



# Naples 2.0: International Social Innovation Competition

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## Closing seminar and public event

Venue: Naples Center (TBC)

Date: 3rd June 2013

### Concept

The seminar has been organised to offer an open discussion of the pilot. Participants will have the opportunity to enjoy:

- 1) Peer review of the value generated by the project in all its phases (phase a: competition design, management, selection; phase b: award ceremony/conference; phase c: implementation, evaluation, support to winners; and phase d: start-up);
- 2) The presentation of the publication on the pilot;
- 3) Award ceremony of the winners of the last phase

The event is divided in two different sessions. In the morning of the 3<sup>rd</sup>, the award ceremony and public debate will be held with the participation of everyone interested in the initiative.

In the afternoon a selected group of stakeholders who have taken part in pilot or have been working in the field are invited to discuss successes, failures and lessons learnt.

### Programme

**Public event** (100 participants)

Facilitator: Maurizio Carrara, UniCredit Foundation

09:30-10:00 Registration

10:00-10:30 Opening speech: Institutions and UniCredit

- 10:30-11:15 Presentation of the publication by Prof David Lane, European Center of Living Technologies, University of Venice
- 11:15-12:15 Roundtable discussion: What's social innovation for Italy? Lessons from Naples 2.0 to build a national strategy
- Speakers: Filippo Addarii, Euclid Network; Carlo Borgomeo, Fondazione con il Sud; Francesco Giacomini, UniCredit Foundation Danilo Giovanni Festa, Ministero del Lavoro e delle Politiche Sociali
- 12:15-12:30 Award of final winners
- Associazione Roots discovery and partners
- La Kumpania and partners
- 12:30-12:45 Conclusions by Maurizio Carrara, UniCredit Foundation
- 12:45 Light lunch

**Seminar by invitation only** (12 discussant and 38 observers)

Facilitator: Filippo Addarii, Euclid Network

- 14:00-14:15 Opening by Maurizio Carrara, UniCredit Foundation; Alessandra Clemente, Councillor Municipality of Naples
- 14:15-15:15 Panel 1: Competitions as a methodology to identify innovation and innovators in society
- Marco Zappalorto, Nesta; Maria Luisa Ferreira, European Investment Bank Institute; Marco Traversi, Project Ahead
- 15:15-16:15 Panel 2: investing in social innovation -How to be strategic and what level of risk to take
- Giuseppe Ambrosio, UniCredit Foundation; Pietro Ferrari Bravo, Fondazione Con il Sud; Massimo Lapucci, Fondazione CRT
- 16:15-16:30 Coffee break
- 16:30-17:30 Panel 3: Capturing the value of innovation for and in society - measuring social value vs. economic value
- David Lane, European Center of Living Technologies, University of Venice; Nereo Zamaro, ISTAT; Stefano Consiglio, University of Naples
- 17:30-18:30 Panel 4: Best ways to support and scale impact for innovators and innovations
- Chris Sigaloff, Kennisland; Anna Horvath, NESST; Representative, European Commission; Tris Dyson, Nesta