

III SOFT POWER CONFERENCE



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VENICE, 29-30 AUGUST 2022

THE SOFT POWER CLUB

The Soft Power Club was established in 2019 under the initiative of Francesco Rutelli. The Club convenes prominent Officials, global CEOs, analysts and entrepreneurs committed to share a vision on the role of soft power to promote a pragmatic multilateralism and global dialogue. The Club organizes every year the “Soft Power Conference” in Venice (Italy), a City that speaks to the world, in the second half of the month of August, co-hosted by the Municipality of Venice. The Club recognizes a Soft Power Prize to a relevant personality committed in promoting the values and vision of soft power, having a tangible impact on societies and communities. In line with the strategic objectives of the Club, the Conference provides an opportunity to discuss and plan relevant actions to promote soft power as an effective tool to support an open, integrated vision of globalization.

In 2022 the Soft Power Conference will focus on crucial issues like the role of Culture and creative industries; the preeminence of science; the impact and mitigation of climate change; the

preservation of cultural heritage, the role of cultural and public diplomacy in fostering the relations among Nations; and the new perspectives of business in a digital world, where perception, narrative and reputation will have a growing importance.

The Club will convene in Venice on August 29th – 30th to discuss the role of soft power in a world in turmoil, at the crossroad between a persisting global health crisis and the return in Europe of a military conflict. The focus of the Conference will be on the key issue of climate change and its impact on global economies. Members of the Club will discuss around this topic and will propose a candidate to be recognized as a global champion in engagement against the impact of climate change in our communities. The 2022 Conference will also address issues related to cultural diplomacy, dialogue among Nations, the need to relaunch a pragmatic multilateralism based on a new codification of soft power, consistent with shared basic values and global UN principles.

SOFT POWER IN A HARD POWER WORLD

In its Third Venice Conference, the Soft Power Club intends to reassess the importance of its original profile: gathering a qualified Group of International personalities, from Civil society, business, Culture and Creative industries, public service in global Institutions.

New international conflicts, divergences, unrest, fully confirm our motivations: hard power and soft power always co-existed. A good reputational record in the global arena is necessary for every actor - also for the promotion of single Nations interests. Principles and purposes of the United Nations Charter are more important than ever in our interconnected world.

SOME CRUCIAL ISSUES WE SHARED IN THESE THREE YEARS SHOULD BE PART OF A NEW SOFT POWER'S SEASON:

- **A responsible, efficient Multilateralism** is a priority. *International Institutions must be preserved and strengthened, not weakened, in the face of current and future growing global challenges.*
- **Climate Change** - an existential and very complex issue for all Humankind, with a series of integrated, necessary Transitions - cannot but be managed in terms of Interdependence and innovations, in order to achieve both very urgent and long-term, strategic results in our common interest.

- **Transformative Digital technologies** can be instrumental to open new equality opportunities and inclusive services for all. A correct information landscape can help avoid false narratives aiming to build defamation and hatred; to allow a new transparent, open, efficient business and creative environment; to restore public confidence in national and International Institutions.

- **Open Trade** should remain part of the common interests for a Sustainable Development, access to basic goods, healthy and thriving private sectors, creation of new jobs, a more balanced and fair global economy.
- **Culture must not be brutalized** as a partisan ground of conflicts: its universal values can contribute in bridging differences and developing mutual understanding between populations and individuals.

The most important goals we have - and must have - cannot be achieved without loyal cooperation. That's why we'll address global leaders and Institutions to share the ideas and concrete proposals arising from our Venice Soft Power dialogues.

GLOBAL CHALLENGES, GLOBAL RESPONSES: TOWARD A SOFT POWER BASED ON RESPONSIBILITY

Interconnectedness and conflict coexist in the current international context. The traditional power of coercion - hard power - seems to be sweeping us away into a return to the rigid oppositions of the past, undermining the international community's ability to meet those global challenges that are the inevitable result of interconnectedness. Today more than ever, a renewed commitment of thought and action is needed to build a future made of cooperation, security, and development.

