

# I SOFT POWER

C O N F E R E N C E

Venezia **31 agosto 1 settembre 2020**



# *Il Presidente della Repubblica*

## MESSAGGIO AI PARTECIPANTI ALLA SOFT POWER CONFERENCE

L'organizzazione da parte del *Soft Power Club* di questa Conferenza giunge in un momento di grandi sfide per la comunità internazionale.

La pandemia che stiamo affrontando ha amplificato logiche di chiusura, esclusione e competizione tra gli Stati. Logiche che, lungi dall'affrontare i problemi, rischiano solo di comprimere gli spazi di collaborazione tra paesi e le iniziative di cooperazione internazionale, essenziali per garantire pace, sviluppo sostenibile, crescita.

Di fronte a questi mutamenti, una riflessione sul *Soft Power*, sulla capacità di proporre modelli, di convincere ricorrendo all'esempio e non alla forza, è più che opportuna. Si tratta di confermare il modello che vede le democrazie saper rispondere alle crisi con efficacia e determinazione, nel pieno rispetto dei diritti dei cittadini. È quanto l'Unione Europea e i suoi Stati membri hanno messo in campo, con risposte coraggiose e innovative. Le azioni intraprese a livello europeo per superare la crisi sono utile dimostrazione dei risultati che si possono conseguire quando si declinano in spirito di concretezza i principi di solidarietà e leale collaborazione.

La chiave del multilateralismo rimane lo strumento per costruire un percorso di condivisione dei destini dei popoli del mondo, mettendo in comune saperi, culture, valori.

Si tratta di una sfida cui anche l'Italia saprà certamente dare il proprio contributo.

Sergio Mattarella

# THE SOFT POWER CLUB

Dialogo e cooperazione internazionale attraversano una fase molto critica, ma oggi sono più che mai importanti. Un rinnovato Soft Power può sostenere la reciproca comprensione tra le Nazioni, e tra i cittadini, giovare alla diversità e al pluralismo delle culture, alle attività d'impresa e al commercio mondiale, contribuendo a contrastare e ridurre le disuguaglianze.

Quando Joseph S. Nye, Jr ha introdotto il concetto del Soft Power - 30 anni fa - il mondo era entrato in una stagione 'unipolare'. Gli Stati Uniti avevano vinto la Guerra Fredda, ma avvertivano anche la necessità di un ordine internazionale basato sulla condivisione di valori. Con le parole di Henry Kissinger, "il potere a livello internazionale non dipende solo dagli equilibri dell'*hard power*, ma dalle percezioni della sua legittimità".

Nel secondo decennio del XXI secolo lo scenario è in drastico cambiamento; le istituzioni internazionali sono percepite come più deboli. Ma l'interdipendenza globale è in realtà più forte, come pandemie e Cambiamenti climatici dimostrano all'intera umanità.

Sappiamo che l'interesse nazionale è - e rimarrà - cruciale nell'arena del mondo. Per contrastare la crescita di radicali polarizzazioni e l'insorgere di nuovi conflitti, noi vogliamo sostenere una collaborazione multilaterale basata sul dialogo; creatività e innovazione; il ruolo della società civile; un trasparente, vitale e responsabile utilizzo di Internet e dei social media.

DURANTE LA CONFERENZA DI VENEZIA - SIA CON INTERVENTI IN PRESENZA CHE DA REMOTO - IL SOFT POWER CLUB CHIEDERÀ AI PROPRI MEMBRI E AI PARTECIPANTI DI ESPRIMERE LE PROPRIE OPINIONI E PROPOSTE SUI SEGUENTI TEMI:

***È ancora possibile un approccio umanistico alla globalizzazione? Se non lo è, quali saranno le alternative?***

***Gli interessi geopolitici nazionali porteranno irreversibilmente, nel prossimo decennio, a sopraffare dialogo e collaborazione internazionali?***

***L'Europa sarà capace di mantenere l'impegno di costruire una nuova strategia di sviluppo sostenibile basata sull'EU Green Deal? Il Green Deal sarà un'eccezione internazionale o un modello globale?***

***In che modi le industrie creative e culturali possono contribuire a un clima cooperativo ed a risanare, piuttosto che esasperare, le fratture tra le Nazioni e le diverse comunità?***

***Un nuovo Soft Power, basato su strategie di inclusione e corretta reputazione, sarà in grado di orientare le scelte delle imprese a livello internazionale?***

