

**FESTIVAL OF ECONOMICS**

**2010**

**Fifth edition**

In 2006 many considered the idea of a Festival of Economics to be risky. However, from the first edition, the cultural, social and economic value of the event emerged clearly, bringing Trentino into the international limelight. The initial intention was to promote significant interaction between different worlds, involving people and institutions in the fields of academic knowledge, civil society, politics and business. The experiment was largely successful, although there is still plenty of space to explore the opportunities that the Festival offers on a silver platter.

Even more than in previous years, this fifth edition deals with everyday life. In the era of the Internet the subject chosen could not fail to investigate the world of information. We are immersed, at times submerged, by analysis, data and comments, but at times economic choices seem to ignore the information available. Why does this happen? What are the processes leading to decisions? The edition about to take place throws open the door to knowledge, a decision that Trentino chose to take some time ago in order to participate in the development of a new kind of world, a world which has become a global village. The Festival is an effective and accessible way of encouraging our area to move towards the international openness necessary to guarantee a better future.

**Lorenzo Dellai**

President of the Autonomous Province of Trento

After this crisis, some have said that economists have failed and that we can do without their analysis. In actual fact, we have seen that those trying to keep the category quiet aim to make economic dynamics even less clear and more difficult to decipher. So this new edition of the Festival is more than welcome, giving us the chance to share information, question speakers without feeling intimidated and exchange personal convictions in order to go beyond the surface, dogma and prejudice. The situation has certainly changed a great deal since 2006, when the Festival took its first steps. Above all, five years after the debut, economics has become a discipline which might even be considered popular. One need only recall that thanks to the crisis, economic articles usually relegated to the back of the newspaper or at best included in a special insert have hit the headlines of newspapers and weekly magazines. This has been a natural response to the increasing need for information, necessary both to orient choices and to set in motion development. Hence, appropriately, “Information, Choices and Development” has been chosen as the theme for this Festival, once again satisfying our need to know, understand and take a closer look at the facts. As we have all had the chance to experience, even macroeconomic dynamics have immediate effects on our daily life and as the Nobel Prize winner George Akerlof explained last year, it is precisely uninformed clients who ensure the prosperity of the "market for lemons" made up of toxic titles and more or less risky products. At this point, there is little left for us to do but await the chance to interact with the world of economics in Trento from 3 to 6 June. There will certainly be much to reflect on for all of us.

**Alessandro Andreatta**

Mayor of Trento

Credibility, independence and responsibility are values that we cannot relinquish, over and beyond our profession, because in a delicate moment of post-crisis transition, such as the one we are experiencing, the genuine challenge revolves precisely around these essential requirements, whether in the world of economics, the world of information or in universities.

The 2010 Festival of Economics can already take credit for understanding the urgent need to reflect on this challenge and to ask questions which have much to do with the daily life of us all. Forming an opinion and making choices are indeed actions that we repeat continuously, mechanically, at times without pausing to think about what influences our decisions.

I hope that this year, even more than in previous years, the open and positive exchange of ideas that the Festival is able to generate can act as a stimulus to reflect on our way of deciding, thinking and living.

**Davide Bassi**

Rector of the University of Trento

## INFORMATION, CHOICES AND DEVELOPMENT

As a young man, not a day went by without some leaflet finding its way into my hand at the school gates. Often several of them. Today they are a rarity. To give voice to widespread hardships no manifestos are written, no general meetings called, no demonstrations organized. Less and less people turn to unions, grassroots associations or parties. That conveyor belt from the particular to the general no longer exists. Now it's all about being plastered on the front page. The Innse (metalworking firm) workers who climbed onto a crane to protest against the closure of their factory have taught us a lesson. Their voice was heard. But how many others? The media's attention is highly selective. Nowadays even temporarily laid-off workers who occupy factory roofs no longer make news. It takes an occupation of the former prison on Asinara, like that of the redundant Vinyls' (chemical factory) workers. What else will they invent after "The Island of the Laid-off workers"?

The world we live in is increasingly information-rich and attention-poor. That stuff between our ears is the scarcest resource. The new big fish are the bosses of attention, those who control the media, the programmes with the highest ratings. Nowadays they count much more than those who hold the physical capital, and are much more influential than the owners of factories, railways and shopping malls.

Much information is expensive to produce, but not to distribute and copy. There are high fixed costs in data collection and very low marginal costs for its transmission. Technological innovations like the internet have made information potentially accessible to billions of people at zero cost. However, in the same way that it is increasingly easy to disseminate, it is also increasingly easy to appropriate without acknowledging its source, the intellectual property. This can make the sale of information impossible and therefore the recovery, by those who originally paid for it, of the costs of production. It can even lead to the collapse or radical overhaul of entire markets, like that of the newspapers, which have high production costs.

The crisis of producers of information can make them especially vulnerable to conditioning by economic and political power. One source of finance that is increasingly vital for these producers who are unable to recoup costs from users is advertising. But advertising can also become an instrument of blackmail.

These pressures and attempts at conditioning are often opaque and lacking in transparency, so that those who access information are unable to assess its nature and find it difficult to understand the extent to which it is biased. This raises worrying questions about the exercise of democratic control by citizens. Disinformation also presents significant economic costs. Without information, prices cease to perform their function and markets cannot operate.

One stark example of the costs of disinformation is the Great Recession of 2009. The collapse of entire financial market segments stemmed from increasingly marked information asymmetries, banks that no longer trusted each other because they knew that there were all those "toxic" securities in circulation, and that the banks which held them in abundance would have done anything not to reveal it. Even when banks were only very mildly "intoxicated" and therefore keen to communicate the healthy state of their balance sheets, they had no way of making credible the reassuring information they were transmitting to the markets.

Information, in fact, is valuable to the extent that it is credible. It is not enough for a person seeking employment who wants to convince a potential employer of their abilities to proclaim they are capable of doing a good job. They must find a way of making these qualities visible in order to convince their prospective employer that they are hiring the right person. If they have diplomas to display they will understandably use them to signal their abilities. Whoever has been clever enough to earn those diplomas, the reasoning goes, will do well in other jobs too.

But employers do not always want to be reassured about the abilities of their employees. Let me describe to you, almost to the letter, a deeply alarming not to mention dispiriting scene I witnessed a few days ago. A young researcher is hired by a public institution. The work is often routine and falls far short of what he aspires to, and his relations with his manager are formal. But every so often there is potential for dialogue, and on one of these occasions the manager offers him the following life lesson: “you are deluding yourself if you think your brilliant results from foreign universities are important for your career. Look, to get this position I had to put together a bulky file of opaque and questionable events that make me vulnerable to blackmail. This file guarantees my obedience to the person who appointed me – it’s the passepartout for my professional career”.

Criminal organizations are based precisely on exchanges of this kind, in which the upper echelons ensure the loyalty of the subalterns through blackmail made possible by the possession of compromising information that regards them. The information must remain confidential for the blackmail to work. Perhaps the real reason why broad swathes of the Italian ruling class cannot countenance wiretapping is that it makes public compromising information that must instead remain classified to cement hierarchical relations and maintain power dynamics that depend on mutual blackmail.

Of these and other issues we will speak at this fifth edition of the festival. We will try to provide the tools needed to select economic information based on its importance and reliability, to read the statistics that are so often discredited by politicians. This year, as in the past, our aim is to deserve the attention that you kindly give to this festival.

**Tito Boeri**

Scientific Director of the Festival of Economics

## **acknowledgements**

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**Il Saggiatore**  
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The central programme of the Festival, highlighted in a box, has been planned by the organisers together with the Scientific Coordinator. The joint programme is made up of meetings and events suggested to the organisers by publishers and other organisations, which take responsibility for them.

At events indicated with the symbol  a simultaneous translation service is available.

The organising committee of the Trento Festival of Economics reserve the right to make modifications to the programme after the printing of this booklet.

Information regarding the programme, last minute changes, changes of venue in the event of rain or other circumstances and events suspended or cancelled is constantly updated at the site [www.festivaleconomia.it](http://www.festivaleconomia.it) or may be requested at the information points, by telephoning the administration office (tel. 0461 260511) or via e-mail to the address [info@festivaleconomia.it](mailto:info@festivaleconomia.it).

Spectators present at the events allow and authorise future use of any photographs taken and any film or audio sequences recorded.

**Entrance is free until full capacity is reached**

## Programme

### Thursday 3 June 2010

#### INAUGURATION



3.00 p.m.

Castello del Buonconsiglio

Speakers:

**ALESSANDRO ANDREATTA, TITO BOERI, INNOCENZO CIPOLLETTA, LORENZO DELLAI, GIUSEPPE LATERZA, PASCAL LE MERRER, ALBERTO MAJOCCHI, MARCO MORELLI, GIANNI RIOTTA**

#### FOCUS



4.30 p.m.

Palazzo della Provincia

Sala Depero

**ROBERT D. PUTNAM**

#### THE AGE OF OBAMA AND THE CHALLENGES OF A MULTIETHNIC SOCIETY

Introduced by **GIANNI RIOTTA**

All modern societies are becoming inexorably more ethnically diverse. This diversity will have many benefits, but it will also pose serious challenges to social solidarity in our societies. What might we learn from the history of immigrant societies about how to combine ethnic diversity and common identity?

#### MEETINGS WITH AUTHORS

4.30 p.m.

Biblioteca comunale

**SIMONE SCELTA, MASSIMO SIDERI**

#### FREE PRESS

Organised by Baldini Castoldi Dalai Editore

Discussed by **DARIO DI VICO, FABIO TAMBURINI**

#### MEETINGS WITH AUTHORS

6.00 p.m.

Biblioteca comunale

## **FEDERICO FUBINI**

### **DESTINI DI FRONTIERA**

Organised by Editori Laterza

Discussed by ALBERTO NEGRI, TIZIANO SCARPA

### **PAST AND PRESENT**



6.30 p.m.

Castello del Buonconsiglio

## **VERNON L. SMITH**

### **COMPARING CRISES: THE PROPERTY BUBBLE OF 1922-1934 AND THAT OF 1997-2009**

Introduced by **MATTEO MOTTERLINI**

The recent recession was triggered by the bursting of a major property bubble. The Great Depression of 1929 also originated in the housing market. A Nobel Prize winner examines the similarities and differences between the two episodes. What happens to prices in a market where a great deal of basic information is lacking?