In this context, a paradigm shift is needed in the very idea of soft power. Traditionally referring to cultural influence, we think that soft power should today be brought back, in a broader sense, to a value dimension. This is to link, whenever possible, a nation's power of influence to its ability to contribute effectively to building an international consensus on responses to global challenges.

The foundation of this new concept is the U.N. Charter, which already in the Preamble calls on all members of the international community, with no distinction, to a shared effort to *“save future generations from the scourge of war; reaffirm faith in fundamental human rights; create conditions in which justice and respect for obligations under international law can be maintained; and promote social progress and a higher standard of living in greater freedom”*. Article 55 then includes these objectives in the Organization's mandate: *“the United Nations shall promote conditions for economic and social development and progress; the solution of international economic, social, health and similar problems, and international cultural and educational collaboration; and universal respect for and observance of human rights and fundamental freedoms for all.”*

The more a country is able to contribute to the realization of the purposes enshrined in the Charter, the more its power of influence is enhanced. Toward a soft power based on responsibility, then, whereby being a key player in developing responses to global challenges results not only in a positive reputational payoff, but also in a net gain from the standpoint of power of influence.

Multilateral fora are the most suitable context for measuring nations' efforts to provide responses to global challenges and thus their next-generation soft power capital. In today's UN system, the already evident stalemate in the Security Council tends to enhance the role of the General Assembly by making it a privileged context in which countries -regardless of their size- will be able to champion solutions to global challenges, nurturing their capital of persuasion and attraction. This is consistent with Article 13 of the Charter, according to which the Assembly *“shall undertake studies and make recommendations to develop international cooperation in the political, economic, social, cultural and public health fields, and promote respect for human rights and fundamental freedoms for all.”*

A new vision of soft power encourages a re-thinking of the role of non-state actors and civil society: nongovernmental organizations, think tanks, cities, the private sector. Not just implementers of decisions, but actual laboratories of thought and solutions. A new role that needs to be included in the international organizations' system thanks to new rules and working methods: building new meeting platforms, making them part of the multilateral decision-making process to relaunch the search for shared solutions to common challenges. It is a paradigm shift all countries - but also all of us (!) - are called upon to support in the international organizations and fora they are part of, so that a renewed bottom-up approach becomes one of the cornerstones of the new soft power based on responsibility.

AGENDA

 Institute of
European
Democrats
SPECIAL EVENT IED
(Institute of European
Democrats, Brussels)

29
AUGUST

Climate, Energy, Environmental Transitions in Europe

Between the 2015 Paris Agreement and the EU “Fit for 55” Strategy. The global context and the dramatic consequences and shifts generated by the Ukraine war

h 16.00 - 18.00

Fondazione Giorgio Cini
Sala degli Arazzi

Welcome Remarks

GIOVANNI BAZOLI

President Fondazione Giorgio Cini

Opening

LUIGI BRUGNARO

Mayor of Venice

Introductory Remarks

FRANCESCO RUTELLI

Keynote speeches

DANIELE FRANCO

Minister of Economy and Finance

PAOLO GENTILONI

*EU Commissioner for Economic Affairs
(videomessage)*

ENRICO GIOVANNINI

*Minister of Sustainable Infrastructures
and Mobility*

AMITABH KANT

*CEO National Institution for Transforming
India (NITI) Energy Transition and Climate:
the role of India*

Speakers

ULRIKE MÜLLER

Member of the European Parliament

IVÁN MARTÉN

*President of ORKESTRA
(Basque Institute of Competitiveness)*

ANA LUIZA MASSOT THOMPSON-FLORES

*Director of the UNESCO Regional Bureau
for Science and Culture in Europe, Venice*

