

## Clara Mavellia Director



As a philosopher and economist, it is my firm belief that culture (humanism) and ethics should play a bigger role in the economy, and that this also makes commercial sense.

I realized, however, that a lot of the information that experts have about

ethics and economics is confined to conferences, usually within the separate disciplines. To raise (young) people's awareness of these things, and encourage people to take responsibility, it is essential for this knowledge to flow outside those closed communities.

I see ethics as an inexhaustible resource that can guarantee lasting returns for society and the environment down the generations.

## Cultural Entrepreneurship Institute Berlin

Our aim at the Cultural Entrepreneurship Institute is to help stimulate interaction between economics and philosophy and open up new perspectives for everyone involved. It means basing profit projections on longer-term aims than quarterly reports, and an approach that goes beyond money to take on board, for example, carbon footprints, or financial models that provide creative artists with a decent livelihood. It also means fostering brilliant ideas at the interface of different sectors and disciplines (the Medici effect).

At a time when everyone is talking about ethics and every corporate website has one link to its philosophy and another for innovation, we invite the public at large to join our conferences and other activities in pursuit of Cultural Entrepreneurship, to discover and discuss ethics and humanism, and to explore the many things which entrepreneurship can achieve. Meet some of the many people with ethical, innovative business ideas in all walks of life, people who are already working towards the good life in one way or another, some of them under quite adventurous conditions, and most of them turning over a profit, too.

Our aim is to encourage this integration and intersection of people, values and competences, and beyond this to set in motion a global Renaissance in a peaceful, free and fair world – in other words, nothing short of ecological, economic and emotional prosperity.

## Conference: Ethics and Food 19 June 2015 11-17h

Palazzo Bovara  
Corso Venezia 51  
20129 Milan, Italy

Under the Patronage of



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FOR EXPO 2015  
SCIENTIFIC COMMITTEE  
CITY OF MILAN



### Programme

10:00 – 11:00	Admission
11:00 – 11:30	Dr. Clara Mavellia, Cultural Entrepreneurship Institute Berlin
11:30 – 11:40	Dr. Barbara Carfagna, Journalist RAI
11:40 – 12:00	Dr. Francesco Zingari, Servizio Clinico ANDE (Associazione Nazionale Displasia Ectodermica)
12:00 – 12:10	Dr. Tiziana Russo
12:10 – 12:30	Prof. Maria Luisa Brandi, Università Firenze, Credits4Health
12:30 – 12:50	Dr. Anna Maria Corazza Bildt, Member of the European Parliament, MEP
12:50 – 13:00	Electric Blue, Music Performance
13:00 – 14:00	Break
14:00 – 14:20	Dr. Alvise Amistani Guarda, Soc. Agricola, Progetto Capolavoro
14:20 – 14:40	Dr. Piersergio Trapani, Divina Piadina
14:40 – 15:00	Piero Prenna, Fondazione S. Patrignano
15:00 – 15:30	Break
15:30 – 16:30	Prof. Dr. Julian Nida-Rümelin
16:30 – 17:00	Closing Words Dr. Clara Mavellia
	Art Exhibition Dr. Tiziana Russo
	Music Performance Electric Blue

### Videointerview

26.03.2015	Claus Meyer, Co-Founder Noma Restaurant, Copenhagen
17.04.2015	Dr. Paolo Signorini, Owner Caesar Augustus Hotel, Capri
15.05.2015	Prof. Dr. Günter Faltin, Teekampagne, Stiftung Entrepreneurship
13.08.2015	Dr Michelle Harvie, Research Dietitian, Genesis Breast Cancer Prevention Centre, University Hospital Manchester
19.08.2015	Petra Wadström, Founder/CEO Solvatten, Stockholm

## Julian Nida-Rümelin Keynote Speaker



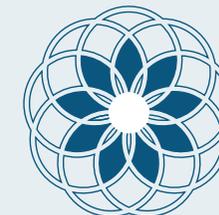
Ethics (including as a body of philosophy) should not confine themselves to devising abstract criteria for judging actions, but should make reference to concrete ways of life. Indeed, standards of moral judgment flow from the shared norms and values that find

expression in concrete ways of life. The way we eat and produce our food are indisputably key factors in our way of life. From a historical perspective, we know this: think only of the transition from societies of hunters and gatherers to arable cultures and on to today's industrial agriculture and factory farming.

Ethical questions arise around

1. our responsibility for ourselves (our health and our general way of life)
2. our responsibility towards others in our society
3. our responsibility towards future generations
4. our responsibility towards animals
5. our responsibility for managing resources and preserving the environment

This talk will provide food for discussion about human dietary practice in terms of these responsibilities.



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[www.cultural-entrepreneurship.de](http://www.cultural-entrepreneurship.de)

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