

# **Sustainable Economy versus Economy Sustainability**

**Balanced definition  
and Division  
of Objectives  
and Responsibility**

More information: [cof@cof.cg](mailto:cof@cof.cg)



## Seminar in Florence, Italy - Villa Romana - February, 13 to 14 2009

Through this event Club of Florence seeks to promote an intellectual and intercultural exchange and networking opportunity on the compatibility of strategic economic and ethical criteria, taking account of historical, philosophical and cultural circumstances and their rendering of accounts.

All speakers, participants and guests share a prominent professional and personal European imprinting and represent different European countries and shareholder-cultures.

***We hope to meet you  
in Villa Romana in Florence next February!***

Hans-Martin Buhlmann  
*President*



Friday 13.02.2009

**9.00**

Opening

**9.15**

Welcome

**Hans-Martin Buhlmann** (*Club of Florence*)

**9.30**

Sustainability – a brief historical presentation of the emergence and spread of the sustainability idea and its present-day significance

**Dr. Monika Pohle** (*University of Oslo*)

**11.00**

Time for “espresso” ...

**11.30**

Sustainable economy and economic sustainability: thoughts on priorities in the light of Max Weber and Georg Simmel (ideological and responsible ethics, philosophy of money)

**Dr. Gregor Fitzi** (*University of Potsdam*)

**13.00**

Lunch with representatives of the European University Institute

**14.00**

Intuition, vision, strategy? On what criteria (including emotional ones) are the priorities set today between profitability and sustainability in decisive cases? Are there standards? How can a justification be made?

**Dr. Ugo Biggeri** (*Fondazione Responsabilità Etica*)

**15.30**

Time for “espresso” ....

**16.00**

A global necessity or a luxury? Who can afford sustainability? How much can priorities differ?

**Dr. Hans-Christoph Hirt**

(*Hermes Equity Ownership*)

**17.30**

Conclusion of the day

**Hans Martin Buhlmann** (*Club of Florence*)

**20.00**

Tuscan Dinner - in a very charming restaurant with a particular view on Florence

Saturday 14.02.2009

**9.00**

Opening

**9.15**

Sustainability as a business case? What demands does it place on management and each individual stakeholder as regards consistency, renunciation, dealing with conflicts? How strongly does stakeholder identification with company guidelines affect the credibility?

**Hanns-Michael Hölz** (*Deutsche Bank*)

**10.45**

Time for espresso ....

**11.15**

Open discussion and composing of the final resolution

**13.00**

Lunch with the artists and the director of Villa Romana, followed by guided tour through the house, the terraces and the garden



**Dr. Monika Pohle Fraser**

is an economic historian (M.A., University of Bonn, D.Phil. with distinction, European University Institute) and post-doctorate fellow at the Forum for Contemporary History, University of Oslo. She also teaches 'Introduction to World Affairs' and 'Contemporary Political Systems' at State University New York/FIT, Florence. Her publications are mainly in international financial history of the 19th and 20th centuries. Her latest publication, together with Helge Pharo, is: 'The Aid Rush. Northern European Aid Regimes during the Cold War', Osly Academic Press, Oslo 2008. Monika Pohle Fraser is a member of the Editorial Board of 'Issues in Contemporary History', Oslo, and an ex officio member of the Academic Advisory Council of the European Association for Banking History e.V., Frankfurt.



**Dr. Gregor Fitz**

obtained his Master degree in Philosophy and Literature at the University of Florence in 1992; after he moved to Bielefeld, Germany, where he got his PhD in Sociology. Before returning to the University of Florence for research reasons in 2003, he had a contract as an Assistant Professor at the Institute of Sociology in Heidelberg (2000/11-2003). Since 2008 he works at the Institute of Sociology of Potsdam as an habilitation candidate.