MARZIO GALEOTTI

*Professor of Environmental and Energy
Economics (University of Milan)*

BARBARA QUACQUARELLI

*Professor of Organisation Studies
(University of Milan-Bicocca)*

ANTONIO NAVARRA

*President CMCC (Euro-Mediterranean
Center on Climate Change)*

GIULIO BOCCALETTI

*Honorary Research associate, Smith School
of Enterprise and the Environment (University
of Oxford); author of the book
“Water: A Biography”*

- Conference in English
- Live streaming on the IED
social media channels

30
AUGUST

SPECIAL EVENT BY BULGARI

Digital Innovation and International Dialogue

h 10.00 - 13.00

Fondazione Giorgio Cini
Sala degli Arazzi

Welcome Remarks

RENATA CODELLO

Secretary General
Fondazione Giorgio Cini

Introduction

JEAN-CHRISTOPHE BABIN

CEO Bulgari

Remarks

MUNICIPALITY OF VENICE

Coordinator

LUIGI GIANNITI

Head of Research Department
Italian Senate

Speakers

CHARLES RIVKIN

Chairman and CEO
Motion Picture Association (MPA)

TIZIANA LIPPIELLO

Rector Ca' Foscari, University of Venice

ROBERTO CICUTTO

President La Biennale di Venezia

IRINA BOKOVA

former Director General UNESCO

JUAN IGNACIO VIDARTE

Director General
Guggenheim Museum Bilbao

CLARA TOSI PAMPILI

Historian of applied arts

MASSIMO PALONI

Chief Operation & Innovation, Bulgari

ARIANNA TRAVIGLIA

Coordinator IIT Centre for Cultural Heritage
Technology (CCHT)

MANUELA CACCIAMANI

Founder One More Pictures

FARAH NASRI

Acting Manager Curation & Design,
Irthi Contemporary Crafts Council

● Language conference italian
(simultaneous translation available)

30
AUGUST

II Soft Power Prize Plenary Session Soft Power Club

SOFT POWER IN A HARD POWER WORLD

h 17.00

Auditorium
Procuratie Vecchie

II Soft Power Prize Award Ceremony

Welcome and Introductory Remarks

ANDREA SIRONI

Chair Assicurazioni Generali

Introduction

FRANCESCO RUTELLI

President and founder
Soft Power Club

Special Remarks

JOHN NKENGASONG

Winner I Soft Power Prize

SOFT POWER CLUB
PLENARY SESSION

Keynote speech

DARIO FRANCESCHINI

Minister of Culture
(videomessage)

Moderator

STEFANO STEFANINI

Members of the Soft Power Club,
members of the Steering Committee
and other selected guests will animate
the debate

● Conference in English
● Live streaming on www.softpowerclub.org

SOFT POWER CLUB MEMBERS

■ Francesco Rutelli

Founder and President

Francesco Rutelli (Roma, 1954) is currently the President of ANICA (Italian leading Association of Cinema, Audiovisual and Digital Companies).

Deputy Prime Minister and Minister of Culture of Italy (2006 – 2008). Mayor of Rome (1993 – 2001), elected with the highest popular support ever. Under his leadership, many crucial infrastructures, cultural venues and institutions were created.

Member of the Italian Parliament from 1983 to 2013; five times elected in the Lower House, once in the Senate. Member of the European Parliament (1999-2004).

Over the time, he was the Chairman of the Human Rights Committee (Camera dei Deputati); Special Government Commissioner for the Jubilee 2000; Chairman of COPASIR (House and Senate Intelligence Overview Committee).

Since 2013, Francesco Rutelli decided to step down from any political-institutional position, and to manage both professional and not-for-profit activities.

Degree in Landscape and Environmental Planning and Design (La Sapienza University, Tuscia University). He is a journalist, since 1983. Diploma in International Organizations (Italian Society for International Organization, SIOI). Doctor Honoris Causa (John Cabot University; Temple University; American University, Rome). Honorary Acad-

emician, Accademia delle Arti del Disegno (the world's oldest Academy), Florence.

