

Notes from the



Held in Rome on 28 February 2024, from 1 pm to 4 pm,

at Gianni & Origoni and in streaming

## 1. Agenda:

<b>INTRODUCTORY GREETINGS</b>
Pro Bono Italia - <i>Giovanni Carotenuto</i>
Gianni & Origoni – <i>Giovanni Marsili</i>
<b>INTRODUCING NEW NONPROFITS TO OUR NETWORK</b>
<b>UPDATE ON THE WORK OF THE PERMANENT TABLE OF IN-HOUSE COUNSEL AND LAWYERS</b>
<b>UPDATES ON EUROPEAN PRO BONO WEEK/ITALY PRO BONO DAY 2024</b>
Seminar " <b>ESG and the Third Sector</b> " in collaboration with AIGI and I-Com Institute for Competitiveness ( <i>from 2:30 pm, in Italian</i> )
14:45 DEBATE
Keynote Speaker <i>Carlo Alberto Pratesi, Professor of Marketing, Innovation and Sustainability, University of Roma Tre</i>
<i>Cristina De Luca, Director, CSVnet</i> <i>Mauro Del Barba, President, Assobenefit</i> <i>Stefano Fasani, Program Manager Open-es</i> <i>Augusto Liani, Non-Profit and Ecclesiastical Entities Representative, Unicredit</i> <i>Giovanni Marsili, Partner, Gianni&amp;Origoni</i> <i>Maria Teresa Ricciardi, General Counsel, The Human Safety Net Foundation</i>
<b>CONCLUSIONS</b>

2. **Participants: 74** in person and online

## 3. Introductory greetings

President Giovanni Carotenuto opened the event with thanks to the participants, emphasizing the importance of promoting pro bono and then making an introduction to present the structure of the event. To this, were also added the thanks and greetings of Avv. Marsili, representative of the hosting law firm.

## 4. Presentation of NGOs

United for Ukraine - The first meeting of UFU members took place in the early hours of the Russian invasion. A group of sixty versatile, tech-savvy, and talented professionals spread across three continents came together to help people get to safety. Three days later, they launched the UFU platform to offer emergency aid, providing critical information, legal advice and temporary housing to thousands of people fleeing Ukraine. Their services and geography have evolved and expanded with the needs of displaced people and through strong partnerships. Several partners, 150 volunteers and 200 lawyers were soon joined by the International Rescue Committee, Google.org, Airbnb, Phineo gAG, national and international law firms, and other international partners. To date, they have dealt with 8,500 requests for assistance.

## **5. UPDATE ON THE WORK OF THE PERMANENT TABLE OF IN-HOUSE LAWYERS AND LAWYERS**

PBI Chairman's update on the progress of the table. By linking the theme of the seminar with this table, it is proposed to work on how pro bono could be used as a tool in the application of ESG legislation/policy. Research of 'best practice' cases in progress and companies such as 'champions' in adaptation, while work continues to enrich the ranks of jurists around the table and provide ideas.

## **6. UPDATES ON EUROPEAN PRO BONO WEEK/ITALY PRO BONO DAY 2024**

This year's European Pro Bono Week is scheduled for June 10-14 with a launch event on June 10 – the main theme will be the harmonization of pro bono practices in Europe. A theme that takes its cue from the regulatory patchwork that exists today at the European level. The event will feature collaboration with our partners AIGI and I-Com, as well as new organizations such as AIGA and ELSA.

At the end of this first part, we also listened to the speeches of ELSA (Sara Padovan) with the invitation to participate in the online event of 8-10 May designed to connect recent graduates to the current legal market. The event will include professional orientation, presentation of law firms and, finally, interviews with students.

Finally, with Di Tecco's speech, we listened to a brief testimony on the ESG certification process by the firm in response to customer requests on sustainability issues.

## **7. Seminar "ARTIFICIAL INTELLIGENCE: ETHICS, RIGHTS AND IMPACTS ON SOCIETY IN THE AGE OF CHATGPT" in collaboration with The Good Lobby Italia and I-Com Institute for Competitiveness**

- President Carotenuto opened the seminar by recalling the seminar "Peace, Poverty and Sustainability" held in November 2022, highlighting sustainability as an important theme. In addition, he mentioned pro bono as a means of fostering constructiveness between different actors, allowing the for-profit world to open its doors to social issues and non-governmental organizations to integrate managerial professionalism into volunteering.

- Catalano stressed the importance of acting with kindness, but also of doing things carefully and competently. He highlighted the link between pro bono and ESG, highlighting the need to do things in a way that respects the law, nature, and others. He invited us to perform actions with love and goodness, evaluating performance without falling into do-goodism. He also discussed ESG-related compensation and rewards to improve governance efficiency and promote diversity and equality.

- Da Empoli highlighted that "ESG" companies are more competitive, healthy, and economically performing, underlining the importance of being authentically sustainable (avoiding greenwashing). He emphasized the role of digital in this equation, citing Open-Es as an example of the connection between companies committed to sustainability along the value chain.

- Pratesi, during his presentation, discussed the link between marketing, innovation and sustainability, highlighting how these three words, once considered contrasting in 2010, now work together. He spoke about the need for companies to address not only economic, but also social and environmental sustainability, and how this affects the ability to attract and retain talent. He also highlighted the importance of addressing social issues to stimulate innovation and highlighted the crucial role of collaboration between profit and non-profit. He concludes with an anecdote about how Greta Thunberg also prefers to interact with lawyers and judges who she believes are the real agents of climate change.

- Marsili, in the legal framework, spoke about the importance of rules for survival and highlighted the role of tools such as CSR (Corporate Social Responsibility) in distinguishing authentically sustainable companies. He stressed the importance of stakeholder engagement and discussed challenges in sustainability reporting and evolving legislation.

- Fasani presented Open-ES as an ally to support SMEs in managing sustainability along value chains. He spoke about the importance of collaboration between different actors and the definition of improvement plans in the management of ESG data.

- De Luca underlined the role of CSVs in fostering the building of relationships in the Third Sector and highlighted the need for managerial and organizational skills in volunteering. She discussed the relationship between the for-profit and non-profit worlds and the importance of acquiring mutual skills and values to promote sustainable actions.

- Del Barba spoke about the need to overcome the barriers between the profit and non-profit worlds, highlighting the paradigm shift and the need for companies to measure the impact of their actions.

- Liani discussed the role of religious bodies in social work and highlighted the multiple dimensions of sustainability, emphasizing the importance of evaluating the social from different perspectives and starting from communities and people to promote authentically sustainable actions.

- Ricciardi concluded the speeches by highlighting the role of volunteering in planning with NGOs and the need to measure impact and disseminate best practices in the sector.

## **8. Conclusions**

Skills are stimulated in various ways, but the osmosis between the profit and non-profit worlds remains essential. Among the various essential topics touched upon in the seminar were: the relationship between large and small companies and the role played in supply chains; the issue of economic and financial equilibrium; the issue of rules; the theme of ethics.