

Conference Cycle of the "Tuscany Towards Expo 2015" Project

TUSCANY: A GLOBAL LABORATORY OF LIFE QUALITY

WHEN MADE IN ITALY IS GOOD FOR YOU, MAKES YOU HAPPY AND CREATES JOBS

TOWARDS EXPO 2015 (FEEDING THE EARTH)

Conference 1: **ONCE UPON A TIME THERE WAS THE FUTURE**

Saturday 17/01/2015 c/o Firenze

Once upon a time there was the future, but nowadays, the future is not any more what it used to be. Once there was the idea that we could improve things and, with some efforts, we could improve our present and build a better future. This idea has always been with us. It left its mark on the Western history of the past two centuries . But this view has vanished since no more than a quarter of a century.

We have lost a project and now we live with the widespread feeling of having created a system that is not sustainable in terms of environment, society, economics, and happiness. But the TINA belief prevails (There Is No Alternative).

Is there still a chance to improve the situation? The answer is positive! There exist some convincing proposals that are better than the existing order and they have also been translated into successful experiments. The proposed conference is an attempt to distil the best of these proposals for the humanization of society and the economy. The speakers are not only people who believe that it is possible to change the world, but they will also explain how to do it.

INVITED SPEAKERS:

- Colin Crouch (political scientist, University of Warwick)
- Juliet Shor (economist and sociologist, Boston College)
- Tim Kasser (social psychologist, Knox College)
- Enrique Penalosa (former mayor of Bogota, Colombia)
- Charles Montgomery (author of the book "The happy city")
- Tim Jackson (economist, University of Surrey)
- John De Graaf (economist, Executive Director of Take Back Your Time).
- Richard Wilkinson (epidemiologist, University of Nottingham, University College London and University of New York)
- Stefano Bartolini (economist, University of Siena)

Conference 2:

FIRMS' GOVERNANCE AND WELL-BEING AT THE WORKPLACE

Saturday 24/01/2015 c/o Polo Lionello

We are facing an unprecedented change. It concerns the reasons for firms' success and duration survival. In precedence such reasons depended largely on the access to financial capitals and technology. Subsequently, we progressively entered a different age in which firms' destiny depends increasingly on the ability to connect in a common project people's various



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motivations, interests and preferences. Never before the border between succeeding and failing has been depending on people's qualities, starting with their abilities to build productive constructive relationships. However, such unprecedented change has not been accompanied by a change in firms' organizational models emphasizing the pivotal role of human component. On the contrary, organizational policies within firms have mainly evolved towards putting more stress on human relationships: more pressure, more stress, more incentives, more controls, more conflicts, more competition among workers, etc. Arguably such situation leads to a crisis of well-being on the workplace of which and the plague of suicides within the some big corporations, that recently got the attention of the media, seems to be are just the tip of the iceberg of distress. What changes are possible in companies to improve the work experience of people? Are there organizational choices capable to increase both productivity and the sense of living a good life even during the work experience?

INVITED SPEAKERS:

- Anouk Grevin (economist, University of Nantes,)
- Jona Lehrer (author of "How creativity works", editor di Wired and international expert on the topic).
- Helena A. Marujo (psychologist, University of Lisbon)

Conference 3: **BIODIVERSITY AND FORMS OF ENTERPRISES**

Friday 30/01/2015 c/o Polo Lionello

European capitalism and Italian market economy are losing economic and social biodiversity by squandering a millennial heritage of various ways and forms (not exclusively capitalistic) of doing business, economy and banking. European economy has a long tradition of bio-diversity which is a product of its long history, of those many centuries that the (US) type of capitalism colonising us right now does not possess. It is always diversity that makes the world wonderful and fruitful, and the biodiversity of civil and economic forms does not make it less rich and generative than that of butterflies and plants: the Italian and European landscape belong to the heritage of humanity not only because of its hills and forests, but also for the many forms of enterprise, associations, crafts, arts and banks inherent in it. Where there is no biodiversity, there is only sterility - just what the financial type of capitalism is living nowadays. In fact, it is unable to produce nice work and good richness, exactly because it is too much flattened out onto a single culture and on a single active principle (the maximisation of profit and especially income). This loss of civil and economic biodiversity is a very serious illness that questionmarks democracy itself which is and has always been strictly connected to the fates, forms and plurality of the protagonists of market economy. This is then where new challenges open up, and they are critical for the quality of our lives, present and future alike.

The conference aims to reflect on the relations between the U.S., European and Italian types of capitalism and the various forms of enterprise and banking, especially the ones that were generated by the Italian-European type over the centuries and are risking extinction today. The attractiveness of Tuscany depends greatly on this biodiversity of nature, food-and-wine and economics, which should be protected and enhanced.

INVITED SPEAKERS:

- Stefano Zamagni (economist, University of Bologna)
- Jacques Defourny (economist, University of Liege)



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- André Habish (economist, Katholische Universität Eichstätt-Ingolstadt)
- Luigino Bruni (economist, LUMSA-Rome and Sophia UI)

Conference 4: **CIVIL ECONOMY AND PUBLIC HAPPINESS**
Saturday 31/01/2015 c/o Polo Lionello

There exists an ancient and deep link between the Italian civil tradition and public happiness that makes us reflect on our vocation as a country. The idea of happiness as the goal of life is as old as humanity, but the challenge that happiness can be "the object of good principles" is a Latin, more precisely Italian matter. With Antonio Genovesi in Naples, and the economists of the Grand Duchy of Tuscany, reflection on economy and progress began in eighteenth century Italy, placing happiness right in the centre of attention in the new modern society, and adding immediately the adjective "public" to it. What are then the ideas of this ancient and modern tradition that have a message to us today? First of all, the Latin way towards (public) happiness tells us that the symbols of happiness are the ones already used by the Romans on the back of the coins where we can read the words *felicitas publica* engraved: women, the fertile countryside, work tools and, above all, the children. This public happiness, then, that is at the heart of the political pact, it relates to the flourishing of the people, the peoples and their living a good life. There is another message which is about work. Happiness without work is often just an illusion, if not the opium of the people, or a deception when it comes to promises of easy wins in gambling or financial speculation. Finally, the Italian tradition of public happiness reminds us that there is an inescapable link between good life and social relationships: you cannot be truly happy alone because happiness in its deepest essence is a relational good, it has to do with relationships, including those at work. To pose questions on public happiness, then, means to focus the discussion on the topic of relationships, quality of life and work.

INVITED SPEAKERS:

- Bruno Frey (economist, Zeppelin University Friedrichshafen)
- Ruut Veenhoven (sociologist, Erasmus University Rotterdam)
- Jennifer Nedelsky (philosopher, University of Toronto)
- Pier Luigi Porta (economist, University of Milano-Bicocca)



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