He leads many international initiatives in the fields of culture, creative industries, cultural diplomacy and international dialogue. Among them: Honorary President, Institute for Cultural Diplomacy, Berlin (2013-2015); President, Institute of European Democrats, Brussels; Co-chairman of the Italian-Chinese Cultural Forum (2016-2021); Coordinator for the Ancient Cultural and Religious Roads Group in the Pontifical Council for Culture; Special Advisor to the Director-General, ICCROM.

He curated, with “Meeting of Civilizations” Association, the Campaign and exhibitions “Rising from Destruction. Ebla, Nimrud, Palmyra”. Founder of the International Cultural Heritage Rescue Prize. He is the founder (1989) and Chairman of the Centre for a Sustainable Future (a nonpartisan think tank on climate change and environmental issues).

He created Videocittà, the innovative Moving Images festival (2018-2022). President, ANICA Academy.

He has recently activated a brand new, not-for-profit and non-political, ‘Civic Service School’ – with the support of high-ranking professionals and leaders – aimed at training young citizens of Rome for an advanced, skilled civil service in the Italian Capital City. His most recent books: “Tutte le strade partono da Roma” (2020); Roma, camminando (2022).

■ Luigi Brugnaro

Mayor of Venice – Honorary President

Graduated in Architecture from the Luav in Venice with full marks.

Today Mayor of Venice.

President of Umana, a holding that brings to-

gether 20 companies active in the field of services, manufacturing, construction, sports and agriculture.

Umana is also the name of the employment agency founded in 1997 and which in a few years has become the industry leader with 123 branches in Italy, 5 offices in Brazil, 700 professionals and 12,000 people employed in the best Italian companies.

In 2006 he took over Reyer, the historic Venetian basketball club founded in 1872 which, the only case in Italy, now plays in the top league with both the men's and women's teams. A project not only sporting, but also social and cultural spread throughout the metropolitan area that involves over 4,500 athletes from 23 clubs in the youth sector.

In 2014 “for his contribution to Italian basketball” he was awarded the prestigious Reverberi Award, the basketball Oscar.

From 2009 to 2013 he was president of Confindustria Venezia recovering an active role in the public debate on the future of our economic and social system.

Also president of Assolavoro, the national trade association of employment agencies; member of the national council and the national board of Confindustria, delegate for Veneto at Expo 2015 and president of the Expo Veneto Committee.

■ H.H. Prince El Hassan Bin al Talal

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. HRH's 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 subsequent 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.

A pluralist and staunch campaigner for the rights of all to live in peace and dignity, HRH established the Arab Thought Forum, the Royal Institute for Interfaith Studies, the Higher Council for Science and Technology, The Royal Scientific Society, the West Asia North Africa Institute (WANA) and the Regional Security Centre in Jordan. Prince Hassan's international commitments have included co-chairing the Independent Commission on International Humanitarian Issues, serving as Commissioner on Legal Empowerment of the Poor and launching the West Asia-North Africa Forum (WANA). A pioneer of interfaith dialogue and understanding, Prince Hassan initiated and hosted on-going consultations with the Orthodox Centre of the Ecumenical Patriarchate at Chambesy, Switzerland and the Pontifical Council for Inter-religious Dialogue at the Vatican. Prince Hassan is co-founder and Chairman of the Board of Trustees of the Foundation for Interreligious and Intercultural Research and Dialogue (FIIRD). Now President Emeritus, Prince Hassan was Moderator of the World Conference of Religions for Peace (WCRP) from 1999-2006.

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 De-

velopment Program (in co-operation with 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 the author of several books, articles and papers, which have been including *A Study on Jerusalem, Search for Peace, Palestinian Self-Determination* and in 2004 in collaboration with Alain Elkann, *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 captain of the Royal Jordanian Polo Team. He is a qualified helicopter pilot, parachutist and qualified scuba diver. He skis and plays squash. His Royal Highness married Her Royal Highness Princess Sarvath, in 1968. They are blessed with four children, Princesses Rahma, Sumaya, Badiya and Prince Rashid, and nine grandchildren.

