



SEOC DIGITAL
PLANET & PEOPLE



#seocworkshop

SUSTAINABILITY CITIES & ETHICAL SUPPLY CHAINS

How to create an impactful storytelling



04/14

2.30 pm

What is the difference between a narrative and storytelling and why is it important for the growth of social enterprises? How to communicate to engage different types of audiences? How to create a "powerful story" around urban sustainability and ethical supply chains?

In this online laboratory, based on a real case study, we learn how to design a communication campaign that enhances the "DNA" of the social enterprise to attract customers, investors, and local players to increase its impact.

Guglielmo Apolloni and Marta Lasen, using an interactive and dynamic methodology, in SEOC style, will lead the participants in this learning experience. Domenico Bizzarro, Chairman and CEO of the Cooperative La Rete will present their initiative "Ortociclo". Mauro Berruto is our special mentor to stimulate thoughts and inspire reflections.

Workshop Leaders:

Guglielmo Apolloni

Marta Lasen

Mentor (in video):

Mauro Berruto

Case Study:

Domenico Bizzarro

The workshop will be in Italian.

Guglielmo Apolloni

Designer and Social Entrepreneur

Guglielmo is a Designer and Social Entrepreneur.

As Designer, he's part of few realities like Social Seed, an Italian agency specialised in designing change management processes for the organisation.

As Social Entrepreneur he co-founded School Raising, the first Italian crowdfunding platform for school projects, and Mitosis, a “family feeling” co-working space in Berlin.

In his work, Guglielmo combines four words - #diffuse #creativity #design #thinking - to enable people to use own creativity in group to build solutions to their challenges, and be resilient for the next ones.

Following a research made by Ashoka Italy in Feb 2015, Guglielmo is one of the first 12 more connected changemakers in Italy.

[linkedin.com/in/guglielmoapolloni](https://www.linkedin.com/in/guglielmoapolloni)



Marta Lasen

Design Thinking, Service & Digital Design | Freelance

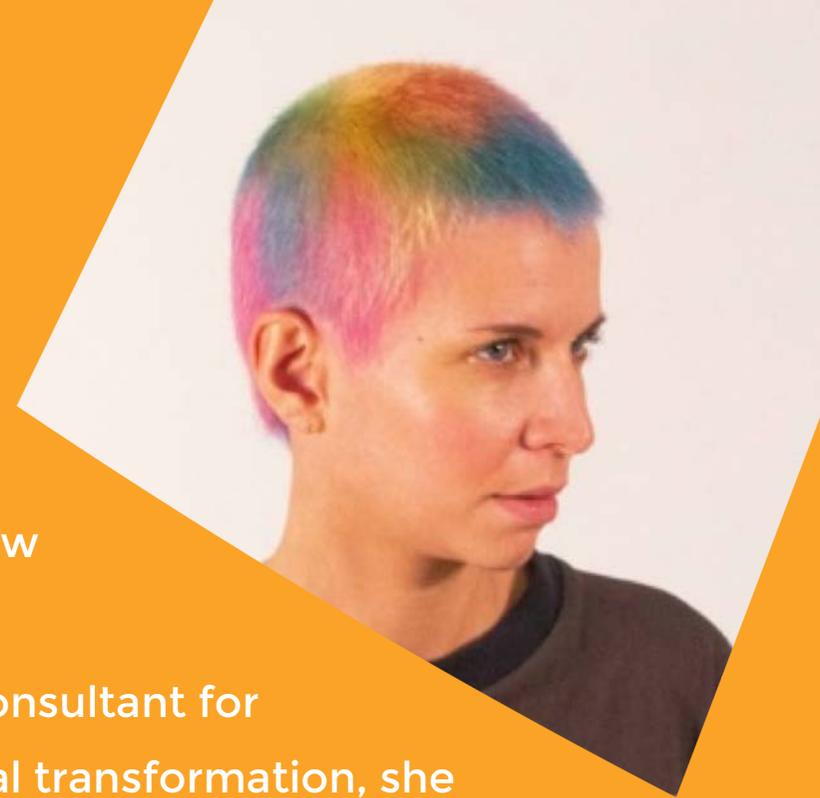
Marta has been facilitating and accelerating for 8 years innovation programs, working with global corporations, government agencies, and social enterprises to co-design new services and tools able to bring real value to people.

Before choosing to be a freelance, she was Service Design Consultant for Capgemini - international leader in tech consulting and digital transformation, she coordinated HR, communication, and innovation projects for Logotel - an independent Service Design Company, and was Community & Hosting Manager of Impact Hub Milan, the first Italian hub dedicated to social, environmental, and cultural impact.

Curious by nature and with an eclectic career, in her daily work she mixes Design Thinking, Service Design, Lean and Agile methodologies, Art of Hosting and other sources of inspirations to “free” collective intelligence.

In-between official projects, she supports bold and creative ideas with the BREAKFAST CLUB, a space for “out-of-the-box” experimentation.

[linkedin.com/in/martalasen](https://www.linkedin.com/in/martalasen)



Mauro Berruto

Professor in “Instability” at the Holden Contemporary Humanities School

Mauro is professor in “Instability” at the Holden Contemporary Humanities School, where he has also been CEO.

On March 18, 2021 he was nominated, by the Party secretary Enrico Letta, member of the Democratic Party (Pd) secretariat with responsibility for sports. He has got a Philosophy degree from the University of Turin with an anthropologic research project taken place in Madagascar. After 10 years of being volleyball Head Coach in the A1 series in Italy and Greece, he worked with the Finnish National Team where they came in a historical 4th place at the 2007 European Championships. He was head coach of the men’s national volleyball team from 2010 to 2015, where he won 6 consecutive medals at the most prestigious international tournaments, including a bronze medal at the 2012 London Olympic Games. He is a valued Keynote speaker, trainer, and human performance expert. He has written two novels, “Independiente Sporting” (Baldini&Castoldi) is the most recent one and has also become a theatral show called “Sporting”.

[linkedin.com/in/mauro-berruto](https://www.linkedin.com/in/mauro-berruto)



Domenico Bizzarro

President of the Cooperative La Rete – Case Study *Ortociclo*

Domenico Bizzarro has a degree in Cultural Anthropology and works for the cooperative “La Rete” since 1994. After having served as social worker in the adult distress services, and coordinated the mental health services, he currently is the President of the Cooperative. He is member of Banca Etica. Since 2015, he has been President of the type B cooperative “ArticoloUno”. He is among the promoters of the establishment and development of Bistro’ Popolare. Since 2020, he has been counsellor of the Consorzio Immobiliare Sociale Bresciana for the development of social housing projects and counsellor of Confcooperative Brescia.

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