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## 1<sup>st</sup> TRACY WORKSHOP

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

Monday 20<sup>th</sup> 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	<b>Andrea Condotta</b> (Innovation manager@Gruber Logistics)	Towards transport neutrality – A market perspective
10.30-10.45	<b>Antonio Guadagnino</b> (CEO@Paradigma)	Is that possible to increase sustainability and make it profitable and attractive for private capital?
10.45-11.00	<b>Paolo Minella</b> (Consulente@Coldiretti Padova) and <b>Valter Roana</b> (imprenditore agricolo)	Paulonia pianta mangia smog e altri benefici
11.00-11.15	<b>Gabriele Cipri</b> (Business developer and founder@Livegreen)	Livegreen - Sustainable protein from microalgae
11.15-11.30	<b>Doro Unger-Lee</b> (Programme Manager@Algorand Centre of Excellence Programme)	Sustainability & Blockchain
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, <b>Eleonora Di Maria</b> , Marco Brugnano	Exploring the relationship between sustainable business models and carbon neutrality: the case of Italian B Corps
12.00-12.15	Silvia Blasi, <b>Mattia Buggio</b> and	Green innovation and B Corps: an exploration



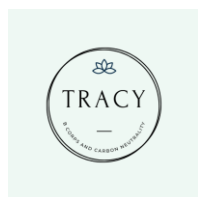
	Silvia Rita Sedita	of the technological space
<b>12.15-12.30</b>	Simone Carmine, <b>Valentina De Marchi</b> , Eleonora Di Maria	THE TETRIS OF SUSTAINABILITY Sustainable business models and sustainability outcomes in hybrid organizations
<b>12.30-12.45</b>	<b>Laura Tolettini</b>	The Impact of Industry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

### Session 3 – Sustainability research network

Chair: **Valentina De Marchi**

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

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



VISIT THE WEBSITE: <https://www.tracyproject.org/>