***Nell'ultimo decennio si sono progressivamente rotti i rapporti di fiducia tra Nazioni, tra Istituzioni e cittadini, Tra Istituzioni e aziende. Come ricostruire questa fiducia, strumento utile ad un multilateralismo pragmatico, e come promuovere partnerships pubblico-private efficaci?***

***Il dibattito pubblico nel web e nei social network sarà inevitabilmente dominato da approcci immediati, emotivi, da post-verità e manipolazioni? In che modi l'era Digitale e i suoi strumenti (guidati da aziende globali molto più potenti della grande maggioranza degli Stati) possono invece contribuire a un nuovo Soft Power dei Cittadini?***

■ **Francesco Rutelli**  
*President, Soft Power Club*

Francesco Rutelli (Rome, 1954) is currently the President of ANICA (Italian Association of Cinema, Audiovisual and Multimedia Companies).

Married to the journalist Barbara Palombelli; they have four children and two grandsons.

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 has chaired the Human Rights Committee (Camera dei Deputati); COPASIR (House and Senate Intelligence Overview Committee); Special Government Commissioner for the Jubilee 2000.

Since 2013, Francesco Rutelli de-

cided to step down from any political-institutional position, and to manage both professional and not-for-profit activities. ANICA, the leading national association, elected him unanimously to represent the Italian Cinema and Audiovisual industry, in this very transformational time.

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, Bruxelles, 2020; Co-chairman of the Italian-Chinese Cultural Forum, established by the Governments of Italy and China, 2017-2020; Coordinator for the Ancient Cultural and Religious Roads Group in the Pontifical Council for Culture.

He curated, with "Meeting of Civilizations" Association, the Exhibition "Rising from Destruction. Ebla, Nimrud, Palmyra" inside the Colosseum (October-December 2016). He is founder of Cultural Heritage Rescue Prize. He is also 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 (2018-2019).

Degree in Landscape and Environmental Planning and Design (La Sapienza University, Tuscia University). Diploma in International Organizations (Italian Society for International Organization, SIOI). Doctor Honoris Causa (John Cabot University; Temple University; American University, Rome). Honorary Academician, Accademia delle Arti del Disegno (the world's oldest Academy), Florence.

He is a journalist, since 1983. In 2014, he created a small company ("Italian Experience"), giving advice to international (USA, GCC, UK) and national companies on issues related to culture, tourism, and economic development.

He has recently activated a brand new 'Civic Service School', aimed at training young citizens in the Italian Capital City.



# AGENDA

31  
AGOSTO



## Climate Change and sea-level rise: potential disruption and possible solutions. The role of Europe

**h 16.00 - 17.30**

Fondazione Giorgio Cini  
Isola di San Giorgio Maggiore

Benvenuto

**PASQUALE GAGLIARDI**

*Segretario Generale  
Fondazione Giorgio Cini*

Introduzione  
e coordinamento

**FRANCESCO RUTELLI**

Interventi

**PIERPAOLO CAMPOSTRINI**

*Direttore CORILA, Consorzio per il  
coordinamento delle ricerche inerenti al  
sistema lagunare di Venezia*

**ALESSANDRO CODELLO**

*Fisico teorico, Long Data perspective on  
Acqua Alta, Ca' Foscari ECLT, Universidad  
de la Republica, Montevideo, Uruguay*

**ERASMO D'ANGELIS**

*Segretario Generale Autorità di bacino  
distrettuale dell' Appennino Centrale*

Videomessaggio



**PAOLO  
GENTILONI**

*Commissario UE per l'Economia*

Interventi

**ALESSANDRO LANZA**

*Membro CdA Enea; Università LUISS Roma*

**ROHIT JIGYASU**

*Project Manager Urban Heritage, Climate Change  
and Disaster Risk Management, ICCROM  
(videomessaggio)*

**ANTONIO NAVARRA**

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

**YANN WEHRLING**

*Ambasciatore francese incaricato dell'Ambiente,  
Ministero dell'Europa e degli Affari Esteri*

Con il sostegno finanziario  
del Parlamento Europeo





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SETTEMBRE

## Shaping a sustainable multilateralism. Come le industrie della moda possono contribuire ad uno sviluppo sostenibile

**h 11.00 - 12.30**

Fondazione Prada  
Ca' Corner della Regina

Saluto iniziale

**CARLO MAZZI**

*Presidente Prada*

Introduzione

**FRANCESCO RUTELLI**

*Presidente ANICA  
e Soft Power Club*

Modera

**CLARA TOSI PAMPILI**

*Storica delle Arti Applicate*

Intervento

**SIMONE VENTURINI**

*Assessore allo Sviluppo Economico  
e alla Coesione Sociale, Comune di  
Venezia*