### **WITNESSES OF TIME**

9.00 p.m.

Palazzo della Provincia

Sala Depero

## **PIER GAETANO MARCHETTI**

### **HALTING INFORMATION**

Introduced by **TOBIAS PILLER**

How and what do we know about the ownership structure and corporate governance of major Italian companies? Are the data on corporate governance, which often have a significant influence on the market, politics and the media, sufficiently transparent? Drawing on his own experience, a leading figure in Italian capitalism reflects on shareholders' agreements, cross holdings and access to company information.

**Friday 4 June 2010**

**KEYWORDS**

10.00 a.m.  
Facoltà di Economia  
Sala Conferenze

**ELENA ARGENTESI  
LAPO FILISTRUCCHI**

**MASS MEDIA**

Introduced by **ANDREA BELLAVITA**

Media companies are platforms that must satisfy two types of demand; content for the public and advertising space for advertisers. This, in turn, has a major impact on the sector's market structure and the diversification of content. It is against this background that the challenges posed to traditional information by the free press, pay-TV and web sites ought to be analyzed.

**MEETINGS WITH AUTHORS**

10.00 a.m.  
Fondazione Bruno Kessler  
Sala Conferenze

The Noisefromamerika collective

**MICHELE BOLDRIN, SANDRO BRUSCO, ANDREA MORO, GIULIO ZANELLA**

**TREMONTI, ISTRUZIONI PER IL DISUSO**

Organised by Ancora del Mediterraneo

**DISCUSSIONS**



10.00 a.m.  
Ex Convento Agostiniani

**INTERNET: A POWERFUL WEAPON OF MASS INSTRUCTION**

Organised by the Centro per la Formazione alla Solidarietà Internazionale in Trento

Speaker  
**RUDY AERNOUDT**

Casting a “net” means allowing the circulation of information and experience even in the most isolated and forgotten places around the world. If the Universal Declaration of Human Rights has established that access to education and participation in cultural and scientific life is a fundamental right, today an even more fundamental right is access to the web and its content.

## DIALOGUES

10.30 a.m.

Palazzo Geremia

**PAOLA DUBINI**  
**STEFANO MAURI**  
**GINO RONCAGLIA**

## BOOKS, E-BOOKS AND THE WEB: DIFFERENT WAYS OF READING, WRITING AND PUBLISHING

Introduced by **STEFANO SALIS**

We are increasingly reading and writing texts on media other than paper. How will forms of knowledge change if and when they are primarily conveyed via the web and digital media? And how will the publishing market evolve? These questions are discussed by an economist, a publisher and an expert in new media.

## AT THE FRONTIER

10.30 a.m.

Facoltà di Giurisprudenza

Aula Magna

**RAFAEL M. DI TELLA**



## BLAME PROPAGANDA OR THE ECONOMISTS?

Introduced by **LUCIA MAGI**

Privatization, deregulation and other pro-market reforms are often unpopular. Are economists just wrong (and these reforms really are welfare reducing), or is it that voters have been subject to populist propaganda by a biased media? A randomized field experiment in Argentina supplies some important insights into these questions.

## DISCUSSIONS

11.00 a.m.

Palazzo Calepini

Sala Fondazione Caritro

## ACCOUNTING AND FINANCIAL INFORMATION FOR THE FUNCTIONING OF MARKETS

Organised by ODCEC - Ordine Dottori Commercialisti ed Esperti Contabili - for the administrative districts of Trento and Rovereto Courts

Coordinated by **ALESSANDRO PLATEROTI**

Speakers

MARIO BOELLA, CLAUDIO SICILIOTTI

Comparison of the rules and values safeguarding the official and effective accuracy of accounting and financial information.

## **DISCUSSIONS**

11.00 a.m.

Palazzo Thun

Torre Mirana

## **HOW MUCH DOES IT COST TO BUY A HOME?**

Organised by the Consiglio Nazionale del Notariato, in collaboration with Il Sole 24 Ore

Coordinated by MASSIMO ESPOSTI

Speakers PIERO AVELLA, MAURIZIO DELVECCHIO

A panorama of the costs linked to the purchase of property: taxes, VAT, stamp duty, special terms for "first home" and notary fees.

## **TRUE OR FALSE**



12.00

Palazzo della Provincia

Sala Depero

## **THE COST OF PREVENTIVE ACTION ON CLIMATE CHANGE IS EXCESSIVE**

Organized by "lavoce.info"

Coordinated by **FEDERICO RAMPINI**

Introduced by **MARZIO GALEOTTI**

Speakers **CARLO CARRARO, BOB PINDYCK**

Evidence presented by **OTTMAR EDENHOFER, GIUSEPPE NICOLETTI**

## **MEETINGS WITH AUTHORS**



12.00

Sala Filarmonica

## **VERNON L. SMITH**

## **LA RAZIONALITÀ NELL'ECONOMIA. FRA TEORIA E ANALISI SPERIMENTALI RATIONALITY IN ECONOMICS: CONSTRUCTIVIST AND ECOLOGICAL FORMS**

Organised by Ibl - Istituto Bruno Leoni

discussed by CARLO SCARPA

chaired by ALBERTO MINGARDI

## **MEETINGS WITH AUTHORS**



12.00

Fondazione Bruno Kessler

Sala Conferenze

**MICHELE BOLDRIN, DAVID K. LEVINE**

## **AGAINST INTELLECTUAL MONOPOLY**

Organised by Cambridge University Press

Discussed by PAOLO GUERRIERI, SALVATORE ROSSI

## **AT THE FRONTIER**



3.00 p.m.

Castello del Buonconsiglio

**DAVID STRÖMBERG**

## **MEDIA COVERAGE AND THE RESPONSIBILITIES OF POLITICIANS TOWARDS THE ELECTORATE**

Introduced by **ALESSANDRA SARDONI**

To what extent does the media influence what voters know, what politicians do, and government policy? When the media is “captured” by politicians what effects does this have on the way they justify their actions to voters? What happens when the press is free, but supplies little political information?

## **MEETINGS WITH AUTHORS**

15.00

Facoltà di Giurisprudenza

Aula Magna

**GIOVANNI FERRI, PUNZIANA LACITIGNOLA**

## **LE AGENZIE DI RATING**

organised by Il Mulino

discussed by ALFONSO GIANNI, MARIA PIERDICCHI, GIULIO TRIGILIA

## **DISCUSSIONS**



3.00 a.m.

Ex Convento Agostiniani

Sede OCSE

## **1989-2010. TWENTY YEARS OF TRANSFORMATION OF THE NEW EUROPE: DEVELOPMENT CHOICES AND PATHS**



organised by the Local Development School of the University of Trento and OECD-LEED

speakers

SERGIO ARZENI, BRUNO DALLAGO, GRZEGORZ W. KOLODKO, KAROLY ATTILA SOOS

The international crisis raises important questions about the development model introduced in Western-Eastern Europe after 1989, the vulnerability of these economies and their ability to react to external shocks. Hungary and Poland: a comparison of two cases.

### FOCUS



3.30 p.m.

Palazzo della Provincia

Sala Depero

**WERNER GÜTH**

### INCOMPLETE INFORMATION, LIMITED RATIONALITY AND EXTERNAL ADVICE

Introduced by **LUIGI MITTONE**

Many effective decisions can also be taken when information is scarce and cognitive abilities are limited. Cognitive limitations can paradoxically become advantageous when information is incomplete.

### PAST AND PRESENT

4.00 p.m.

Sala Filarmonica

**MARCELLO DE CECCO**

### ITALY, BANKS AND THE 1931 CRISIS

Introduced by **PIERANGELO GIOVANETTI**

The crisis of 1929 struck Italy two years later, in 1931. The flight from bank deposits to post offices and the withdrawal of short-term deposits granted by foreign banks to the major Italian banks led to a state bail out and the creation of the Institute for Industrial Reconstruction (IRI). Then as now, Italy was hit by the international crisis in the midst of a recession. Are we facing another 1931?

### FOCUS

4.00 p.m.

Teatro Sociale

**ANDREA BOITANI, ROBERTO COLANINNO, CARLO SCARPA**

### INFORMATION AND REALITY: THE ALITALIA CASE

Introduced by **MARCO PANARA**

The privatization of Italy's flagship company became a national affair, even influencing the 2008 electoral campaign. Much of what was said at the time was divorced from reality. Information was limited. Almost two years down the road, with the help of the company that acquired it – CAI – and two economists who have studied developments in Italy's strategic infrastructure projects, we will try to get to the heart of the Alitalia affair.

## **DISCUSSIONS**

4.00 p.m.

Palazzo Geremia

## **DEVELOPMENT, WOMEN'S BUSINESS**

### **WHY WOMEN ARE GOOD FOR THE ECONOMY AND BUSINESS**

organised by Valore D

coordinated by CONCITA DE GREGORIO

speakers MONICA D'ASCENZO, CARLO DELL'ARINGA, ALESSANDRA PERRAZZELLI

Italy is very behind in terms of female representation, both in institutions and in businesses. And yet greater representation for women leads to increased income and better organisational health, as is shown in a study by Valore D, an association of 35 major companies promoting an increase in the number of women at the top.

## **MEETINGS WITH AUTHORS**

4.30 p.m.

Facoltà di Giurisprudenza

Aula Magna

## **DARIO DI VICO**

### **PICCOLI. LA PANCIA DEL PAESE**

organised by Marsilio Editori

discussed by PIER PAOLO BARETTA, MAURIZIO CASTRO, MICHELE SALVATI

## **FOCUS**

5.00 p.m.

Facoltà di Economia

Sala Conferenze

## **MICHELE BOLDRIN**

### **DO PATENTS ENCOURAGE INNOVATION?**

Introduced by ANNA MASERA

It is often said that without patents pharmaceutical companies would no longer be able to introduce new drugs and that without copyright books would no longer be published, music no longer broadcast and films no longer made. Is it true, then, that with weaker intellectual property rights and greater freedom to copy others, technological progress and artistic creativity would suffer? No, it is not self-evident that this is the case. Indeed, it is very likely that the opposite is true.

### **AT THE FRONTIER**



5.00 p.m.