Recent books and publications include: Max Weber zur Einführung (2008), Max Webers politisches Denken (2004). Soziale Erfahrung und Lebensphilosophie. Georg Simmels Beziehung zu Henri Bergson, (2002) (with Claudia Portioli) Georg Simmel e l'estetica. Arte, conoscenza e vita moderna. (2006), Platon im Diskurs (2006), (with Otthein Rammstedt) Georg Simmel Gesamtausgabe Bd. 16 (Der Krieg und die geistigen Entscheidungen, Individuum und Gesellschaft, Lebensanschauung, Der Konflikt der Kultur) 1999



**Dr. Ugo Biggeri**

holds a university degree in physics (1993), a Ph.D. in electronic engineering (1996), and a health physics post-graduate degree (1999). He spent several years as researcher and lecturer in physics at the University of Florence, before becoming a sustainability consultant (renewable energy, waste management, eco-labelling) in 2001. Also, he got involved as a volunteer in "Mani Tesi", presiding over the NGO between 1997-2000. He was a member of the Italian delegation to the WTO conferences of Seattle 1999, Cancun 2003, Hong Kong 2005. From 1996 to 1999 he presided over the Association "Finanza Etica".

In 1995 he founded the Cooperativa Banca Etica; from 1998 to 2007 he was on the Board of Banca Etica. His free-lance collaboration with Banca Popolare Etica began in 2002. Since 2003 he is the president of the cultural foundation "Responsabilità Etica". Ugo is also part of the national certification board of ICEA and coordinator of the fair "Terrafutura".



**Dr. Hans-Christoph Hirt**

obtained a Ph.D. from the London School of Economics after gaining an LL.M. at the University of Glasgow. He also has a B.A. Honours in European Business Administration, holds a Postgraduate Diploma in Law and the Securities & Investment Institute Diploma and is a Diplom-Betriebswirt... In 2002 he qualified as a solicitor in the UK.

Prior to joining Hermes in 2004, he spent two years with the international law firm Ashurst. Before he was a researcher and teaching assistant at the London School of Economics. Recent publications and books include: 'The Company's Decision to Litigate Against its Directors: Legal Strategies to Deal with the Board of Directors' Conflict of Interest' (2005), 'The Enforcement of Directors' Duties pursuant to the Aktiengesetz: Present Law and Reform in Germany' (2005), 'Der Zusammenhang zwischen Corporate Governance und Performance' (2007).



**Hans-Michael Hölz**

has been working for the Deutsche Bank Group since 1986. After completing an apprenticeship at Deutsche Bank, he studied Business Management at the University of Mannheim. He has dedicated the last 15 years to promoting corporate responsibility with the last 10 years almost solely dedicated to shaping the debate on sustainable development – both within and outside of the Bank. His efforts are focused on communicating the new sustainability paradigm and setting into motion the changes necessary to achieve it. Some of his activities include: UN Global Compact (Member of Kofi Annan's former Advisory Council), Chairman UNEP FI (2000 – 2005), Co-author of UNEP declaration "A statement by Banks on the environment and sustainable development", World Business Council for Sustainable Development, Member of Board of Directors Global Reporting Initiative (2002-2006), Chair of Board of Governance, Forum of Sustainable Development.

## Map of Florence



### Club of Florence

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### Address of the Seminar

Villa Romana  
Via Senese 68  
50124 Firenze  
www.villaromana.org

### Accommodation

If you have any queries regarding hotels and/or tourist information, please do not hesitate to contact us - [cof@cof.cg](mailto:cof@cof.cg)

### Accompanying persons

It is possible to arrange personal guided tours through Florence, the museums, the shops – please contact us – [cof@cof.cg](mailto:cof@cof.cg)

### Seminar language

English



**First name** .....

**Last name** .....

**Job Title** .....

**Organization** .....

**Country** .....

**e-mail** .....

I will attend the seminar

**Signature** .....

Please complete this application form and send it by mail to  
Club of Florence, Piazza di Bellosguardo 9°, 50124 Firenze – Italy,  
or by fax to + 39 055 2309028.

Due to the limited attendance we would ask you kindly to answer as  
soon as possible.

Many thanks!

