



## Programma

## “Can draught beer contribute to save the world?”

A sustainable On Trade outlet respecting environment, consumers and beer.

A lab where sustainability will be lived during dedicated workshops, the “A beer for an idea” moments, the discussions on the PEF (Product Environmental Footprint) development... while enjoying a draught beer!

### Come and visit us!

# CITTÀ SOSTENIBILE

La via italiana alle Smart City

Pavillion B7 – Stand num. 089

In collaboration with



**Tue 8/11**

**16:30 – 16:45**

“Carlsberg Italia and Celli Group: welcome and introduction of the sustainable outlet”

**16:45 – 17:45**

“The (un)known sustainability. The voice of the market”

**Participants:**

A.Frausin (Carlsberg Italia),  
A.Pizzi (Celli Group) together with  
Alce Nero, F.Iraldo (Uni.Bocconi - IEFE),  
R.Muroni (Legambiente)

**Wed 09/11**

**12:30 – 13:15**

“Together we can! Institutions and On Trade collaborating for green innovation in the outlets”

**Participants:**

V.Troia (ANCI), A.Frausin (Carlsberg Italia),  
S.Marinaccio (Mercatino srl),  
F.Iraldo (Uni.Bocconi - IEFE)

**Wed 9/11**

**16:30 – 17:15**

“Mission impossible? Communicate (and make people understand) products’ sustainability.”

**Participants:**

R.Taverna (AIDA Partners),  
A.Frausin (Carlsberg Italia),  
A.Pizzi (Celli Group), M.Galatola (UE),  
F.Iraldo (Uni.Bocconi - IEFE)

**Thu 10/11**

**12:30 – 13:15**

“Eureka: sustainability on the Ho.Re.Ca. channel! Ideas, technological solutions and management approach in the food service.”

**Participants:**

A.Frausin (Carlsberg Italia),  
M.Di Geronimo (Celli Group),  
G.Caporaso (LessMore), T. De Luca (Lucart),  
F.Iraldo (Uni.Bocconi - IEFE)

**Thu 10/11**

**16:30 – 17:15**

“Circular Economy. A new approach in the food category, especially in the food serving.”

**Participants:**

A.Frausin (Carlsberg Italia),  
sen. S.Vaccari (Senato della Repubblica),  
S.Ciafani (Legambiente),  
F.Iraldo (Uni.Bocconi - IEFE)

**Fri 11/11**

**12:30 – 13:15**

“DraughtManifesto. The triumph of the draught experience.”

**Participants:**

L.Marchini (Carlsberg Italia),  
M.Gallavotti (Celli Group),  
F.Iraldo (Uni.Bocconi - IEFE)