Castello del Buonconsiglio

**ALAN KIRMAN**

### **BUBBLES, PANIC AND CRASHES: WHAT WE CAN LEARN FROM ANTS AND BEES**

Introduced by **FRANK PAUL WEBER**

The explanations offered for the current economic crisis constantly refer to three concepts – trust, networks and contagion – which rarely feature in economic models. If we think about the players in the system – individuals, companies and banks – as subjects who interact constantly and much more “locally” than is thought, then perhaps ant and bee colonies can suggest some interesting models for analyzing modern times.

### **DISCUSSIONS**

5.00 p.m.

Palazzo Calepini

Sala Fondazione Caritro

### **FINANCIAL EDUCATION AT SCHOOL: CONSIDERATIONS AFTER THE REFORM AND THE CRISIS**

organised by AEEE – Association of European Economics Education - Italy

coordinated by GIANFRANCO FABI

speakers MAX BRUSCHI, ENRICO CASTROVILLI, YVES PATRICK COLENO, ROBERTO FINI, EMANUELA RINALDI, FRANCESCO SILVA, STEFANO ZAMAGNI

A widespread lack of financial knowledge leads to negative consequences in relation to the economic choices of individuals. The recent establishing of a high school focusing on economic and social subjects is an interesting step forwards.

### **THE ECONOMICS CAFÈ**

5.00 p.m.

Caffè Duomo 34, Piazza Duomo

*In collaboration with young entrepreneurs from Trentino*

The public can meet the Festival speakers at the bar.

## **WITNESSES OF TIME**

6.00 p.m.

Palazzo della Provincia

Sala Depero

## **CORRADO PASSERA**

## **TRANSPARENCY, FINANCE AND DEVELOPMENT**

Introduced by **JENNIFER CLARK**

American banks were the first to go into crisis, bringing the entire financial system with them. A great deal of criticism has centred on the lack of information by Wall Street players.

Europe went into recession later but here too the crisis of the real economy is generating unemployment and a decline in consumption. The managing director and CEO of Intesa Sanpaolo analyzes the differences between Italy's economic system and that of the countries most similar to it, as well as the choices necessary for a return to growth.

## **MEETINGS WITH AUTHORS**

6.00 p.m.

Facoltà di Giurisprudenza

Aula Magna

## **AVIVAH WITTENBERG-COX**

## **RIVOLUZIONE WOMENOMICS**

## **WHY WOMEN MEAN BUSINESS**

organised by Il Sole 24 ORE

discussed by DANIELA DEL BOCA, PAOLA PROFETA

## **DISCUSSIONS**

6.00 p.m.

Palazzo Thun

Torre Mirana

## **THE PRELIMINARY CONTRACT KNOWN AS THE “COMPROMESSO”**

organised by the Consiglio Nazionale del Notariato in collaboration with Il Sole 24 Ore

coordinated by MASSIMO ESPOSTI

speakers GIULIA CLARIZIO, ANTONIO LONGO

Content, checks, guarantees and costs safeguarding both parties participating in the sale of property.

## VISIONS

6.30 p.m.

Sala Filarmonica



**GILLES SAINT PAUL**

### THE MACROECONOMIC EFFECTS OF INATTENTION

Introduced by **ERIC JOZSEF**

Households and firms have a limited capacity to process information on the behaviour of economic aggregates. This means that prices, investment, employment and other macroeconomic variables only respond to shocks of a certain gravity and when they evolve, the variations are anything but marginal. Many economic phenomena can be explained in this way.

## DIALOGUES

7.00 p.m.

Palazzo Geremia



**JOHN KAMPFNER**

**ALEXANDER STILLE**

### THE FUTURE OF THE MEDIA AND FREEDOM OF THE PRESS

Introduced by **ENRICO FRANCESCHINI**

Traditional newspapers are struggling to survive, while news is increasingly distributed via the internet. To what extent does the retreat of traditional newspapers influence the democratic debate? From the United States to the United Kingdom, and from China to Italy, the transformation of the media is casting fresh doubt on the relationship between the fourth power and political and economic power, and ultimately on the very freedom of the press.

## DISCUSSIONS

7.00 p.m.

Facoltà di Sociologia – Aula Kessler

### LEVERAGE BUYOUT AND PRIVATE EQUITY

#### ARE THEY GOOD OR BAD FOR ITALIAN COMPANIES?

organised by Gruppo Economisti di Impresa with the collaboration of AIFI

coordinated by LORENZO STANCA

speakers GIAMPIO BRACCHI, GIANFILIPPO CUNEO, MARCO DE BENEDETTI, EUGENIO MORPURGO, MATTEO BRUNO LUNELLI, MASSIMO MUCCHETTI, FABIO SATTIN

The Great Crisis also brought many companies in Italy subjected to aggressive leverage buyout operations to their knees, also bringing private equity funds and the use of leverage under accusation.

Thanks to funds, many Italian companies have grown and become more transparent and credible, as well as bigger and more competitive. What is the balance to date?

### WITNESSES OF TIME

9.00 p.m.

Teatro Sociale

**LUCIA ANNUNZIATA, RICCARDO IACONA, PAOLO MANCINI, STEVE SCHERER,  
PHILIPPE VISSEYRIAS**

### TV INFORMATION: A COMPARISON OF MODELS

Coordinated by BEPPE SEVERGNINI

What are the differences between TV journalism in Italy and that in other countries? How is politics dealt with on TV? What is the information content of talk shows compared with investigative journalism? How did the media behave and how should they have behaved during the crisis? Experts and leading names in Italian and foreign media exchange ideas.

**Saturday 5 June 2010**

### VISIONS



10.00 a.m.

Castello del Buonconsiglio

**ISHER JUDGE AHLUWALIA**

### INDIA AND COMPULSORY SCHOOLING: HOW TO SUPPORT EDUCATION

Introduced by **ANTONELLA RAMPINO**

In India compulsory schooling has only been considered a priority in the past 7-8 years. It is not just a question of infrastructure. Recruitment systems for teachers, career paths and even school inspections are strongly influenced by trade unions and politics, whereas incentives to improve the quality of education are limited and those in favour of innovation even more so. What can be done to improve incentives?

### KEYWORDS

10.00 a.m.

Facoltà di Economia

Sala Conferenze

**SANDRO BRUSCO, FAUSTO PANUNZI**

### ASYMMETRIC INFORMATION

Introduced by **MATTEO PLONER**

Many economic relationships are characterized by asymmetric information, namely by the fact that one party is privy to better information than the other. This situation often occurs in the credit, insurance and job markets. The presence of asymmetric information creates distortions, producing inefficiencies and a decline in wellbeing. Why is it that Adam Smith's invisible hand cannot operate when there is asymmetric information and what instruments can mitigate the inefficiencies it generates?

### **MEETINGS WITH AUTHORS**

10.00 a.m.

Fondazione Bruno Kessler

Sala Conferenze

### **MARCO BARDAZZI, MASSIMO GAGGI**

#### **L'ULTIMA NOTIZIA. DALLA CRISI DEGLI IMPERI DI CARTA AL PARADOSSO DELL'ERA DI VETRO**

organised by RCS

discussed by LUCA DE BIASE, ALEXANDER STILLE

### **DISCUSSIONS**

10.00 a.m.

Facoltà di Sociologia – Aula Kessler

#### **“ENVIRONMENT” AND COLLECTIVE MANAGEMENT: AN EXAMPLE FOR THE ECONOMY**

organised by the nature conservation and environmental improvement department of the Autonomous Province of Trento

speakers

GIOVANNI CANNATA, GEREMIA GIOS, SERGIO RISTUCCIA, GIOVANNI VETRITTO

2010 is the year of biodiversity. The management and use of collective property along with conservation of natural values and biodiversity over time may offer a model for the economy.

### **INTERSECTIONS**

10.30 a.m.

Palazzo Geremia

**ALFONSO CARAMAZZA**

### **INFORMATION, VALUES AND DECISIONS**

Introduced by **ARMANDO MASSARENTI**

How do we make decisions? In order to decide using our common sense we require information. First, we must weigh this information, next, arrange it in terms of relevance, and lastly, assess the possible

consequences of a given decision. The speaker examines the contribution of cognitive neuroscience to understanding decision-making processes in economic, social and moral contexts.

### **DIALOGUES**

10.30 a.m.

Sala Filarmonica

**ILVO DIAMANTI, GIAN ANTONIO STELLA**

### **LAW AND ORDER: DATA AND INFORMATION**

Introduced by **ALBERTO FAUSTINI**

For the first time, Ilvo Diamanti presents the data from the European monitoring unit on law and order, a joint initiative of Demos, the Pavia monitoring unit and Fondazione Unipolis. The data concerns perceptions of crime and law and order in Italy, Germany, France, Spain and other European countries, compared with the actual statistics on crime. The presentation will be followed by a discussion with Gian Antonio Stella.

### **DISCUSSIONS**

11.00 a.m.

Palazzo Thun

Torre Mirana

### **BUYING PROPERTY UNDER CONSTRUCTION**

organised by the Consiglio Nazionale del Notariato in collaboration with Il Sole 24 Ore

coordinated by **MASSIMO ESPOSTI**

speakers **SILVIA CASTRONOVI, GIOVANNI RIZZI**

New forms of protection for those wishing to purchase a house in construction, on paper or unfinished.

### **TRUE OR FALSE**



12.00

Palazzo della Provincia

Sala Depero

### **MORE IMMIGRATION MEANS MORE CRIME**

Organized by “lavoce.info”

Coordinated by **FEDERICO RAMPINI**

Introduced by **PAOLO PINOTTI**

Speakers **MARZIO BARBAGLI, FRANCESCO DAVERI**

Evidence presented by **DAVID CARD, FRANCO PITTAU, RICCARDO PUGLISI, LINDA LAURA SABBADINI**



## **VISIONS**



12.00

Castello del Buonconsiglio

### **AXEL LEIJONHUFVUD**

## **LESSONS FROM THE CRISIS**

Introduced by **GIORGIO FODOR**

The global financial crisis and the ensuing recession have revealed the shortcomings of financial regulation and monetary policies, but also of the economic and financial theories underpinning regulatory systems. The resulting problems can be traced back to three major areas: information, instability and incentives. Rather than trying to establish fixed rules of conduct, which have already proved ineffective, it is better to understand and attempt to govern the forces influencing behaviour.

