



SEOC DIGITAL  
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# SOCIAL ENTERPRISES AND BENEFIT CORPORATIONS

Plurality of models and paths of possible convergence



**06/23** | **4.00** pm

New needs for inclusion and employment, a growing demand for relational goods and solidarity networks, the expectations of the young people towards a more sustainable and responsible economic system, impact as an increasingly central element in entrepreneurial action.

These are just some of the challenges on which profit and non-profit companies are called to make a difference for the communities in which they operate, especially in the current scenario. Different but converging sectors and operating models regarding impact and sustainability objectives, which we will put into dialogue and comparison to better understand how they generate development, shared value, social innovation.

## **Participants:**

**Paolo Venturi - Executive Director AICCON**

**Alessia Borrelli - Head of Culture and Sustainability Gruppo  
Assimoco**

**Mauro Del Barba - President Assobenefit**

**Giacomo Stefanini - Founder WAMI**

**Daniele Caccherano - President Cooperativa Liberitutti e  
Blob B-corp**

**Giuseppe Bruno - President CGM**

## **Moderator:**

**Anna Voltolini - Executive Director CGM**

## Paolo Venturi

### Executive Director AICCON

Paolo Venturi is the director of AICCON and The FundRaising School. Professor in social entrepreneurship and social innovation at the University of Bologna (CAF in Welfare Community Manager – Master in Economics of Cooperation) and numerous other universities and institutions. He is member of the National Council of the Third Sector and of the Scientific Committee of the Symbola Foundation, of Corriere Buone Notizie, of the CNV - National Center for Volunteering and of the Social Impact Agenda for Italy. Member of the Advisory Board of Nesta Italia, of the Social Cooperation Council of Tuscany and Emilia-Romagna. Author of numerous publications including “DOVE. The dimension of place that recomposes business and society” and “Hybrid companies. Models of social innovation to regenerate values” published by Egea. He collaborates with numerous newspapers and blogs including Il Sole 24 Ore, Il Corriere della Sera and Vita Magazine.



## Alessia Borrelli

### **Head of Culture and Sustainability Gruppo Assimoco**

In Assimoco since 2012, she supported the General Manager in the many activities related to the management of the Companies and the Management Committee, promoting organizational learning.

Today she takes care of organizational culture development integrating full respect to the corporate strategy, also giving attention to innovation and agile issues. She supports this evolution in line with the paradigms of the B-Corporations, in order to make generativity one of the distinctive factors of Assimoco.



## Mauro Del Barba

### President Assobenefit

Involved in sustainability projects for fifteen years, since then he has reinterpreted every experience according to this interpretation: politics, volunteering, business.

Assessor for the budget of the Municipality of Morbegno, he has coordinated the Morbegno2020 project since 2005. Then he founded the Ventiventi Association.

Senator since 2013, he was the first signatory of the bill establishing the Benefit Corporation in Italy and of the bill for the introduction of Sustainable Development in the Italian Constitution. Member of the OSCE, he proposed and obtained to insert the recommendation to the governments and parliaments of the acceding states to introduce the Benefit Corporation in the 2019 resolution. He is co-founder and President of Assobenefit.



## Giacomo Stefanini

### Founder WAMI

Giacomo Stefanini was born in Bologna in 1989 and moved to Milan for his Bachelor and Master of Science in Marketing Management at Bocconi University. During his studies he developed a deep interest for Benefit Corporation and new business models to generate positive impact. After graduation he moved to Geneva to work as Brand Manager for Procter&Gamble. In 2016 decided to leave his corporate job to found WAMI, a new brand of water with the purpose of giving safe water to everyone in the world.



## Daniele Caccherano

### **President Cooperativa Liberitutti e Blob B-corp**

Manager and social entrepreneur with 20 years of experience in participatory local development processes focused on the local economic empowerment and involvement of various stakeholders from public and private sectors. As entrepreneur, he support local community processes that lead to generate economic values, employment, social impact tailored to individuals and their communities. His educational background is in law and economy, this is the reason why he strongly believes in the hybridisation of the world of profit and non-profit as baseline to generate valuables processes of redistribution and welfare.





## Giuseppe Bruno

### President CGM

Giuseppe Bruno is President of the CGM Cooperative Group, one of the largest networks of Italian social enterprises. Over the years he has developed innovative models in the fields of energy, social tourism, social agriculture, housing and urban regeneration, all aimed at job placement and community support. Always active in the world of cooperation, after years of volunteering, he first became president of the Movimento Azzurro association until 2000. In 1999 he founded the social coop Il Puzzle with attention to childhood and adolescence. He then coordinates complex social welfare, educational and social health services. He was President of the Reti Meridiane Consortium and National Vice President of Federsolidarietà-Confcooperative. Since 2016 he has been president of Confcooperative Basilicata.



## **Anna Voltolini**

### **Executive Director CGM**

Anna Voltolini is Executive Director of Gruppo Cooperativo CGM since 2017, where she has worked since 2011 dealing with institutional projects, network manager and corporate. Previously she collaborated as a consultant to the Assessor for School and Italian Culture of the Autonomous Province of Bolzano working in community engagement and in cultural welfare projects oriented in particular to a social vulnerable public with low level of schooling.



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is an initiative carried out within the Social Enterprise Open Camp Digital – SEOC

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OPES | LCEF  
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