

1st TRACY WORKSHOP

ACHIEVING CARBON NEUTRALITY: SUSTAINABLE BUSINESS MODELS, SOCIAL ENTREPRENEURSHIP, AND B CORPS.

Monday 20th December, 2021

VIRTUAL EVENT (from 10.00 a.m. to 2.00 p.m. Rome time)

Link Zoom: <https://unipd.zoom.us/j/86051517807>

10.00-10.15 – Introduction, Silvia Rita Sedita

Session 1 – Business perspective on carbon neutrality

Chair: Silvia Blasi

Time	Presenter	Title
10.15-10.30	Andrea Condotta (Innovation manager@Gruber Logistics)	Towards transport neutrality – A market perspective
10.30-10.45	Antonio Guadagnino (CEO@Paradigma)	Is that possible to increase sustainability and make it profitable and attractive for private capital?
10.45-11.00	Paolo Minella (Officer@Coldiretti Padova)	Paulonia pianta mangia smog e altri benefici
11.00-11.15	Gabriele Cipri (Business developer and founder@Livegreen)	Livegreen - Sustainable protein from microalgae
11.15-11.30	Doro Unger-Lee (Programme Manager@Algorand Centre of Excellence Programme)	Building sustainable DeFi ecosystem on the blockchain technology
11.30-11.45	Discussion	

Session 2 - Academic perspective on carbon neutrality

Chair: Daniel Alonso-Martinez

Time	Authors	Title
11.45–12.00	Daniel Alonso-Martinez, Eleonora Di Maria , Marco Brugnano	Exploring the relationship between sustainable business models and carbon neutrality: the case of Italian B Corps
12.00-12.15	Silvia Blasi, Mattia Buggio and Silvia Rita Sedita	Green innovation and B Corps: an exploration of the technological space



12.15-12.30	Simone Carmine, Valentina De Marchi , Eleonora Di Maria	THE TETRIS OF SUSTAINABILITY Sustainable business models and sustainability outcomes in hybrid organizations
12.30-12.45	Laura Tolettini	The Impact of Industry 4.0 on the Steel Sector: Paving the Way for a Disruptive Digital and Ecological Transformation
12.45-13.00	Discussion	

Session 3 – Sustainability research network

Chair: Valentina De Marchi

Time	Presenter
13.00-13.15	Kloss Roland (Head of Division for Sustainable Development Environment Agency of City of Graz)
13.15-13.30	Ioanna Boulouta (Lecturer in Management & Corporate Responsibility @ Birkbeck, University of London)
13.30-13.45	Discussion

13.45-14.00 Conclusions - Silvia Rita Sedita and Eleonora Di Maria



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