## **MEETINGS WITH AUTHORS**



12.00

Fondazione Bruno Kessler

Sala Conferenze

### **OLIVER JAMES**

## **THE SELFISH CAPITALIST**

organised by Codice Edizioni

discussed by **FRANCESCO ANTINUCCI, FEDERICO FUBINI**

## **DISCUSSIONS**

12.00

Palazzo Calepini

Sala Fondazione Caritro

## **COOPERATIVE CREDIT, TRANSPARENCY AND SUSTAINABLE DEVELOPMENT**

organised by Euricse – European Research Institute on Cooperative and Social Enterprises

speakers **GIOVANNI FERRI, SILVIO GOGGIO, MARIA LUCIA STEFANI**

The recent crisis has accentuated problems of trust between banks and borrowers. Cooperative credit has traditionally overcome these difficulties thanks to a continuous presence and close link with the area. The event is intended to illustrate and discuss some aspects of this phenomenon.

## **DISCUSSIONS**

2.30 p.m.

Palazzo Calepini

Sala Fondazione Caritro

**FROM GROWTH TO THE GOOD LIFE: WHAT OTHER FORM OF ECONOMY?  
DIALOGUE BETWEEN AN ECONOMIST AND A STUDENT OF DON MILANI**

organised by Trentino Arcobaleno

speakers FRANCUCCIO GESUALDI, ANDREA ICHINO

Is it time to subject the development model based on growth and the market to serious discussion?

**AT THE FRONTIER**

3.00 p.m.

Palazzo della Provincia

Sala Depero

**AGAR BRUGIAVINI, INNOCENZO CIPOLLETTA, ENRICO GIOVANNINI**

**STATISTICS, INFORMATION AND POLITICS**

Introduced by ENRICO FRANCO

The practice of democracy must be based on a "shared knowledge", on the recognition of the major problems afflicting a nation. In Italy, instead, statistics are often challenged as soon as they fail to confirm the ideas of the politician of the day. How can we improve the quality of statistics, the independence of Italy's National Institute of Statistics (Istat) and the awareness of citizens? How can Italy, as happens elsewhere, launch bipartisan initiatives to monitor the country's situation based on a limited number of statistical indicators? An expert in applied economics and an economist close to policy-makers discuss the matter with the President of Istat.

**MEETINGS WITH AUTHORS**

15.00

Biblioteca comunale

**DANIELA DEL BOCA, ALESSANDRO ROSINA**

**FAMIGLIE SOLE. SOPRAVVIVERE CON UN WELFARE INEFFICIENTE**

organised by Il Mulino

discussed by MARZIO BARBAGLI, FRANCESCO BILLARI

**DISCUSSIONS**



3.00 p.m.

Palazzo Bassetti

Sede Banca di Trento e Bolzano

**OLD AND NEW CHANNELS OF INFORMATION AND KNOWLEDGE ABOUT FINANCIAL  
PHENOMENA**

organised by the Banca di Trento e Bolzano Spa

coordinated by FABRIZIO GUELPA

speakers DAVIDE BASSI, PIERO CIPOLLONE, WALTER AUGUST LORENZ, MARIO MARANGONI, KARLHEINZ TÖCHTERLE

Italians have on average a limited knowledge of financial phenomena. The world of information is increasingly called upon to contribute towards correcting this problem, while new channels of information increase the possibility of disseminating knowledge.

### FOCUS



3.30 p.m.

Palazzo Geremia

### DAVID CARD

#### WHO OPPOSES IMMIGRATION AND WHY?

Introduced by CORRADO GIUSTINIANI

In perceptions of immigration and attitudes towards immigrants the differences between and among countries are only partly explained by the economic effects of immigration; what happens to wages for example, or work for locals? What instead appears to count is widespread perceptions regarding the cultural and religious differences of immigrants with respect to the native population.

### DISCUSSIONS

3.30 p.m.

Cassa Centrale Banca

Sala Don Guetti

### INFORMED FINANCIAL CHOICES: HOW INFORMATION CAN HELP TO MAKE THEM RESPONSIBLE AND SUSTAINABLE

organised by Cooperazione Trentina and Etica sgr

coordinated by ANDREA DI TURI

speakers CARLO BORGOMEIO, MARIO CROSTA, ENRICO SALVETTA, ALESSANDRA VISCOVI

The nature of the financial crisis is also a consequence of the poor and unclear information given to savers. Socially responsible investments are a concrete tool for encouraging a different attitude, paying attention to the social and environmental dimension, without sacrificing the economic aspect.

### DISCUSSIONS

3.30 p.m.

Facoltà di Sociologia – Aula Kessler

## **THE CALL CENTRE OF THE FUTURE**

organised by Vodafone

speakers MANLIO COSTANTINI, FRANCESCO DELZIO, MICHEL MARTONE, MICHELA MURGIA, IRENE TINAGLI

The role of call centres is destined to increase in society. The relationship between companies and clients, institutions and citizens, will increasingly take place through the expression of needs and responses on the telephone. However, is the image of the call centre as a place of intensive exploitation of unqualified manpower, reflected by successful books and films, actually true? The debate organised by “Il Diario del Lavoro” offers an opportunity to reflect.

### **DIALOGUES**



4.00 p.m.

Castello del Buonconsiglio

**ANDREA BRANDOLINI, JIGMI Y. THINLEY**

### **BEYOND GDP: HAPPINESS AS A GUIDE TO ECONOMIC POLICY?**

Introduced by **FEDERICO FUBINI**

The government of Bhutan has decided to substitute certain GDP indicators with measurements of happiness as perceived by its inhabitants. A dialogue between an economist and the Prime Minister of Bhutan on the pros and cons of this decision in terms of the quality of happiness measurements, the implications for economic policy and for democracy.

### **FOCUS**



4.30 p.m.

Facoltà di Giurisprudenza

Aula Magna

**TYLER COWEN**

### **THE INFLUENCE OF BLOGS ON POLITICAL CHOICES**

Introduced by **STEFANO FELTRI**

How important are economic web sites in shaping public policy? How can they survive while safeguarding their independence? The founder of Marginal Revolution discusses the question with other regulars on the web sites dedicated to economic information and debate that have sprung up in the last few years.

## **MEETINGS WITH AUTHORS**

16.30

Sala Filarmonica

**ANDREA ICHINO**

**L'ITALIA FATTA IN CASA**

organised by Mondadori  
discussed by ALESSANDRO ROSINA

**PAST AND PRESENT**

5.00 p.m.  
Facoltà di Economia  
Sala Conferenze

**ROBERTO FRANZOSI**

**DOES VIOLENCE PAY? THE RISE OF FASCISM IN THE LANGUAGE OF JOURNALISM**

Introduced by **GIULIANO GIUBILEI**

A survey of 50,000 articles published in the “Lavoro di Genova”, “Avanti” and the “Popolo d’Italia”, in the period between 1919 and 1922, shows how the representation of violence and the structure of social relations changed depending on how the players, actions and relevant themes were portrayed. Statistical analysis structured around the use of networking models, combined with observation of the geographic information system (GIS) illustrates the impact of information on the perception of social phenomena.

**INTERSECTIONS**

5.00 p.m.  
Palazzo della Provincia  
Sala Depero

**DIEGO GAMBETTA**

**CRIMINAL COMMUNICATION**

Introduced by **DARIO LARUFFA**

For the Mafia and other illegal powers information is essential: in a world where threats are ever-present, an ill-advised gesture is enough to trigger a war. Trust between criminals is as rare as it is important for cooperating in illegal activities. How can criminals achieve reliability? By using the skeletons in their own closets, revealing their ill-doings of their own accord to leave themselves vulnerable to blackmail. A surprising but widespread practice among the Mafia, paedophiles and corrupt politicians.

**THE ECONOMICS CAFÈ**

5.00 p.m.  
Caffè Italia, Piazza Duomo  
*In collaboration with young entrepreneurs from Trentino*

The public can meet the Festival speakers at the bar.

## **FOCUS**



6.00 p.m.

Palazzo Geremia

**SIMON JOHNSON**

## **THE POWER OF WALL STREET**

Introduced by **STEFANO LEPRI**

The hesitant reforms of financial markets launched after the crisis continue to safeguard the position of the major banks, which had a central role in sparking off the crisis. Not only are they too big to fail, but above all they are too powerful to be penalized by the reforms needed to ward off a new crisis. What can be done to counter the power of Wall Street?

## **MEETINGS WITH AUTHORS**

6.00 p.m.

Sala Filarmonica

**SALVATORE ROSSI**

## **CONTROTEMPO. L'ITALIA NELLA CRISI MONDIALE**

organised by Editori Laterza

discussed by **GUGLIELMO EPIFANI, MASSIMO GAGGI**

## **DISCUSSIONS**

6.00 p.m.

Palazzo Thun

Torre Mirana

## **KNOWING HOW TO CHOOSE THE BEST MORTGAGE**

organised by the Consiglio Nazionale del Notariato in collaboration with Il Sole 24 Ore

coordinated by **MASSIMO ESPOSTI**

speakers **ROBERTO ANEDDA, PIER LUIGI FAUSTI**

Finding a way through the maze of interest rates, guarantees, mortgages, early payment of the debt and portability, in order to safeguard savings.

## **AT THE FRONTIER**

7.00 p.m.

Facoltà di Economia

Sala Conferenze

**MICHELE POLO**

**PLURALISM AND THE MARKET: A TROUBLED COEXISTENCE**

Introduced by **MASSIMO SIDERI**

Nowadays the production and dissemination of information is entrusted to private companies and media markets. The fate of pluralism depends on them. In many democratic countries there is an increasing concentration both of television and newspapers, driven by competitive processes between media operators. Ownership of the means of information is often used by governments as a political bargaining counter. How can the regulation of the media reconcile the market and pluralism?

**INTERSECTIONS**

7.00 p.m.

Castello del Buonconsiglio

**FRANCESCO ANTINUCCI**

**GUIDING ONLINE CHOICES: THE CASE OF GOOGLE**

With **CARLO D'ASARO BIONDO**

Introduced by **LUCA DE BIASE**

The internet has multiplied the quantity of data available exponentially, to the extent that eliminating excess information has become a priority, filtering rather than searching for it. Google is currently the most powerful of these filters. It is Google that organizes and creates a hierarchy of information for us (including for books and news), playing a key role in guiding our choices. An expert in collective behaviour and new media discusses the question with a manager from Google.

**WITNESSES OF TIME**

9.00 p.m.

