

3rd TRACY WORKSHOP

Achieving Carbon Neutrality: Sustainable Business Models, Social Entrepreneurship, and B Corps

Monday 27th November 2023

Archivio Antico – Palazzo Bo – Via VIII Febbraio, 2
from 09.00 a.m. to 6.30 p.m.

09.00-09.15 – Institutional greetings

Paola Valbonesi (Head of the Department of Economics and Management "M. Fanno")

Paolo Mattavelli (Levi Cases Center director)

09.15-09.30 – Introduction

Silvia Rita Sedita (Tracy Project Director)

Session 1

Chair: Silvia Rita Sedita

Time	Invited speakers	Title
9.30–10:00	Jonatan Pinkse (<i>University of Manchester</i>)	How can we drive organizations to deliver on net zero?
10:00-10:15	General discussion	
10:15-10:45	Coffee break	
10.45-11.15	Giulia Houston (<i>InVento</i>)	InVento Innovation Lab: positive impacts weavers through innovation, advisory and education
11.15-11.45	Francesco Rullani (<i>UniVe, Yunus</i>)	Scaling Social Impact: the Replication - Resources Link
11.45-12.15	Claudia Ermini (<i>Rifò</i>)	Rifò: a regenerative business model for fashion
12.15-12.45	Leonardo Boni (<i>Polimi, Tiresia</i>)	Integrating B Corp certification and Benefit Corporations: a systemic perspective to preserve the sustainability integrity and avoid greenwashing threats
12.45-13.00	General discussion	
13.00-14.00	Lunch	

Session 2

Chair: Silvia Blasi

Time	Authors	Title
14.00-14.20	Antonietti R. , Antonioli D., Cattani L., Chioatto E., Pedrini G.	Skills and tasks for circular innovation: evidence from Emilia-Romagna
14.20-14.40	Ozeki T. , Yamane K., Inoue E., Takahashi T. and Tsujio Y.	Strategies to Structure Sustainable Business Models for Carbon Neutrality: Case Studies of Japanese Specialised Trading Houses
14.40-15.00	Ganzaroli A. and Sabbadin E.	Harnessing ambidexterity and dynamic capabilities in green transition: The case of Aquafil
15.00-15.20	Vasconcelos B. and Alberton, A.	"How can I know what I think till I see what I say?" Sensemaking of the decision-making process in the context of sustainability transitions
15.20-15.40	Latella G. and Mongelli L.	How do Social Business Hybrids Diversify? The Role of Organisational Purpose in the Dynamo Case
15.40-16.00	Crestani M. , Di Maria E., Domorenok E.	Polycentric governance for sustainability? Exploring the potential of the B Corp movement
16.00-16.30	Coffee break	

Session 3

Chair: Karolina Crespi Gomes

16.30-16.50	Brotto L. , Masiero M.,	The inclusion of Nature-based Solutions inside climate, biodiversity and water net-zero strategies: insights and lessons learned from initiatives in the forest sector
16.50-17.10	Pellizzari C. , Franceschinis C., Tempesta T., Thiene M., Vecchiato D.	The role of energy certification and environmental quality in the real estate market: an analysis using hedonic models
17.10-17.30	Maghssudipour A. , Sedita, S	A sustainable business model of energy communities and their role in accelerating (energy) transitions
17.30-17.50	Baglieri D. , Cinici M., Lorenzo F., Alba M.	Is energy transition an opportunity for carbon neutrality? Evidence from a field experiment
17.50-18.10	Danese G. , De Marchi, V., Mittone, L.	Environmental Upgrading in Global Value Chains: An Experiment
18.10-18.30	Discussion and conclusion	