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 sapere 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 un'alle dimostrazione dei risultati che si possono conseguire quando si declinano in spirito di condivisione 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
Interdependence is in fact more inescapable than hard power, but also the soft power club of Henry Kissinger, “international power depends more important than ever. A renewed Soft Power in institutions and multilateralism are perceived as beneficial 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 the former Secretary of State, “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 countries are perceived as increasingly weaker, while global interdependence is in fact more inescapable than ever - witness pandemics and climate change. We know that national interest is, and will remain, crucial in the global arena. To build a new strategy for sustainable growth 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.

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?

### 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 irreversible 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?

*Francesco Rutelli
President, Soft Power Club

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

He curated, with “Meeting of Civilizations” Association, the Exhibition “Rising from Destruction, Ibla, 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 Videoart, the innovative Moving Images festival (2018-2019).

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

He has recently activated a brand new “Civic Service School”, aimed at training young citizens in the Italian Capital City.
Climate Change and sea-level rise: potential disruption and possible solutions. The role of Europe

Welcome address
PASQUALE GAGLIARDI
Secretary General
Fondazione Giorgio Cini

Introduction and coordinator
FRANCESCO RUTELLI

Speakers
PIERPAOLO CAMPOSTRINI
Director CORILA, Consortium for coordination of research activities on the Venice lagoon system

ALESSANDRO CODELLO
Theoretical physicist, Long Data perspective on Acqua Alta, Ca' Foscari ECLI, Universidad de la Republica, Montevideo, Uruguay

ERASMO D’ANGELOS
Secretary General, Central Italy District Authority

PAOLO GENTILONI
Eu Commissioner for Economic Affairs

Speakers
ALESSANDRO LANZA
Enea - member of the Board of Directors; Luiss University Rome

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

ANTONIO NAVARRA
President CMCC (Euro-Mediterranean Center on Climate Change)

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

Video message

With the financial support of the European Parliament
Shaping a sustainable multilateralism. How the fashion industry can contribute to sustainable development

1st SEPTEMBER

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 PAMPHILI
Historian of applied arts

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

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

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?

1st SEPTEMBER

Welcome Remarks
GIANNI BAZOLI
Chairman Fondazione Giorgio Cini

Welcome Remarks
LUIGI BRUGNARO
Mayor of Venice

Introduction
FRANCESCO RUTELLI
President Soft Power Club

Moderator
STEFAANO STEFANINI
Director Project Associates, Brussels

Welcome address
DARIO FRANCESCHINI
Minister of Cultural Heritage and Activities and Tourism

Remarks
ROBERTO CICUTTO
President La Biennale di Venezia

DAVID SASSOLI
President European Parliament (Live from Brussels)

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

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

HRH Prince Hassan is the author of several books, articles and papers, which have been included in A Study on Jerusalem, Search for Peace, Palestinian Self-Determination and in 2004 in collaboration with Alan Kekan, 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 a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness was married to Zeina, a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness was married to Zeina, a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness was married to Zeina, a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness was married to Zeina, a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash.

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 Center (BRDC), which have 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 a pluralist and staunch campaigner for the rule of law, human rights and the protection of cultural heritage. Irina Bokova has received state marks and is a Member of the Board of "Ban Ki Moon Center for Global Citizens", Member of the Concordia Leadership Council, New York, Lecturer on "Cultural Diplomacy" at the Paris School of International Affairs (PSIA) and member of the Management Board of the United Nations Association of France. Prince Hassan is a Member of the Board of "Ban Ki Moon Center for Global Citizens", Member of the Concordia Leadership Council, New York, Lecturer on "Cultural Diplomacy" at the Paris School of International Affairs (PSIA) and member of the Management Board of the United Nations Association of France.

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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 charities, sports clubs, advisory boards, university, arts and cultural institutions, and non-governmental organisations.

Lord Browne is presently Chairman of the Quirk Institute, Chairman of the Trustees of the QPerez for Engineering, Chairman of the International Advisory Board of the Blavatnik School of Gov- ernment 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 Civilization.
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 Southeast Asia, 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 Actuaires. 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 was named the Best Hedge Fund in China in the category of stable investment return. He has also been the recipient of the Future of Production Systems” of World Economie 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, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozhikode and Managing Director, Kerala State Tourism Department, Government of Kerala, Managing Director, Kerala Institute of Fashion Design and 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 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 Affairs 2006–2010. She is a member of the Liberal Party, which is represented by the ALDE group in the European Parliament.

Cecilia Malmström holds a PhD in Political Science from the Department of Political Science of Göteborg University. Since January 2020 she is the holder of the Assaf Gabrielsson professorship at the School of Law, 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, 2016. 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 Indipendent Member of Banca Profilo S.p.A. - Milan, a Company listed on the Milan Stock Exchange. He is a currently Board Director of Prada Spa - Milan (a subsidiary of the Company). Mr. Mazzi obtained a degree “cum laude” (with praise) in Mechanical Engineering from the UniversitàdegliStudi 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 in Switzerland. Mr. Mazzi is the independent member of Banca IBI spa. He was a board member of IBI International Business Advisors Invest. Management N.V.- Amsterdam; Vice Chairman and Execu- tive Committee Member of IBI Bank AG; Zurich; Board Member of IBI Corporate Finance B.V.- Amsterdam. He was appointed to the Board first in 2004 and was re-elected as Executive Director on April 27, 2016. He holds directorships in subsidiaries of the Company. He holds directorships in subsidiaries of the Company. He holds directorships in subsidiaries of the Company. He holds directorships in subsidiaries of the Company. He holds directorships in subsidiaries of the Company.

**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 a lecturer on heritage management. He has also lectured on heritage management at the University of Bergen in Nor- way, 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 a part 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 held until the fund was merged at AWHF, Ndoro guided the fund to become one of the leading conservation organizations in the region, and has also raised a significant endow- ment. Under Dr Ndoro’s leadership, AWHF has planned and implemented programmes and ac- tivities for heritage conservation aimed at im- proving World Heritage nominations, strength- ening disaster risk management and traditional management systems, and promoting pre- paratory work 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, which includes major Hollywood studios such as Disney, Netflix, Paramount, Sony, Twenty- first Century Fox, Universal, and Warner Bros, draws the line on illegal content. The MPA is 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

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.
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.

Luigi Brugnaro
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