Teatro Sociale

**MILENA GABANELLI**

**INFORMATION AND POWER**

Introduced by **MIGUEL MORA**

Is it still possible for a journalist to act as a "watch dog" with respect to power? In her television programme *Report*, Milena Gabanelli – with limited resources and overcoming countless difficulties – has carried out investigations which have been a thorn in the side of powerful political and economic figures for many years. But with what results? How many obstacles to transparency are erected by powers that all too often seek publicity but not information?





**Sunday 6 June 2010**

**KEYWORDS**

10.00 a.m.  
Facoltà di Economia  
Sala Conferenze

**MARCO GAMBARO**

**ADVERTISING**

Introduced by **EDOARDO GAFFEO**

Advertising accounts for around half of the income generated by the various means of communication, while at the same time advertising and the media are part of the same market: the media represents a substantial share of advertising. When advertising can influence information or when the innovations of the internet transform the boundaries of commercial communication and information, short-circuits are produced that are hazardous to the public.

**MEETINGS WITH AUTHORS**

10.00 a.m.  
Biblioteca Comunale

**WALTER MOLINO**

**TACI INFAME**

organised by Il Saggiatore  
discussed by NINO AMADORE, RICCARDO STAGLIANÒ

**DISCUSSIONS**

10.00 a.m.  
Facoltà di Sociologia – Aula Kessler

**TRANSPARENCY AND COMMUNICATION**

Organised by FERPI

Speakers GIANLUCA COMIN, PAOLA DUBINI, VITTORIO MELONI, TONI MUZI FALCONI, LUCA SOFRI

Transparency and communication are two concepts which have almost become clichés. So what are the possible relations between the two concepts in various interpretational contexts? There are three perspectives to be analysed. Public and private organisations for whom transparency implies consistency between behaviour and communication. The public relations professional, for whom transparency means declaring who you are, what you represent and the objectives you pursue. Lastly for the public, transparency means consistency between opinions, attitudes and behaviour.

## INTERSECTIONS

10.30 a.m.

Palazzo Geremia

**ELIANA LA FERRARA**

## SOAP OPERA AND SOCIAL CHANGE

Introduced by **ANTONIO DIPOLLINA**

Television as a medium is spreading extremely rapidly in developing countries. This means that a growing section of the global population is exposed to western models of consumption and behaviour through TV programmes. What are the consequences of all this on the choices of families in the areas of fertility, education, social cooperation and conflict, in places as far-flung as Brazil, India and Rwanda? And can fiction become an instrument of social change?

## INTERSECTIONS



10.30 a.m.

Facoltà di Giurisprudenza

Aula Magna

**MICHAEL WOLFF**

## RUPERT MURDOCH AND THE MEDIA REVOLUTION

Introduced by **MASSIMO GAGGI**

Rupert Murdoch is the owner of a sprawling media empire that extends throughout the world and includes books, newspapers and television. Today he faces the internet revolution and is launching a challenge to free news on the web. The latest adventure of Murdoch in the words of an American journalist, opinion leader on the transformation of the media ecosystem and himself an entrepreneur in the sector.

## TRUE OR FALSE

12.00

Palazzo della Provincia

Sala Depero

## DOES A FLU PANDEMIC EQUAL A MEDIA PANDEMIC?

Organized by “lavoce.info”

Coordinated by **FEDERICO RAMPINI**

Introduced by **NERINA DIRINDIN**

Speakers **DONATO GRECO, VITTORIO DE MICHELI**

Evidence presented by **SILVIO GARATTINI AND MARIA ROSARIA RUSSO VALENTINI**

## VISIONS



12.00

Castello del Buonconsiglio

**PAUL SEABRIGHT**

## THE BOTTLENECK IN OUR BRAIN

Introduced by **PIETRO VERONESE**

The communications industry and IT revolutions hold enormous promise for development, but in a world of information overload it will no longer be enough just to have skills to earn a livelihood. The ultimate scarce resource will be the limited attention span of the world's consumers, as countries everywhere face the prospect of large numbers of educated but unemployed young people, whose resentment at the vast earnings of a fortunate few will be a major challenge for social cohesion.

## MEETINGS WITH AUTHORS

12.00

Biblioteca Comunale

**SALVATORE CARRUBBA, GIAMPAOLO SALVINI, LUIGI ZINGALES**

## IL BUONO DELL'ECONOMIA

organised by Egea

discussed by **INNOCENZO CIPOLLETTA**

## DISCUSSIONS



2.30 p.m.

Facoltà di Sociologia – Aula Kessler

## THE VALUE OF PUBLIC DIGITAL INFORMATION

organised by Informatica Trentina Spa

coordinated by **LUCA DE BIASE**

speakers **JUAN CARLOS DE MARTIN, LORENZO DELLAI, RUFUS POLLOCK, RENATO SORU**

Recent technology makes it possible to make large quantities of public digitalised data accessible and easily exploitable. This is a precious resource for development of the area. What conditions can ensure that this new common asset is fully available for society and the economy?

## AT THE FRONTIER

3.00 p.m.

Castello del Buonconsiglio

**GIANCARLO CORSETTI**

## AN INTEREST-FREE WORLD ?

Introduced by **DINO PESOLE**

After months of deadlock in financial markets caused by the lack of transparency of financial middlemen balance sheets, in Autumn 2008 businesses froze their investment and employment plans and households radically reduced spending, waiting for the "fog to clear". Central banks and governments responded by bringing interest rates down to zero and allowing public deficits to increase. But what can economic policy do to remedy the deficit in terms of trust and information and to consolidate the recovery?

## VISIONS



3.00 p.m.

Teatro Sociale

**NOURIEL ROUBINI**

## THE FINANCIAL CRISIS: PAST, PRESENT AND FUTURE

Introduced by **TITO BOERI**

How did we arrive at the great recession? And is the crisis really over? What can be done to avoid the risk of a long phase of anaemic growth in the global economy? Or to deal with the global imbalances that contributed to the crisis? The analysis of an economist who clearly foresaw the burgeoning crisis.

## MEETINGS WITH AUTHORS

3.00 p.m.

Facoltà di Economia - Sala Conferenze

**RICCARDO STAGLIANÒ**

## GRAZIE. ECCO PERCHÉ SENZA GLI IMMIGRATI SAREMMO PERDUTI

organised by Chiarelettere

discussed by VITTORIO GIACOPINI, NICHI VENDOLA

## FOCUS



4.00 p.m.

Palazzo Geremia

**BRIAN KNIGHT**

## THE POWER OF THE REMOTE CONTROL AND POLITICAL CONTROL OF THE MEDIA

Introduced by **FELICE BLASI**

What happens when the political control of a television channel changes hands? Do viewers use the power of the remote control by changing channel? If yes, how many? A study on what happened after

the changes in the top management of RAI state television in Italy offers important answers to these questions.

### **VISIONS**

4.30 p.m.

Facoltà di Giurisprudenza

Aula Magna

### **RICCARDO PUGLISI**

#### **WHAT DOES ADVERTISING BUY?**

Introduced by **LAURA STRADA**

Around half the revenue of Italian newspapers comes from advertising space bought by businesses, while the papers often report on these same businesses in their articles and editorials. The aim should be to inform the reader, but a number of questions arise naturally: do newspapers treat companies that purchase advertising space in them differently? How much do property links between businesses and newspapers count? Here are the results of a very recent empirical study on the subject.

### **MEETINGS WITH AUTHORS**

4.30 p.m.

Facoltà di Economia - Sala Conferenze

### **L'ANNUARIO DEL LAVORO**

organised by Il Diario del Lavoro

discussed by **MASSIMO MASCINI, NUNZIA PENELOPE, TIZIANO TREU**

### **DISCUSSIONS**

5.00 p.m.

Palazzo Calepini

Sala Fondazione Caritro

### **THE ROLE OF OVERSEAS CHINESE: INFORMATION, PREJUDICE AND REALITY AS REGARDS CHINESE IMMIGRATION**

organised by Fondazione Italia Cina

speakers **DANIELE COLOGNA, THOMAS ROSENTHAL**

The role of overseas Chinese in relation to the development of China and the local situations in the places of residence.

### **THE ECONOMICS CAFÈ**

5.00 p.m.

Caffè Portici, Piazza Duomo

*In collaboration with young entrepreneurs from Trentino*

The public can meet the Festival speakers at the bar.

## The festival in the streets

in the squares

Piazza Duomo

### **Open Marquee – coming out of the crisis stronger**

Meetings with experts from the Province, relevant bodies and institutions, trade unions and employers' organisations, to talk about anti-recession measures, exit strategies and reforms in Trentino.

*organised by the Department of Industry, Small Businesses and Mines of the Autonomous Province of Trento*

Programme

3 June

15.00 Recovery: from the results of the anti-crisis budgetary measures to development agreements  
Conversation with Pierangelo Baldo, Ivano Dalmonego, Diego Faccini

17.00 Workers in the middle: active employment policy  
Conversation with Gianni Anichini, Antonella Chiusole, Franco Ianeselli

20.30 System resources: credit and finance for businesses  
Conversation with Sergio Anzelini, Davide Cardella, Roberto Dal Bosco, Claudio Grassi, Paolo Nardelli

4 June

10.30 System accelerators: from the crisis to stabilisation of public investment  
Conversation with Raffaele De Col, Paolo Ferrari, Franco Grasselli, Diego Laner

15.00 Equity and participation: welfare support systems and guaranteed income  
Conversation with Michele Colasanto, Franco Ianeselli, Ileana Olivo, Paolo Tonelli

16.30 Recovery: promotion and quality in the service industry  
Conversation with Enzo Bassetti, Walter Largher, Paolo Nicoletti, Massimiliano Peterlana

18.00 Musical entertainment: Sax Four Fun  
“Pangaea, from the Dolomites to the Andes”

20.30 On the wings of innovation: research, environmental technology and business networks  
Conversation with Francesco Della Porta, Carlo Della Sega, Andrea Ferrari, Diego Loner