■ Irina Bokova

Former Director-General of UNESCO

Irina Bokova was born on 12 July 1952 in Sofia (Bulgaria). She has been two terms the Director - General of UNESCO from 2009 to 2017. She graduated from Moscow State Institute of International Relations and was a Ford Foundation Fellow

at the University of Maryland (Washington), and attended an executive program on leadership at the John F. Kennedy School of Government (Harvard University). As Director General of UNESCO, Irina Bokova was actively engaged in the efforts to adopt UN Agenda 2030 for Sustainable Development. She was particularly active in defence of cultural heritage in conflict in Mali, Syria and Iraq and in denouncing extremists' destruction of heritage as a tool of war, which lead to the adoption by the UN Security Council of several landmark resolutions on the link between maintaining peace, security and the protection of cultural heritage. Irina Bokova has received state distinctions from countries across the world and is Doctor honoris causa of leading universities. In May 2020 she was elected as International Honorary Member of the American Academy of Arts and Sciences for 2020. Currently, she is a Member of the Board of "Ban Ki Moon Centre for Global Citizens", Member of the Concordia Leadership Council, New York, Lecturer on "Cultural Diplomacy" at the Paris School of International Affairs /PSIA/, SciencePo, Visiting Lecturer at the University of Geneva, among other activities.

■ Lord Browne of Madingley

Lord Browne is Chairman of BeyondNetZero, a climate growth equity venture established in partnership with General Atlantic. He served as Group Chief Executive of international energy company BP from 1995 to 2007, having joined the company in 1966 as a university apprentice. He led BP through a period of significant growth and transformation, including a merger with Amoco in 1998. His landmark speech at Stanford University in 1997 established BP as a global leader in the way it thought about and sought to address climate change. In 2007, Lord Browne joined Riv-

erstone, where he was co-head of the world's largest renewable energy private equity fund until 2015. He is currently Chairman of Wintershall Dea, Europe's largest independent oil and gas company.

Lord Browne is independent co-Chairman of the Prime Minister's Council on Science and Technology, Chairman of the Queen Elizabeth Prize for Engineering, Chairman of the Courtauld Institute of Art, and a past President of the Royal Academy of Engineering. Lord Browne holds degrees in Natural Sciences from the University of Cambridge and an MS in Business from Stanford University. He is a Fellow of the Royal Society, a Fellow of the American Academy of Arts & Sciences, and the author of five books.

■ Helen Clark

Former Prime Minister of New Zealand

Helen Clark was Prime Minister of New Zealand from 1999-2008. During her nine years as Prime Minister, New Zealand enjoyed strong economic growth, low unemployment, and significant investment in public services. Her government set clear objectives for sustainable development and climate action. She also championed New Zealand's independent foreign policy and support for multilateralism.

Subsequently Helen Clark led the United Nations Development Programme from 2009-2017. She was the first woman and first New Zealander to hold the position of Administrator. Helen Clark stepped down after eight years and two terms as Administrator in April 2017. She now engages in public advocacy across a range of issues which motivated her career in public service.

■ Yuan Ding

Vice President and Dean CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL - CEIBS

Prior to joining CEIBS, he was a tenured faculty member of HEC School of Management, Paris, France. He is member of European Accounting Association, French Accounting Association and American Accounting Association. Dr. Ding has acted as editor and editorial board member for many international academic journals in accounting and auditing. In 2014, he was ranked 13th among the list of the world's 27 most cited researchers based in mainland China in the category of Business Management and Accounting, according to Elsevier. Dr. Ding has been giving lectures in financial accounting, financial statement analysis, international accounting and corporate governance at the level of Master's of Science in Management, MBA, EMBA and PhD in Europe and in China. At CEIBS, he co-founded the first CFO open programme in China in 2005 and has been involved in many top executive programs co-organised with Harvard, Wharton, INSEAD, New York University, London School of Economics, IESE and HEC Paris. He received the CEIBS Teaching Excellence Award in 2005, 2007, and 2013. Prof. Ding frequently provides consulting services for many multinationals and Chinese companies in the areas of financial communication, corporate governance, cost control system designing, investment and M&A. In May 2011, Prof. Ding launched the "Ding Yuan Index Neutral Fund" in A share market, becoming the first accounting and finance professor in mainland China to run a hedge fund. In 2013, his fund 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 mainland China, Hong Kong, Europe and North America.

