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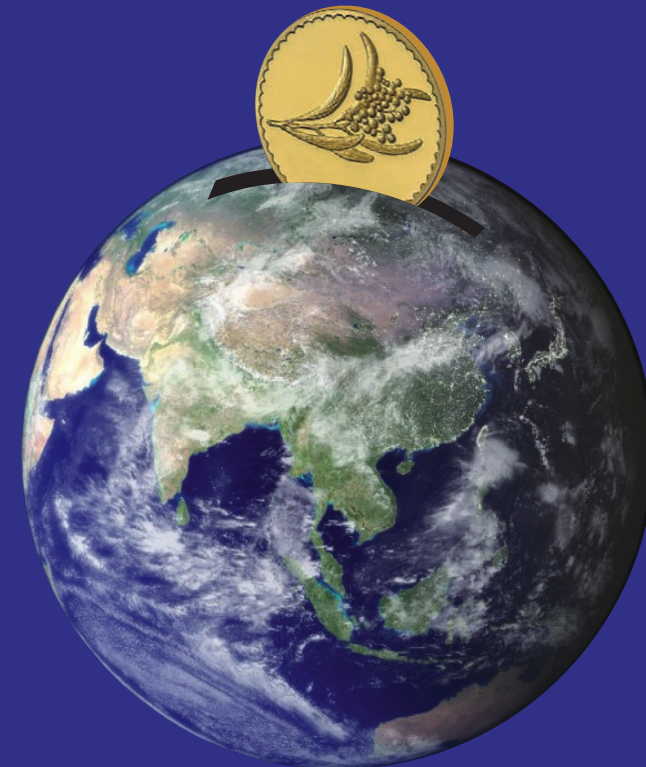


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V INTERNATIONAL MEDIA FORUM
ON THE PROTECTION OF NATURE

“CAPITALIZING ON THE ENVIRONMENT”



VILLA MONDRAGONE - MONTE PORZIO CATONE (Rome)
7 -10 NOVEMBER 2007

Under the High Patronage of the President of the Italian Republic

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Wednesday, 7 November

Morning session: Man and environment in contemporary economic opinion

09.30 - Welcome address: **Gian Paolo Marchetti**, President of *Greenaccord*

Authorities

Chair: **Antonio Mira**, Editor-in-chief of the Italian newspaper *Avvenire*

10.10 - First Presentation: *Man: instrument or protagonist of the global market?*
Andrea Masullo, Chairman of the Scientific Committee *Greenaccord*

10.50 - Discussion with the Speaker

11.20 - Coffee Break

11.45 - Second Presentation: *Investing in Natural and Social Capital for a Sustainable and Desirable Future*
Robert Costanza, Professor of Ecological Economics and Director of *Gund Institute* University of Vermont

12.30 - Discussion with the Speaker

13.00 - Lunch

Afternoon Session: "Sustainable" Economic Mechanisms

Chair: **Michele Candotti**, Secretary-General WWF Italy

15.00 - Third Presentation: *New investment scenarios in renewable energy sources*
Paolo Pietrogrande, Chairman of the *Atmos Holding*

15.50 - Discussion with the Speaker

16.15 - Fourth Presentation: *Economic evaluation of climate change impacts*
Vincenzo Ferrara, ENEA Climatologist

17.00 - Discussion with the Speaker

17.30 - Fifth Presentation: *GMOs and Organic Agriculture: the food future at a crossroads*
Stefano Masini, Coordinator for the Environment and Territory area Coldiretti

18.00 - Discussion with the Speaker

18.30 - Close of Forum, Day One

20.30 - Dinner

Thursday, 8 November

Morning Session: Is it possible to reconcile the economic growth and the environment?