5 June

- 10.00 Recovery: from anti-crisis measures for businesses to the «creation of value through systematic action»  
Conversation with Pierangelo Baldo, Lorenzo Pomini, Stefano Robol, Paolo Spagni
- 11.30 System resources: reviewing of financial regulations in the Special Statute  
Presentation by Lorenzo Bertoli with Franco Grasselli, Lorenzo Pomini
- 15.00 System accelerators: transparency and simplification as regards help for businesses  
Conversation with Paolo Ferrari, Paolo Morolli, Claudio Moser, Romano Stanchina
- 16.30 Equity loans and private equity: a closer look with Mauro Casotto, Claudio Moser, Elisabetta Sovilla
- 18.00 Musical entertainment: Tiger Dixie Band  
«The jazz of emigrants»
- 20.00 Workers in the middle: the crisis at first hand  
Conversation with Edoardo Eberhard, Giuseppe Failoni, Ugo Marocchi, Stefano Pisetta and others

Sunday 6 June

- 10.00 Equity and participation: the «Vivo positivo la mia città» project  
Presentation by Renzo De Stefani and Luisa Tamanini
- 11.00 New prospects for welfare, family policy and new forms of enterprise  
Conversation with Claudia Loro, Luciano Malfer, Andrea Rudari
- 15.00 On the wings of innovation: ideas, suggestions and proposals for reviewing business incentives policy  
Conversation with Renata Diazzi, Michele Iori, Franco Ischia, Michele Michelini
- 17.00 Musical entertainment: Bifunk - Brass Band  
«Around funk & jazz»

3-6 June

10.00-22.00

### **Base camp for the Festival**

A place for meeting up, exchanging ideas and obtaining information

### **Pencils at work (black)**

Live satire

*organised by Studio d'Arte Andromeda and Zap&Ida*



The Festival will see the participation of the artists Giuliano and Zap&Ida, creating cartoons directly in response to the debates, the portraitist Franco Damonte, the caricaturist Umberto Rigotti and the young cartoonists Marco Dianti and Cristian Stenico.

Lessons in humour and the "big information game" with Zap&Ida. Final award ceremony on 6th June at 11.30.

International exhibition "on the web"

3-6 June

10.00-22.00

### **The Festival bookshop**

*organised by bookshops in Trento*

3-6 June

10.00-20.00

### **La voce.info stand**

Photographic exhibition, meetings with the editors of lavoce, game about information entitled "who wrote it?"

6 June

10.30

### **Choices of Festival participants**

*organised by Luigi Mittone and Matteo Ploner*

What impact do the choices of other people have on our own decisions? The results of an experiment carried out during the Festival by the Computable and Experimental Economics Laboratory of the University of Trento.

Piazza Pasi

Le Gallerie di Piedicastello

4-6 June

9.00-18.00

### **FestivalArchive**

*organised by the Fondazione Museo Storico del Trentino*

Four editions of the Festival of Economics documented by video clips and press reports, creating a sort of archive which, thanks to new technology, will establish a dialogue with "Le Gallerie", the space dedicated to the history of Trentino, obtained using two abandoned underpasses just a few hundred metres from the centre of the city.

Piazza Fiera

4-6 June  
10.00-22.00

### **The alternative economy in the square**

*organised by Trentino Arcobaleno*

A place to meet up with businesses and consumers working together in networks, choosing care for the individual and the environment as priorities, also in terms of economic choices. A place providing concrete information, making it possible to make informed choices and try out self-production as a choice motivated by specific analysis of economic systems.

For information and bookings: [sportello@trentinoarcobaleno.it](mailto:sportello@trentinoarcobaleno.it) - tel. 0461 262045  
[www.trentinoarcobaleno.it](http://www.trentinoarcobaleno.it)

### **The alternative economy market place**

Stands with some of the protagonists in the Trentino fair trade economy

### **"Do the right thing!" help desk**

Information about critical consumption and sustainable lifestyles

### **Bio-refreshments**

*organised by Barycentro*

Organic products from Trentino and the fair trade network

## **Programme**

4 June  
20.00

### **Musical aperitif with "Trio Taganja"**

*organised by Barycentro*

5 June  
11.30

### **Heretical ideas**

Roberto Mancini presents his book, published by Altreconomia Edizioni, with 33 paths towards an economy based on relationships, care and the common good

5 June  
16.30

### **All the rice in the world**

*organised by the Mandacarù cooperative*

Laboratory for adults: a journey discovering rice, from cultivation to cooking, in order to understand what we eat

5 June  
18.00

**Letter to a Professor (of economics)**

How and why political economics should be taught in schools. A dialogue between teachers, with the participation of Francuccio Gesualdi

5 June  
20.00

**Musical aperitif with “Sunday drivers”**

*organised by Barycentro*

6 June  
17.00

**Pizza and Biodiversity**

*organised by the Mandacarù cooperative*

A culinary laboratory for adults: a journey through ancient flavours, preparing a pizza made with quinoa grain and vegetables from the Val di Gresta

4-6 June  
10.00-19.00

**The Festival bike stop**

*organised by Prestabici*

Free hire of bicycles

5 June  
10.00-16.00

**The Festival bike ride**

*organised by Prestabici*

One foot in history, with an eye to the future: the Museo degli Usi e Costumi della Gente Trentina and the Istituto Agrario di S. Michele all’Adige

For information and bookings: tel. 0461.1820592 [info@prestabici.it](mailto:info@prestabici.it)

**Piazza Cesare Battisti**

4-6 June  
10.00-19.00

## **Radio Dolomiti live from the main events**

4-6 June  
10.00-19.00

### **An eye on the Festival**

Video-photography laboratory with the students of MIDE, Istituto di istruzione superiore “don Milani - F. Depero” in Rovereto, coordinated by Silvio Cattani

5 June  
10.00 - 12.00 / 15.00 – 17.00

### **Special correspondents**

*organised by Il Gioco degli Specchi and the Welcome Office of the University of Trento*

People born outside Italy, but who for varied reasons live in Trento, recount the towns they come from, with their history and news. Information, images and atmospheres provided by our special correspondents.

4-6 June  
10.00-19.00

### **CO<sub>2</sub>rner - the Festival of Economics, a climate-friendly event**

Information point organised by the Environmental Evaluation Department of the Autonomous Province of Trento and the Quarter cooperative

## **Children and teenagers**

### **Cortile Palazzo Thun**

#### **ANIMAL FACTORY**

*organised by the Coccinella social cooperative*

Animals have always had a special place in children's hearts, daily life and imagination. Three days of creative laboratories, in which manual skills and ideas will come together to create a multiplicity of creatures made out of iron, copper and clay.

For information and bookings: tel. 0463.600168 or 346.5025386

4 June  
9.00-12.30/14.30-18.00

#### **iron**

Real animals and new species of flying, creeping and crawling creatures or other inhabitants of the air, water and earth.

Numbers are limited, recommended for children aged 6-11

5 June

9.00-12.30/14.30-18.00

**copper**

In search of curious animals, known or never before seen, with leafy ears, bud beaks and bamboo horns.

Numbers are limited, recommended for children aged 5-8

6 June

14.30-17.30

**clay**

Soft and cool, a fascinating material which squeezes through children's fingers as they mould it in order to create large and small *bestial* sculptures.

Numbers are limited, recommended for children aged 5-11

6 June

10.00-12.00

**SHALL WE SWAP?**

Children's market

*organised by the Coccinella social cooperative*

A trading stand and the game is ready: following the simple rules of bartering and gifts, children can bring games, books, comics and other objects from home, setting up a mini market stand and exchanging their possessions with other children.

**Piazza Duomo Base Camp**

5 June

10.30-12.00

15.00-16.30

**E for economics. Economics explained to children**

*organised by Editoriale Scienza*

The author of the book, Liviana Poropat, asks the public to reflect on the concept of economics in a "playful" way, with tests, experiments, quizzes, role playing and observations. She deals with important and complex subjects, such as what an entrepreneur is, what inflation and deflation are and what the IMF or the World Bank are.

**Piazza Fiera**

### **Laboratories for children as part of “The alternative economy in the square”**

For information and bookings: sportello@trentinoarcobaleno.it - tel. 0461 262045

4 June

15.00-16.30 / 16.30-18.30

#### **The salad was in the vegetable patch**

*organised by Nadia Nicoletti in collaboration with Barycentro*

Laboratory for children, who will be able to realise mini vegetable patches, seed bombs and feeding troughs for birds.

5 June

15.00

#### **Bracelets**

*organised by Barycentro and the Cachisagua association*

Construction of bracelets on the loom using cotton and wool thread  
Recommended for children over the age of 7

6 June

10.30

#### **Chocolate making**

*organised by the Mandacarù cooperative*

A journey exploring cocoa, from the plant to the preparation of a giant chocolate bar  
Recommended for children aged 6-10

6 June

15.00

#### **Origami & GO**

*organised by Barycentro and the Yomoyamabanashi association*

Paper-working laboratory for children and adults

### **ExpoFestival**

#### **Palazzo Trentini**

3 June - 31 July

10.00-19.00

#### **The informative practice of art**

*organised by ASPART – Trentino Art Galleries*

The works in the exhibition are documents exploring information, opinions and choices of materials in order to express the fragmentary nature of the 20<sup>th</sup> century. Starting from the idea of collage, the artists put the materials to the test in different ways in order to transform them into appurtenances or traces of memories and ideas.

**Palazzo Trentini**

4 June

10.00-12.00 / 15.00-17.00

**Recycling plastic project**

Creative laboratory with Enrica Borghi

*organised by ASPART – Trentino Art Galleries*

Why should we throw away waste material that can offer us new emotions? Why don't we try to transform it into Murano glass or crystal? Plastic bottles can be transformed using everyday objects such as scissors, cutters, a pyrographic tool and lighters. Let's try to turn plastic bottles into sophisticated jewels and fashionable designer objects.

For information and bookings: tel. 0461 982595

**Palazzo Saracini Cresseri**

3-18 June

10.00-19.00

**PENTH-MI, “The place of words” in the Wolof language and name of Senegal's rural radio station**

*organised by Christian Cristoforetti and La Savana Onlus*

A photojournalism report in favour of the pluralism of opinions, to give a voice to rural Africa: the African continent offers another vision, which would seem to indicate a possible response to the western malaise.

**Chostro ex Convento Agostiniani**

3-13 June

10.00-19.00

**Images and Imagination**

*organised by Giorgio Salomon and the Centro per la Formazione alla Solidarietà Internazionale in Trento*

In the world of information, images filter the interpretation of the world on a daily basis and contribute towards constructing an imaginative idea of areas of the world and distant lives, at times unknown. A journey to Syria as a reflection of rapidly changing daily life.