■ Amitabh Kant

*CEO of National Institution
for Transforming India (NITI)*

He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 batch). He is the author of “*Branding India - An Incredible Story*”. Mr. Kant has been a key driver of the “Make in India”, Startup India, “Incredible India” and “God’s Own Country” initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. Mr. Kant has been the recipient of Economic Time Policy Change Agent of the Year Award, the Bloomberg TV Personality of the Year Award, the NDTV Administrator of the Year Award and the Distinguished Fellowship of the Institute of Directors. He is the recipient of One Globe Award-2016 for leadership in Transforming Governance for the 21st Century. He is a Member of the Steering Board of “Shaping the Future of Production Systems” of World Economic 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, Secretary – Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozhikode and Managing Director, Matsyafed. He did his schooling from Modern School, Delhi, graduation in Economics (Hons) from St. Stephens, Delhi University and M.A from Jawaharlal Nehru University.

■ Philippe Donnet

Group CEO, Assicurazioni Generali

He graduated from the Ecole Polytechnique in Paris and the Institut des Actuaire. 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 co-founded the investment management company HLD in Paris. On 7 October 2013 he joined Generali as Country Manager Italy and CEO of Generali Italia, position he held until May 2016. In this role, he led the program to merge the five Generali brands operating in Italy, one of Europe’s most complex integration and simplification projects. From 2008 to 2016 he was member of the Supervisory Board of Vivendi, from 2013 to 2016 he was member of the Board of Directors of Banca Generali S.p.A. and from 2016 to 2017 he was Vice-Chair of ANIA. Chevalier de l’Ordre National du Mérite. Chevalier dans l’Ordre de la Légion d’honneur. Cavaliere del Lavoro.

■ Rebeca Grynspan

*Secretary General UNCTAD,
United Nations Conference
on Trade and Development*

Rebeca Grynspan, of Costa Rica, was appointed the eighth Secretary-General of United Nations Conference on Trade and Development (UNCTAD) on 13 September 2021. She is the first woman to hold this position in the history of the organization.

She is also coordinator of the Task Team of the Global Crisis Response Group on Food, Energy and Finance set up by the UN Secretary-General to help support developed and developing coun-

tries face the economic shocks related to the war in Ukraine.

Over the course of her career, Ms. Grynspan has held numerous high-level positions.

Prior to her UNCTAD appointment, she was the Secretary-General of the Ibero-American Conference from 2014 to 2021, the first woman to lead the organization.

She is also a former Under Secretary-General of the UN and Associate Administrator of the UN Development Programme (UNDP), and a former Regional Director for Latin America and the Caribbean.

Prior to joining the UN, she served as Vice President of Costa Rica from 1994 to 1998. She also held the positions of Minister of Housing, Minister Coordinator of Economic and Social Affairs and Deputy Finance Minister.

In addition, she was a member of the High-Level Panel on Financing for Development.

A renowned advocate of human development, Ms. Grynspan has helped to focus the world’s attention on relevant issues such as the reduction of inequality and poverty, gender equality, South-South cooperation as a tool for development, and the achievement of the UN Sustainable Development Goals, among others.

She was also a delegate to the UN Commission for the Reconstruction of Haiti, a group consisting of the Haitian Government, the former President of the United States, Bill Clinton, and other prominent international partners.

In 2014 she was appointed chair of the Board of Trustees of the International Institute for Environment and Development (IIED), a leading global organization at the forefront of development and environmental policy research.