Interventi

**STEFANO PATUANELLI**

*Ministro per lo Sviluppo Economico*

**CARLO MARIA FERRO**

*Presidente ICE*

**MARIAROSA CUTILLO**

*Chief of Strategic Partnerships, UNFPA*

**MATTEO LUNELLI**

*Presidente Fondazione Altagamma*

**ANA LUIZA**

**M. THOMPSON-FLORES**

*Direttore Ufficio Regionale UNESCO  
per la Scienza e la Cultura in Europa, Venezia*

**MARZIO GALEOTTI**

*Professore di Economia Politica Dipartimento  
di Scienze e politiche Ambientali - Università  
degli Studi di Milano*

**YANN WEHRLING**

*Ambasciatore francese incaricato  
dell'Ambiente, Ministero dell'Europa  
e degli Affari Esteri*

PRADA spa

1  
SETTEMBRE

## Soft Power Club | Towards an effective and pragmatic multilateralism in a post-Covid scenario: how to build trust among Nations and what is the role of global organizations, business and citizens in shaping a new Soft Power approach?

**h 15.30 - 18.00**

Fondazione Giorgio Cini  
Isola di San Giorgio Maggiore

Benvenuto

**GIOVANNI BAZOLI**

*Presidente Fondazione Giorgio Cini*

Saluto ai partecipanti

**LUIGI BRUGNARO**

*Sindaco di Venezia*

Introduzione

**FRANCESCO RUTELLI**

*Presidente Soft Power Club*

Modera

**STEFANO STEFANINI**

*Direttore Project Associates,  
Bruxelles*

Interventi

**DARIO FRANCESCHINI**

*Ministro per i Beni e le Attività  
Culturali e per il Turismo*

**ROBERTO CICUTTO**

*Presidente La Biennale di Venezia*

**DAVID SASSOLI**

*Presidente del Parlamento Europeo  
(in diretta da Bruxelles)*

Videomessaggio



**JOSEPH S. NYE, JR**

*Professore Emerito  
Harvard Kennedy School  
Autore di "Soft Power"*

**LUCA BERGAMO**

*Vice Sindaco di Roma  
Vice Presidente Commissione Cultura UCLG  
(United Cities and Local Governments)*

Partecipano i membri del Club, i componenti  
dello Steering Committee ed un numero  
selezionato di ospiti.

# I MEMBRI DEL SOFT POWER CLUB

## ■ H.H. Prince El Hassan Bin al Talal Crown Prince of Jordan

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 Development 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 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 led 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 John Browne

Lord Browne of Madingley, FRS, FREng holds degrees from Cambridge and Stanford Universities, and numerous honorary degrees and fellowships.

He joined BP in 1966, was appointed to the board in 1992 and was Group Chief Executive from 1995 - 2007. He has served on the boards of Intel, DaimlerChrysler, Goldman Sachs and SmithKline Beecham.

Lord Browne is presently Chairman of the Crick Institute, Chairman of the Trustees of the QE Prize for Engineering, Chairman of the International Advisory Board of the Blavatnik School of Government at Oxford University, and Chairman of the Courtauld Institute of Art. Lord Browne is the author of five books, most recently *Make, Think, Imagine: Engineering the Future of Civilisation*.

## ■ 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.

■ **Philippe Donnet**

*Managing Director and Group CEO,  
Generali*

He graduated from the Ecole Polytechnique in Paris and the Institut des Actuaires. 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 was appointed Managing Partner of 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 programme 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.

■ **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 re-

cipient 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, Kozikhode 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.

■ **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**

*Chairman & Executive Director  
of Prada Spa*

Carlo Mazzi serves as Chairman & Executive Director of Prada Spa since February 2014. He was appointed to the Board first in 2004 and was re-elected as Executive Director on April 27, 2018. He holds directorships in subsidiaries of the Company. He holds directorships in Prada Holding S.p.A., Bellatrix S.p.A. and Ludo S.r.l., which are substantial shareholders of the Company.

Mr Mazzi is an Independent Member of Banca Profilo S.p.A. – Milan, a Company listed on the Milan Stock Exchange. He is a currently Board Member of Chora S.r.l. – Milan (a service company). Mr. Mazzi obtained a degree “cum laude” (with praise) in Mechanical Engineering from the Università degli Studi di Bologna in 1971 and obtained a Master's degree in Business Administration from Università Commerciale Luigi Bocconi of Milan in 1976.

Mr. Mazzi worked as a Manager of the Large Corporate department of IMI and San Paolo IMI Bank from 1994 to 2000 and he was a Board member of Banca IBI spa. 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.