**Palazzo Roccabruna**

3 - 18 June

10.00-20.00

**Green Factor. Sustainable action and information**

*organised by Habitech, in collaboration with Trentino Sviluppo, Ceii, Manifattura Domani, CasaCittà Trento*

An exhibition and competition for examples of Trentino excellence. Knowledge and sustainable practices designed to encourage new models of environmentally-aware development. The public will vote on the most interesting proposals.

**Fondazione Galleria Civica spazio Trento Ship/Trento Link**

3 – 6 June

10.00 – 18.00

**Pyramids in movement**

*promoted by the Youth Policy Department of the Municipality of Trento*

Eight works of art designed to promote Trentino using a number of elements representative of the local area, realised by eight young Italian artists and eight young Trentino craftsmen, organised by Cittadellarte - Fondazione Pistoletto.

**Palazzo Geremia - Sala Falconetto**

3 June

10.00 - 12.00

**Seminar – Cross-fertilisation between art and production to develop innovation and promote Trentino**

*promoted by the Youth Policy Department of the Municipality of Trento*

Michelangelo Pistoletto, Alessandro Garofalo, Danilo Eccher and Pier Luigi Sacco exchange ideas on the role that art can have in developing innovation in the economic system. They will explore the most significant ways of exploiting and developing Pyramids in Movement as a tool for promoting Trentino, also on the basis of studies carried out by the students of MART>Mac Master of Art and Culture Management at TSM.

**cinema**

**Cinema Astra**

3 June

21.00



**Capitalism: A Love Story**

A film by Michael Moore. With Michael Moore, Thora Birch, William Black, Jimmy Carter, Elijah Cummings. USA 2009

4 June

21.00

**Up in the Air**

A film by Jason Reitman. With George Clooney, Vera Farmiga, Anna Kendrick, Jason Bateman, Danny McBride. USA 2009

5 June

21.00

**Public Enemies**

A film by Michael Mann. With Johnny Depp, Christian Bale, Marion Cotillard, Billy Crudup, Stephen Dorff. USA 2009

**Sala della Fondazione Caritro**

4 June

21.00

**Black Gold**

*organised by the Mandacarù cooperative*

A film by Marc Francis and Nick Francis, United Kingdom 2006. The film, in English with Italian subtitles, analyses the itinerary followed by the coffee market.

5 June

21.00

**The price of Sugar**

*organised by the Mandacarù cooperative*

A film by Bill Haney, USA 2007, which analyses the human cost behind the products which we consume.

**performances****Sala Filarmonica**

3 June

21.00

## **J. Futura Orchestra & Giovanni Sollima**

*organised by the Banca di Trento and Bolzano*

Conducted by Maurizio Dini Ciacci

The music of Mozart, Haydn and Giovanni Sollima, also involved as a composer with very personal reinterpretation of Luigi Boccherini, comes together in a spectacular concert in which past and present combine in a spirit of compositional excellence, with the inspirational interpretation of the J. Futura orchestra and the instrumental virtuosity of the Sicilian musician.

## **Teatro Cuminetti**

5 June

21.00

## **Non re-educable woman**

Written by Stefano Massini, directed by Silvano Piccardi, with Ottavia Piccolo

Autobiographical extracts and articles by Anna Politkovskaja, adapted for the theatre and presented in the form of an album of images. A roundup of experiences with a running commentary, to restore to the public the sense behind the journalist's choice to present the truth, looking into what lies behind events.

## THE SCIENTIFIC DIRECTOR

### TITO BOERI

Professor of Economics at the Bocconi University in Milan, Scientific Director of the Rodolfo Bebenedetti Foundation, founder of the site [www.lavoce.info](http://www.lavoce.info) and founding editor of [www.voxeu.org](http://www.voxeu.org). He is a research fellow at CEPR in London, IZA in Bonn and the Davidson Institute of the University of Michigan. He is a member of the board of the European Economic Association. He has been senior economist with OECD in Paris and acted as a consultant for the World Bank, the European Commission, the International Monetary Fund and the Italian government. He has published eleven books with Oxford University Press, MIT Press and Princeton University Press and is the author of various papers published in international scientific magazines. He is a leader writer for the "Repubblica". His most recent publications in Italian include: *La crisi non è uguale per tutti*, Rizzoli, 2009; *Un nuovo contratto per tutti*, con P.Garibaldi, Chiarelettere (2008); *Contro i giovani*, con V. Galasso, Mondadori (2007).

## SPEAKERS

### ISHER JUDGE AHLUWALIA

Chairperson of the Indian Council for Research on International Economic Relations (ICRIER), Judge Ahluwalia is a member of numerous Indian and international research institutes. She was Chairperson of the Board of Trustees of the International Food Policy Research Institute (IFPRI), Washington, D.C. and a member of the Eminent Persons Group (EPG) of the Asian Development Bank. She is currently Chair of the High Powered Expert Committee on Urban Infrastructure in India. She was awarded the Padma Bhushan Award by the President of India in the year 2009 for her services in the field of education and literature.

### LUCIA ANNUNZIATA

International politics columnist for Italian daily *La Stampa*, she hosts “In ½ h” for RAI 3, a 30 minute weekly TV programme featuring interviews with leading public figures and experts on politics, economics and culture. She was President of RAI Radio Televisione Italiana, before becoming Director of the press agency Ap.Biscom, the Italian news service of the Associated Press and Director of Tg3. She was daily *La Repubblica* correspondent for the USA, Central and Latin America and the Middle East, and Washington correspondent for *Corriere della Sera*.

She is a member of the Aspen Institute and Editor in Chief of the journal *Aspenia*. Her publications include *1977. L'ultima foto di famiglia*, Einaudi (2007); *La sinistra, l'America, la guerra*, Mondadori (2005).

### FRANCESCO ANTINUCCI

Director of Research at CNR's Institute of Cognitive Science and Technology, he lectured at Rome's *La Sapienza* University and was affiliated with the Department of Psychology of the University of California in Berkeley and the Xerox Palo Alto Research Center (PARC). His research focuses on the processing, communication and acquisition of knowledge linked to the use of new digital interactive technologies. His most recent publications include *Musei virtuali. Come non fare innovazione tecnologica*, Laterza (2007); *L'algorithmo al potere. Vita quotidiana ai tempi di Google*, Laterza (2009).

### ELENA ARGENTESI

A researcher at the Department of Economic Science at the University of Bologna, she holds a PhD in economics from the European University Institute in Florence and conducted research at the Institut d'Economie Industrielle in Toulouse. Her work focuses primarily on industrial economics and competition policy, with a special emphasis on empirical aspects. In the last few years she has also examined various issues in media economics. She has published articles in national and international scientific reviews including the *Rivista Italiana degli Economisti*, *German Economic Review* and *Journal of Applied Econometrics*.

### ANDREA BOITANI

Professor of Political Economics at the Sacred Heart Catholic University in Milan, he was a member of the technical commission on public expenditure at the Treasury, economic advisor to the Ministry of Transport, and a member of the commissions responsible for drafting the General Transport Plan (2001) and the National Logistics Plan (2005). His research centres on macroeconomics and the economics of regulation and transport. He has published articles in scientific reviews such as the *Journal of Post Keynesian Economics*, *European transport*, and *ItalianiEuropei*. He is editor of [www.lavoce.info](http://www.lavoce.info) and author of *Una nuova economia keynesiana* (with M. Damiani), Il Mulino (2003); *Macroeconomia*, Il Mulino (2008).

### MICHELE BOLDRIN

Professor at Washington University in St. Louis, he has lectured at the universities of Minnesota, Carlos III in Madrid, Northwestern, UCLA and Chicago. He is a fellow of the Econometric Society and research fellow of the CEPR. He was editor or associate editor of various international reviews, including: *Econometrica*, *Review of Economic Dynamics* and the *International Economic Review*. His studies deal with the theory of economic growth, technological progress and macroeconomics in general. He is the author of numerous scientific articles published in all the major international scientific reviews. His most recent books include *Human Capital, Trade and Financial Development in Rapidly Growing Economies: From Theory to Empirics* (with B. Chen and P. Wang), Kluwer Publ. (2004); *Against Intellectual Monopoly* (with D.K. Levine), Cambridge University Press (2008); *Tremonti Istruzioni per il disuso*, (with A. Bisin, S. Brusco, A. Moro and G. Zanella), l'Ancora del Mediterraneo (2010).

### ANDREA BRANDOLINI

An economist at the Bank of Italy's Structural Economic Analysis Department, he was a member of the Commission on Social Exclusion and chaired the ISTAT commission that revised the methodology for estimating absolute poverty. He is Chairman of the board of the International Association for Research in Income and Wealth (IARIW), member of the board of ECINEQ, a fellow of HDCA and CHILD, and a policy fellow of IZA. He is co-editor of the *Journal of Economic Inequality* and sits on the editorial committee of the *Review of Income and Wealth*. He received the Aldi J. M. Hagennars LIS Memorial Award. His research activity focuses primarily on the distribution of income and wealth, poverty and social exclusion. He has published articles in Italian and international scientific reviews and recently edited the books: *Povert  e benessere. Una geografia delle disuguaglianze in Italia* (with C. Saraceno), Il Mulino (2007) and *Dimensioni della disuguaglianza in Italia: povert , salute, abitazione*, (with C. Saraceno and A. Schizzerotto), il Mulino (2009).

### AGAR BRUGIAVINI

Professor of Political Economics at the C  Foscari University in Venice, she is associate researcher at the Institute for Fiscal Studies in London. She is a member of the Core Management Group of the EU SHARE pilot survey and co-editor of the journal *Research in Economics*. She was visiting scholar at the Northwestern University (USA) and co-editor of *Il Giornale degli Economisti e Annali di Economia*. She has published numerous articles in scientific reviews including the *American Economic Review*, *Quarterly Journal of Economics* and the *Journal of the European Economic Association*. She is editor of [www.lavoce.info](http://www.lavoce.info).

### SANDRO BRUSCO

Professor of Economics at the State University of New York at Stony Brook, associate editor of *The B.E. Journals of Theoretical Economics* and editor of the blog [www.noisefromamerika.org](http://www.noisefromamerika.org). His main interests centre around game theory and its applications, with particular reference to mechanism design. He has published numerous articles in scientific reviews, including: *Games and Economic Behavior*, *International Economic Review*, *Journal of Economic Theory* and the *Review of Economic Studies*. He is co-author of *Tremonti Istruzioni per il disuso*, l'Ancora del Mediterraneo (2010).

