been President of As-solavoro, the National Association of Employment Agencies, Member of the National Association of Entrepreneurs, Veneto Region delegate for Expo 2015 and President of the Veneto Expo Committee.

GREETING MESSAGE BY THE PRESIDENT OF THE ITALIAN SENATE

I address my greeting to the Hon. Francesco Rutelli, the mayor of Venice Luigi Brugnaro, the members of the Soft Power Club and the distinguished speakers who will attend the Conference.

I look closely at this international forum that aims to be a special place of dialogue and debate, an area where people can develop strategies and solutions to the serious problems that cross national borders.

It is now widely acknowledged that the issues faced by institutions and societies are beyond the control of single governments.

I am referring, for example, to climate change, to the handling of financial transactions and, dramatically urgent, to pandemics.

In order to manage them, we need cooperation and collaboration among States. We need new skills in organizing institutional and social systems aimed at creating "common public goods".

This is what the new concept and the new narration of power in the XXI century revolve around.

Developing and implementing such tools of multilateral cooperation is one of the most important aspects of the Soft Power Club's mission.

A cooperation that is able, among other things, to enhance the principles and values that shape the cultural identity of each country.

Dialogue, pluralism, concreteness are the keywords of this new entity that – I am confident – will be able to provide an original and innovative contribution to the Italian society and its institutions.

I am positively impressed by the decisive role given to culture as the element that can combine identity and inclusion, support debate and relationships, and create real opportunities of sustainable economic development.

Which is why I find quite significant the choice of Venice as the venue of the Club, for the universality of its artistic and cultural heritage, for being a place emblematically open to the meeting of different cultures.

I therefore offer my sincerest wishes for a thoroughly successful conference, and I am sure that important indications for our future will arise from the debate.

Buon lavoro a tutti.

Alberto Casilati

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