

**THE AUTOMOTIVE ECOSYSTEM
ON THE GLOBAL ROAD TO SUSTAINABILITY
*THE ASIAN PERSPECTIVE***

International Symposium on Sustainability

15-16 October 2015
Venice International University
San Servolo island, Venice

Outline

Titled "Sustainability and the New Automotive Value Chain", the 2014 Symposium provided a unique perspective about the role played by sustainability in driving changes in automotive business and supply-chain. Consumers' perspective, sustainability indicators and technological trends have been investigated from the standpoint of their potential contribution to a more sustainable automotive industry. Key results and way ahead have been summarized in the [Symposium Executive Summary](#), in order to provide food for thought and a new starting point to deepen the investigation of the most pressing issues.

This year's edition will start from the premises of 2014 meeting and will focus on the debate about the sustainability issue in a context of global interactions between producers and markets. Future trends concerning sustainability policies will be addressed, also considering the events that recently have shaken the whole automotive system to its roots.

Specifically, the discussion will address the following key-questions:

- Which are the main differences in the sustainability regulation between Asia, Europe and America? How do these differences affect the competitive ecosystem? Is there a unique perspective on what sustainability means across global corporations, or is there rather a variety of standpoints?
- Do investments in sustainability operated by firms affect their financial performance? Which is the rationale for a company for investing in sustainability and disclosing the actual sustainability results?
- Do the final consumers perceive the sustainability issue as a relevant factor in orienting the purchasing process and, in general, the choice of a product?

Major experts from Academia, Industry and NGOs will gather together in the Venetian island of San Servolo to bring experiences, empirical evidences and institutional positions on the above mentioned issues. Through presentations, keynote speeches and open discussions, the Symposium will contribute to build a shared vision on sustainability and orientate sustainable actions in the future.

PROGRAM

Thursday, October 15th

- 14:00 Registration and welcome coffee
- 14:30 **Welcome**
Umberto Vattani - President of the Venice International University
Andrea Boragno - Alcantara S.p.A., Chairman and CEO
- 15:00 Introductory Speech
Prof. Guido Palazzo - HEC Lausanne, University of Lausanne, Director of Strategy, Globalization and Society Department (Switzerland)
- 15:45 **The Asian Perspective**
Chairman: Prof. Francesco Zirpoli - Department of Management & Center for Automotive and Mobility Innovation, Università Ca' Foscari Venezia (Italy)
Prof. Yasuhiro Daisho - Faculty of Science and Engineering, Waseda University (Japan)
Far-reaching environmentally friendly motor vehicle technologies, eyeing 2030 and beyond
Prof. Ye Wu - School of Environment, Tsinghua University (China)
E-mobility in China and its energy and environmental impacts
Ms. Utsumi Atsuko - Project general manager, Strategic Planning Department, Beijing branch, Toyota Motor Co., Ltd. (China)
Automotive sector in the Asian context: insights from the industry
Dr. Takashi Inoue - President and CEO of Inoue Public Relations Inc. & Graduate School of Management, Kyoto University (Japan)
Japan's tradition of Sustainability and 2011 Tsunami turning point
- 17:15 Coffee Break
- 17:30 **Video keynotes**
Chairman: Prof. Guido Palazzo
Mr. Yoshikazu Tanaka - Chief engineer of Toyota Mirai hydrogen fuel-cell car (Japan)
Innovation and sustainable standards within the automotive sector: an insight from Toyota
Dr. Marco Lambertini - Director General of WWF International
Business and NGOs: WWF's vision in the light of the forthcoming Paris COP21
- 18:00 **Discussion and Q&A on main session**
Chairman: Prof. Guido Palazzo
- 19:00 End of session

PROGRAM

Friday, October 16th

- 08:45 Registration and welcome coffee
- 09:15 **Thematic keynotes**
Chairman: Prof. Andrea Stocchetti - Department of Management & Center for Automotive and Mobility Innovation, Università Ca' Foscari Venezia (Italy)
Prof. Joseph Sarkis - Professor of Management, Dean and Department Head, Worcester Polytechnic Institute (USA)
Comparative Perspective on Sustainability and Implications on Competition
Discussant
Dr. Wanda Lopuch - Chair of the Board at Global Sourcing Council (USA)
Prof. Marco Frey - Chairman at Global Compact Network Italy (Italy)
Q&A
- 11:00 Coffee Break
- 11:15 **Thematic keynotes**
Chairman: Prof. Andrea Stocchetti
Prof. Fabrizio Ferraro - Professor of Strategic Management, IESE Business School (Spain)
Sustainability & financial performance: a financial market perspective
Discussant
Ing. Andrea Boragno, Chairman and CEO at Alcantara S.p.A (Italy)
Q&A
- 12:30 Lunch break
- 14:00 **Thematic keynotes**
Chairman: Prof. Andrea Stocchetti
Prof. Bas Verplanken - Professor of Social Psychology, University of Bath (UK)
Role and relevance of Sustainability in the choice of the final customer
Discussant
Ursula Mathar - Head of Sustainability and Environmental Protection at BMW Group (Germany)
Q&A
- 15:15 **Final round table**
Industry experts, policy makers and academics debate the key topics of the two days discussions
- Recap of key outcomes
- Call for a follow-up agreement on a final document stating necessary steps
- 16:30 **Closing remarks**