Chair: **Giancarlo Bonelli**, Meteorologist and journalist

09.15 - Welcome address: **Claudio Maria Celli**, President of the Pontifical Council for Social Communications

Sixth Presentation: *Limits to Growth*

Friedrich Hinterberger, President SERI (Sustainable Europe Research Institute)

10.00 - Discussion with the Speaker

10.30 - Coffee Break

11.00 - Seventh Presentation: *Future Perspectives on the Economy and the Environment*
Laura Castellucci, Professor of Political Economy, University of Rome "Tor Vergata"

11.40 - Discussion with the Speaker

12.00 - Eighth Presentation: *Sustainable strategies for people and goods on the move*
Speaker Italian State railway

12.45 - Discussion with the Speaker

13.15 - Lunch

Afternoon session: Economic Mechanism: virtuous or perverse?

Chair: **Giorgio Pacifici**, Scientific journalist of Rai International

15.00 - Ninth Presentation: *Environmental compatibility in strategy reforms of the World Bank*
Antonio Tricarico, Director Campaign Reform World Bank, Italy

15.45 - Discussion with the Speaker

16.15 - Tenth Presentation: *Social Compatibility in financial and economic policies*
Leonardo Becchetti, Full Professor of Economics, University of Rome "Tor Vergata"

17.00 - Discussion with the Speaker

17.30 - Close of Forum day two

19.00 - Rome, *Palazzo Incontro*:

Meeting with Enrico Gasbarra, President of the Province of Rome
and visit to the exhibition "From Ancient to Modern Age, History and Arts of the Province of Rome"

21.00 - Dinner

Friday, 9 November

Morning Session: Socially relevant Economic Experiences

Chair: **Antonio Brunori**, Managing Director *AF-Agronomi e Forestali (Agronomists and Foresters)*

09.00 - *Ecor and the development of Organic and bio-dynamics Agriculture: link among economy, ethics and environment*

Fabio Brescacin, President *Ecor S.p.A.*

Libera Terra's experience: "Dirty capitals" turned into social and environmental recovery peech by Libera - Associations, Names, Numbers against every mafia

Davide Pati, President *Libera Terra*

Ethical investments: a successful experience

Marco Santori, President of *Fondazione Etimos*

10.30 - Discussion with the Speakers

11.00 - Coffee Break

11.30 - *Human globalization: Equal Fair Market*

Veronica Perez, Fairtrade / FLO International

11.50 - *Large retailers building organic sensibility: Coop's experience*

Fabrizio Ceccarelli, Brand manager- Person in charge for the line of organic products, *Coop*

12.10 - *Investing funds in clean energies*

Giambattista Chiarelli, Head of Business Development Southern Europe, *Pictet Asset Management*

12.30 - Discussion with the Speakers

13.00 - Lunch

Afternoon Session: Socially relevant Economic Experiences

Chair: **Elisabetta Guidobaldi**, ANSA

15.00 *Investments scenarios in the bioplastic field*

Andrea di Stefano, Person in Charge for External Relations *Novamont S.p.A.*

15.20 - *Development perspectives in thermal solar power*

Gaio Croci, Solahart - President *Accomandita TSE S.p.A.*

15.40 - *Photovoltaics use in building of artistic value*

Pier Carlo Cuscianna, Director of technical services for Vatican City

16.00 - **Greenaccord Network:**

Zilia Castrillón (Colombia) - *Communities in resistance and Self Sufficiency in Colombia*

Yuri Eldyshev (Russia) - *Environment in Russia: nature or natural resources*

Yu-Tzu Chiu (Taiwan) - *Community Empowerment & Environmental Reporting in Taiwan*

Tian Song (China) - *Why can we drink a bottle of mineral water in a street of any city?*

Jean-Claude Mbede Fouda (Cameroon) *Radio Liberté*

17.00 - *Video cuts from the previous Greenaccord International Media Forum 2006*

17.30 - Close of Forum, day three

21.00 - Biological Dinner

Saturday, 10 November

Morning Session:

Chair: **Grazia Francescato**, Deputy of the Environmental Commission (Green Party)

09.30 - **Lectio Magistralis:**

What future for poor countries?

Walden Bello, Alternative Nobel Prize (2003),

Professor at the University of the Philippines and Visiting Professor of Sociology and Southeast Asian Studies at UCLA

11.30 - Discussion with the Speaker

12.30 - Forum Proceedings and their diffusion in English, Spanish and French

13.30 - Conclusion and close of the V International Media Forum
Lunch and Departures