

APRIL 26 – 28, 2017 – MILAN, ITALY

EL Innovation Seminar 2017

Hosted by



An EL Event



FOR THE BENEFIT OF SOCIETY

VENUE

Talent Garden (TAG)
Via Arcivescovo Calabiana, 6
20139 Milan, Italy

milano-calabiana.talentgarden.org

ACCOMMODATION

NHOW Hotel Milan
Via Tortona, 35
20144 Milan, Italy
T : +39 024898861
www.nhow-milan.com

PROGRAMME

Wednesday, April 26 - Arrival of the participants (transfers will not be organized)

- 18:00 Working documents presented to participants at the EL welcome desk at the NHOW Hotel Milan
- 19:30 - 22:30 Welcome dinner at the NHOW Hotel Milan – hotel restaurant on the ground floor

Thursday, April 27 – Talent Garden (TAG)

- 08:15 Group bus transfer from the NHOW Hotel Milan to the Talent Garden
- 09:00 – 09:15 **André Noël CHAKER**, Moderator
Welcome and Introduction to the Seminar
- 09:15 – 09:30 *Welcome Addresses:*
- Arjan VAN'T VEER, EL Secretary General
 - Emilio PETRONE, CEO, Sisal - Hosting Lottery
 - Matt GODFREY, Chair EL Innovation Working Group
- 09:30 - 09:45 *Inspiration & Innovation*
Daive DATTOLI, Co-Founder & CEO, Talent Garden, Italy
TAG Welcome
- 09:45 – 10:30 *Inspiration & Innovation*
Ramon VULLINGS, Cross-Industry Expert & ideaDJ, ramonvullings.com, the Netherlands
Remix your Business: Cross-Industry Innovation
- 10:30 – 10:50 *Start-Up*
Andrea SAVIANE, Country Manager, BlaBlaCar, Italy
In Trust we Trust
- 10:50 – 11:10 *Innovation In Traditional Business*
Hans ROBBEN, Manager Fulfillment & Network Innovation, Belgian Post Group, Belgium
Bringing "Uber" in the traditional Belgian Post Company

11:10 - 11:40 Coffee/Networking - TAG

11:40 - 12:10 Inspiration & Innovation

Garrick HILEMAN, Professor, University of Cambridge, United Kingdom
Blockchain: from Alternative to Unstoppable Revolution

12:10 - 12:30 Start-Up

Andrea ALLARA, Head of Sales & Business Development, Satispay, Italy
Satispay: changing Paradigms of Payments

12:30 - 12:50 Start-Up

Giovanni DAPRÀ, Co-Founder & CEO, MoneyFarm, Italy
Robo Advisory for Everyone: simple and human

12:50 - 13:50 Lunch/Networking - TAG

13:50 - 14:10 **André Noël CHAKER**, Moderator

Interactive Sessions on Innovation

14:10 - 14:50 Innovation In Traditional Business

Roberto VERGANTI, Professor of Leadership and Innovation, Politecnico di Milano, Italy
Overcrowded - Designing Experiences that People love in a World awash with Ideas

14:50 - 15:10 Innovation In Traditional Business

Emma GREER, Project Manager Senior Architect, Carlo Ratti e Associati, Italy
Senseable Retail

15:10 - 15:40 Coffee/Networking - TAG

15:40 - 15:55 Lottery Successful Case

Bart VANDENBERGHE, Senior Manager Strategy & Change, Loterie Nationale, Belgium
The KumulAid Case: a digital Platform that boosts Donation

15:55 - 16:15 Start-Up

Federico GARCEA, CEO, Treadom, Italy
CSR at the Heart of an innovative Business Idea

16:15 - 16:45 Inspiration & Innovation

Emanuela ZACCONE, Digital Strategist & Entrepreneur, Co-founder and Marketing Manager at Tok.tv, Italy
Natural born mobile

16:45 - 16:55 **André Noël CHAKER**, Moderator

Seminar closing day 1

17:00 Group bus transfer from the Talent Garden to the NHOW Hotel Milan

18:15 Meeting in the Lobby and departure by foot (5 minutes)

18:30 Visit of the ARMANI/SILOS Museum
Via Bergognone 40 – 20144 Milan



Evening hosted by



20:00 Dinner at **La Tradizionale**

Via Ambrogio Da Fossano Bergognone 16 - 20144 Milan
www.latradizionale.com

~22:30 Return to the hotel by foot



Friday, April 28 – Talent Garden (TAG)

08:15 Group bus transfer from the NHOW Hotel Milan to the Talent Garden

09:00 – 09:10 **André Noël CHAKER**, Moderator
Seminar opening day 2

09:10 - 09:55 **Inspiration & Innovation**
Alf REHN, Global Thought Leader in Innovation & Creativity, Chair of Management & Organization at Åbo Akademi University, Finland
Creative Cultures and Innovation Ambition

09:55 - 10:15 **Innovation In Traditional Business**
Riccardo AMOROSO, Chief Innovation & Sustainability Officer, Enel Green Power, Italy
Your Toolbox to Open Innovation

10:15 - 10:30 **Lottery Successful Case**
Erich SCHUSTER, Head of Information Technologies & Corporate Development/Innovation Management, Casinos Austria/Austrian Lotteries Group, Austria
From Agile to Awesome

10:30 – 10:45 **Lottery Successful Case**
Aurélie CLERC, Head of Innovation, Française des Jeux, France
Open Innovation Strategy

10:45 – 11:00 **Lottery Successful Case**
Chris BRIAN, Strategy & Innovation Manager, Camelot UK Lotteries Ltd., United Kingdom
An Introduction to Camelot Labs

11:00 - 11:30 Coffee/Networking - TAG

11:30 – 12:00 **André Noël CHAKER**, Moderator
Interactive Sessions on Innovation

- 12:00 - 12:20 **Start-Up**
Andrea GHIZZONI, Director, Europe, Tencent (WeChat), Italy
The new Internet: Chats and AI for boosting Business
- 12:20 - 12:40 **Start-Up**
Matteo SARZANA, Country Manager, Deliveroo, Italy
Beyond Food: Delivery Service
- 12:40 - 13:25 **Inspiration & Innovation**
Massimo BANZI, Co-Founder, Arduino, Italy
Democratising Innovation, how anybody can innovate with Technology
- 13:25 - 13:35 **André Noël CHAKER**, Moderator
Seminar closing

13:35 - 14:35 Lunch/Networking - TAG

All participants are kindly requested to check out of their hotel room before the morning transfer to TAG and to pay any extras such as minibar, phone, extra nights, etc. Any luggage may be stored at TAG until seminar closing.

All presentations will be made available electronically to each participant after the seminar.

Lausanne, April 12, 2017