■ **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.

■ **Charles Rivkin**

*Chairman and CEO of the  
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 join-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.





Venezia, 12 dicembre 2019

Preg.mo Signore  
Dott. Francesco Rutelli  
Presidente di ANICA

Egregio Presidente, Caro Francesco,

sono ad esprimerti l'apprezzamento dell'Amministrazione, e mio personale, per l'iniziativa di costituire il Soft Power Club, che prevede l'adesione di prestigiose personalità della cultura, del mondo imprenditoriale e di istituzioni a livello internazionale, che avrà la propria sede di elezione a Venezia, in ragione dei caratteri universali della nostra città, come luogo plurimillenario di incontri e scambi, e di riconosciuta piattaforma per il dialogo internazionale.

A tal fine, ti anticipo la disponibilità a collaborare, per il tramite del Comune o del suo sistema di partecipare, alla definizione dei dettagli organizzativi per la Soft Power Conference, la cui prima edizione è prevista per fine agosto-inizio settembre 2020, e per le successive azioni di promozione delle attività, in attesa di definire compiutamente i rapporti tra gli Enti. Trattandosi di un ruolo simbolico ed a titolo amichevole, condivido la proposta che il Sindaco ne sia Presidente onorario.

Ringraziando te e gli aderenti per l'impegno che state dedicando a questa iniziativa specialmente imperniata sulla nostra Città, ti saluto cordialmente.

Luigi Brugnaro

■ **Luigi Brugnaro**  
*Mayor of Venice*  
*Honorary President*  
*Soft Power Club*

Mayor Luigi Brugnaro was born on 13th September 1961 in Mirano (Metropolitan City of Venice). He graduated in architecture at Venice IUAV.

He has been President of Umana, a holding company operating in services, manufacturing, construction, sports and agriculture. Since 2006 he has been President of the Venice historical Basketball company, Reyer, founded in 1872.

From 2009 to 2013 he was President of the Venice Association of Entrepreneurs. He has been President of As-solavoro, the National Association of Employment Agencies, Member of the National Association of Entrepreneurs, Veneto Region delegate for Expo 2015 and President of the Veneto Expo Committee.

## MESSAGGIO DI SALUTO DEL PRESIDENTE DEL SENATO

Rivolgo il mio saluto all'On. Francesco Rutelli, al Sindaco di Venezia Dott. Luigi Brugnaro, ai componenti di Soft Power Club e agli autorevoli relatori che interverranno ai lavori della Conferenza.

Guardo con particolare attenzione a questo forum internazionale che si pone quale luogo privilegiato di confronto e dibattito, e quale ambito per l'elaborazione di strategie e soluzioni ai gravi problemi che travalicano i confini nazionali.

È esperienza ormai acquisita che i fenomeni con i quali istituzioni e società si devono confrontare superano le concrete possibilità di controllo dei singoli governi.

Penso ad esempio ai cambiamenti climatici, alla gestione dei flussi finanziari e, drammaticamente attuali, alle pandemie.

Per la loro gestione risultano essenziali cooperazione e collaborazione tra Stati. Occorrono nuove abilità di organizzazione dei sistemi istituzionali e sociali orientati alla creazione di "beni pubblici comuni".

In questo si sostanzia la nuova concezione e la nuova narrativa del potere del XXI secolo.

Nell'apprestare e attuare questi strumenti di cooperazione multilaterale, risiede uno dei più rilevanti aspetti della "mission" di Soft Power Club.

Una cooperazione in grado di valorizzare al meglio il patrimonio di principi e valori che costituiscono l'identità culturale di ogni paese.

Dialogo, pluralismo e concretezza le parole chiave di questa nuova realtà che - ne sono certa - saprà dare un contributo originale e innovativo alla società e alle istituzioni italiane.

In tale contesto mi colpisce il ruolo decisivo riconosciuto alla cultura quale elemento in grado di coniugare identità e inclusione, di sostenere il confronto e le relazioni, di aprire davvero prospettive di sviluppo economico sostenibile.

Per questo assai significativa risulta la scelta di Venezia quale sede del Club, per l'universalità del suo patrimonio artistico e culturale e per il suo carattere di luogo emblematicamente aperto all'incontro di culture diverse.

Desidero pertanto rivolgere i miei più sinceri auguri per il pieno successo di questa conferenza, certa che anche dal dibattito di questi giorni potranno emergere importanti indicazioni per il futuro che ci attende.

Buon lavoro a tutti.

*Con il Patrocinio Istituzionale di*



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