Ms. Grynspan is a former member of the Governing Council of the Society for International Development (SID), a global network of individu-

als and professionals at the forefront of development, former trustee of the Complutense Institute for International Studies (ICEI), of the Universidad Complutense in Madrid, and, prior in 2021 a Special International Advisor to the newly created Economic and Social Council of Argentina, appointed by the President of Argentina.

She was a former member of the International Labour Organization’s Global Commission on the Future of Work; and a member of the Advisory Board of the Expansión International Economic Forum 2021.

In addition to her experience as a conference lecturer and advisor to a number of international organizations and institutions, she has been actively involved in key UN initiatives, such as the Millennium Project’s task force on poverty and economic development and the High-level Panel on Financing for Development. In 2014 and 2015, she was recognized as one of the 50 leading intellectuals of Latin America.

In 2019, the Spanish government granted her the highest honour awarded to a civilian, the Gran Cruz de la Orden Civil de Alfonso X El Sabio and in 2021, the President of Portugal awarded her the Grã Cruz da Ordem do Infante D. Henrique in 2021.

In 2020 she received the Aquí Europa-Vocento Award as a Latin American personality for her outstanding contribution to strengthening Europe-Latin America relations.

She was recognized as one of the 100 most powerful women in Central America by Forbes magazine in 2017, 2018, 2019 and 2020, and in 2017 she received the Forbes Award for Excellence. In 2020 she received the Gumersindo de Azcarate Award and the Woman of the Year Award from the Women in a Legal World Association.

Ms. Grynspan holds a degree in economics from the University of Costa Rica and a mas-

ter's degree in economics from the University of Sussex. She is currently member of the G20 High Level Independent Panel on Financing the Global Commons for Pandemic Preparedness and Response.

She was awarded a Doctorate Honoris Causa by the University of Salamanca, the University of Extremadura and the European University of Madrid in recognition of her outstanding professional achievements.

■ 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 bilateral 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 Union Affairs 2006–2010. She is a member of the Liberal People's Party, which is represented by the ALDE group in the European Parliament.

Cecilia Malmström holds a Ph.D. in Political Science from the Department of Political Science of Göteborg University. Since January 2020 she is the holder of the Assar Gabrielsson professorship at the School of Business, Economics and Law at the University of Gothenburg in Sweden.

■ Carlo Mazzi

Carlo Mazzi obtained a degree "cum laude" (with praise) in Mechanical Engineering from the Bologna University of Italy in 1971 and obtained a master's degree in Business Administration from Bocconi University of Milan in 1976.

He is currently Chairman and CEO of Chora S.r.l. - Milan (corporate consulting and service company) and Board member of Sammontana S.p.A. (food industry) since May, 2019.

He was previously an Executive Director of the Board of Prada S.p.A. (2004–2021), a luxury company listed at the Hong Kong Stock Exchange; he was appointed as Chairman of the Board of Prada S.p.A. in 2014. He holds directorships in the holding companies of Prada S.p.A. .

He was an independent board member of Banca Profilo S.p.A., a Bank listed in Milano Stock Exchange (2018/2021).

He was a board member of IBI International Business Advisors Investment N.V. - Amsterdam; Vice Chairman and Executive Committee Member of IBI Bank AG - Zurich; Board Member of IBI Corporate Finance B.V. - Amsterdam; Managing Director of IBI S.p.A. - Milan (financial intermediation ex art. 106 TUB) from 2000 to 2004.

Mr. Mazzi worked at IMI (ISTITUTO MOBILIARE ITALIANO) (1973 /2000) where he was Manager of the Large Corporate department of IMI and San Paolo IMI Bank from 1994 to 2000.

He also was a board member of IMI-ABN AMRO S.p.A. - Milan (focused on merchant banking), SAGO S.p.A. - Florence (an IT research company responsible for the management of health facilities), IMILEASE S.p.A. - Rome (a leasing company), Banca di Intermediazione Mobiliare IMI S.p.A. - Milan (now Banca IMI S.p.A.) (focused on investment banking), Tecnofarmaci S.p.A. - Pomezia (a research company in the pharmaceuticals industry),

SIM S.p.A. - Rome (focused on project management) and Paros International Insurance Brokers S.r.l. - Milan (in the insurance brokerage sector).

■ Kiran Mazumdar-Shaw

*Executive Chairperson
Biocon & Biocon Biologics*

Ms Kiran Mazumdar-Shaw is a pioneering biotech entrepreneur, a healthcare visionary, a global influencer and a passionate philanthropist. She is a pioneer of India's biotech industry and founder of Biocon.

She is the proud recipient of two of India's highest civilian honours, the Padma Shri (1989) and the Padma Bhushan (2005). She was also honoured with the Order of Australia, Australia's Highest Civilian Honour in January 2020. In 2016, she was conferred with the highest French distinction - Knight of the Legion of Honour and Othmer Gold Award 2014.

Ms Mazumdar-Shaw has been conferred with the EY World Entrepreneur of the Year™ 2020 Award, which is a testimony to her entrepreneurial journey of over four decades. She has also been appointed as the Vice Chair of the U.S.-India Business Council in 2021. She serves on the board of The Massachusetts Institute of Technology (MIT), USA, Pure-Tech Health, USA, Memorial Sloan Kettering Cancer Centre, USA and Infosys, Narayana Health, in India apart from holding key positions in various industry, educational, government and professional bodies globally.

She holds a bachelor's degree in science (Zoology Hons.) from Bangalore University and has earned a master's degree in malting and brewing from Ballarat College, Melbourne University. She has been awarded with several honorary degrees from the Universities of repute globally.

Ms Mazumdar-Shaw believes in compassionate

capitalism and is the first woman business leader from India to sign the Giving Pledge, an initiative of the Gates Foundation, committing to give the majority of her wealth to philanthropic causes.

She is very passionate about innovation and mentors many science-based start-ups.

■ 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 lecturer on heritage management. He has also lectured on heritage management at the University of Bergen in Norway, 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 one 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 has held until the present. During his mandate at AWHF, Ndoro guided the fund to become one of the leading conservation organizations in the region, and has also raised a significant endowment. Under Dr Ndoro's leadership, AWHF has planned and implemented programmes and activities for heritage conservation aimed at improving World Heritage nominations, strengthening disaster risk management and traditional management systems, and promoting entrepreneurship related to heritage in the region.

■ Lord Powell of Bayswater KCMG

Charles Powell was for many years Private Secretary and Adviser on foreign affairs and defence to Lady Thatcher when she was Prime Minister, and held the same position in the early part of John Major's time as Prime Minister. He is now an independent member of the House of Lords.

Since 1992 he has been an international businessman, serving as a Board member of several major international companies including Louis Vuitton Moët-Hennessy, Jardine Matheson, Caterpillar, Textron, Schindler, Northern Trust Corporation, Hong Kong Land and Mandarin Oriental Hotels, and on the Advisory Boards of Rolls-Royce, Barrick Gold and Chubb.

He is Chairman of the Trustees of the Saïd Business School at Oxford University, Deputy Chairman of the Fudan University Business School Advisory Board, Chairman of the British Museum Trust, a Trustee of the Aspen Institute and of the International Institute for Strategic Studies.

He is Honorary Fellow of Somerville College Oxford, of King's College London and of the Ashmolean Museum in Oxford.

■ Charles Rivkin

*Chairman and CEO
Motion Picture Association (MPA)*

He leads the MPA's global mission to advance and support the film, television, and streaming content industry. The MPA's members currently include; Disney, Netflix, Paramount, Sony, Twentieth Century Fox, Universal, and Warner Bros. Drawing on almost 30 years of experience as 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*

Ana Luiza Massot Thompson-Flores, born in Rio de Janeiro (Brazil), is presently the Director of the UNESCO Regional Bureau for Science and Culture in Europe based in Venice (Italy).

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 joint-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.

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