### ALFONSO CARAMAZZA

Director of Centro Mente/Cervello (CIMEC) at the University of Trento and Daniel and Amy Starch Professor of Psychology at the University of Harvard. He was Visiting Professor at the Scuola Superiore di Studi Avanzati (SISSA) in Trieste and Professor at Dartmouth College and The Johns Hopkins University. In 1989 he received the Javit Neuroscience Investigator Award and in 1996 the J.L. Signoret prize for the Biology of Cognition (Language). He was included in the list of the Most Highly Cited Scientists and awarded an honorary degree from the Université Catholique de Louvain (1993). In 2005 he was given the title of Honorary Professor by Beijing Normal University. His fields of interest are the neuroscience of cognitive processes and of language. He has published numerous articles in scientific journals including: *Cognitive Neuropsychology*, *Nature*, *Science*, *PNAS*, and *Neuron*.

### DAVID CARD

Professor of Economics and Director of the Center for Labor Economics at Berkeley, he is also Director of the Labor Studies Program at the National Bureau of Economic Research.

Before joining Berkeley's faculty of economics in 1997, he taught at the University of Chicago and Princeton University. He served as co-editor of *Econometrica* and the *American Economic Review*. His research interests include health policy, immigration, welfare reform, education, and wage determination. In 1995 he was awarded the American Economic Association's John Bates Clark prize for the most influential economist under the age of forty.

In 2005 he received the IZA Prize in Labor Economics. His publications include *Seeking a Premier Economy*, University Chicago Press for NBER (2004); *Myth and Measurement: The New Economics of the Minimum Wage*, Princeton University Press (1995).

### INNOCENZO CIPOLLETTA

Chairman of the Board of the University of Trento and of the Italian State Railway, he is a member of the Board of Directors of Indesit, Poltrona Frau, iGuzzini and Ceramiche Piemme. He is economic advisor to UBS Italia and formerly the Chairman of daily paper *Il Sole 24 Ore* and of the Italian apparel and textile group, Marzotto. He was Director-General of Confindustria from 1990 to 2000, prior to which he was in charge of its research centre. He was also technical secretary of ISCO. He lectured at the *La Sapienza* and LUISS Guido Carli universities of Rome, the Cesare Alfieri University in Florence and in the University of Reggio Calabria. His fields of interest are cyclical analysis, economic policy and company management. He is a leader writer for Italian daily *Il Sole 24 Ore*, the author of numerous scientific papers and contributor to various specialist magazines. He was awarded the honorary title of *Cavaliere di Gran Croce* by the President of the Italian Republic.

### ROBERTO COLANINNO

Chairman of Immsi, Chairman and Chief Executive Officer of the Piaggio Group and Chairman of Alitalia - Compagnia Aerea Italiana.

After his debut in FIAAM, where he became Chief Executive Officer, in 1981 he founded Sogefi. In 1996 he became Chief Executive Officer of Olivetti and later Chairman and Chief Executive Officer of Telecom Italia.

Since 2002 he has headed the Immsi Group, active in the real estate sector, which in 2003 acquired control of the Piaggio Group, the Rodriguez Cantieri Navali Group and the Aprilia Group.

In 2008 Immsi was one of the founder members of CAI - Compagnia Aerea Italiana.

Since 2005 he has sat on the Board of Confindustria. In 2001 he was awarded an honorary degree in Economics and Commerce by the University of Lecce.

### GIANCARLO CORSETTI

Holder of the Pierre Werner Chair at the European University Institute (Fiesole), he is Professor at the University of Roma III, associate researcher at CEPR and co-director of the International Macroeconomic Program. He is a member of the European Economic Advisory Group at CESifo and the Board of the Associazione Economica Europea, co-editor of the *Journal of International Economics* and *International Journal of Central Banking* and a member of the editorial committee of the *IMF Economic Review*, *International Finance* and *Applied Economics Quarterly*. His fields of interest are macroeconomics and international finance. He has published numerous articles in scientific reviews such as the *Journal of Monetary Economics* and *Review of Economic Studies*. He is the author of various chapters published in *International Dimension of Monetary Policy*, Chicago University Press (2007) and in *Designing the European Model*, Palgrave MacMillan (2009).

### TYLER COWEN

Professor of Economics and Director of the Mercatus Center at George Mason University, he is an economics writer for the New York Times and manages the very popular blog [www.marginalrevolution.com](http://www.marginalrevolution.com).

His areas of research include the economics of different cultures, economic cycles, welfare, public assets and the theory of market failure. He writes for numerous prestigious scientific magazines, including the *American Economic Review* and the *Journal of Political Economy*.

His works include *Creative Destruction: How Globalization is Changing the World's Cultures*, Princeton University Press (2004); *Good & Plenty: The Creative Successes of American Arts Funding*, Princeton University Press (2006); and, in Italian, *No crac. Scopri l'economista che è in te*, Cooper (2008); *Create Your Own Economy: The Path to Prosperity in a Disordered World*, Tantor Media (2009).

### CARLO D'ASARO BIONDO

Google's head of business in Southern and Eastern Europe, the Middle East and Africa. Italian, with a degree from the Bocconi University, he has lived in France for many years and has a strong background in the internet and publishing, acquired in his role as International CEO of Lagardere

Active, Chairman of AOL Europe, and thanks to a successful career in the consultancy company KPMG.

### MARCELLO DE CECCO

Professor of Financial and Monetary History at the Scuola Normale Superiore in Pisa, he lectured at the European University Institute in Florence, the London School of Economics and the Ecole Nationale d'Administration in Paris. He was professional fellow at the Royal Institute of International Affairs in London and fellow at the Institute for Advanced Study in Princeton. He held the Amadeo Giannini Chair at the University of California in Berkeley and was visiting fellow at the Hong Kong office of the Bank for International Settlements. In the course of his career, he has worked with numerous research bodies. His current areas of interest are theoretical and historical problems of the origins and functioning of markets. His most recent publications include *Le radici del futuro* (with G. Toniolo), Giunti Editore (2005); *Gli anni dell'incertezza*, Laterza (2007).

### RAFAEL M. DI TELLA

Joseph C. Wilson Professor at Harvard Business School where he teaches an elective course on Macroeconomics and Institutions. His areas of research include political economy, with a focus on institutional development, corruption and criminality. He has also worked on happiness and on the role of beliefs in development. His work has been published mainly in scientific journals including the *Journal of Political Economy*, the *American Economic Review* and the *Review of Economic Studies*.

### ILVO DIAMANTI

Professor of Political Science at the Carlo Bo University in Urbino and Director of the Laboratory of Political and Social Studies (LaPolis). He is a columnist with the newspaper *La Repubblica* and also writes for *Le Monde*. A member of the scientific and editorial committees of national and international scientific reviews and the scientific committee of the Società Italiana Studi Elettorali, he is currently President and Scientific Director of the Demos & Pi institute. He was Scientific Director of the Fondazione Nord Est and has written for *Il Sole 24 Ore*. He writes on autonomy and autonomist movements in Italy and Europe, territorial identity and citizenship in Europe, transformations of the political system and democracy, generations and change. His most recent publications include *Sillabario dei tempi tristi*, Feltrinelli (2009); *Mappe dall'Italia politica. Bianco, rosso, verde, azzurro...e tricolore*, Il Mulino (2009).

### PAOLA DUBINI

Professor of Business Administration and Director of the ASK (Art, Science and Knowledge) research centre at the Bocconi University. Her areas of research include business models in the information and communications sectors, economics of businesses operating in artistic, cultural and tourism sectors, entrepreneurialism, business administration and business strategy. She is the author of numerous books and articles in Italian and English, including: *Bilancio & gestione. Istruzioni per l'uso. Economia aziendale per non economisti*, Egea (2010); *Integrating Heritage Management and Tourism at Italian Cultural Destinations* (with M. De Carlo); *International Journal of Arts Management* (2010); *L'attrattività del sistema paese: attrazione d'investimenti e creazione di relazioni*, Il Sole 24 Ore (2007); *La valorizzazione delle destinazioni: cultura e turismo*, Egea (2008); *Voltare pagina. Economia e gestione strategica nel settore dell'editoria libraria*, Etas (2001).

### LAPPO FILISTRUCCHI



Researcher at the Department of Economic Science at the University of Florence and research fellow at the Department of Economics and at the CentER and TILEC research centres of the University of Tilburg.

He taught microeconomics and advanced industrial economics at the University of Florence, media economics and industrial economics at the University of Siena and competition policy and advanced empirical industrial economics at the University of Tilburg.

His areas of research include industrial economics, competition policy, regulation and media economics.

### ROBERTO FRANZOSI

Currently Professor of Sociology and Linguistics at Emory University, he taught at the University of Wisconsin, Oxford (fellow at Trinity College), and Reading University. He is the author of several books, including: *From words to numbers: Narrative, Data, and Social Science*, Cambridge University Press (2004); *Content Analysis*, Sage (2008); *Quantitative Narrative Analysis*, Sage (2010); *Trilogy of Rhetoric: Rhetorical Foundations of Social Science Quantitative Work* (with D. Dimitropoulou and S. Vicari), Cambridge University Press (2010). He has published several articles in scientific journals. He currently serves on the Board of the Centre for Mind, Brain and Culture and of European Studies at Emory University and of the Network of Italian Scholars Abroad (NISA).

### MILENA GABANELLI

A freelance journalist who works with RAI state television on investigative programmes. She is the author and host of *Report*. She was previously a war correspondent and has received numerous awards and prizes for her activities in journalism and television, such as the Max David Prize for special correspondents, the Saint-Vincent, È giornalismo, Barzini, Premiolo and Premio Flaiano. Her publications include *Le inchieste di Report*, Rizzoli (2005); *Cara politica. Come abbiamo toccato il fondo*, Rizzoli (2007); *Ecofollie. Per uno sviluppo (in)sostenibile*, Rizzoli (2009).

### MARCO GAMBARO

Professor at the Department of Business Administration and Statistical Science at the State University of Milan, where he lectures in Economics of Communication. He is Chairman of Simmaco, a consultancy and economic research company, and worked as a consultant with various research centres and scientific reviews. He lectured at the IULM University in Milan, the University of Trento and the University of Parma. His research focuses on competition, the structure of markets and antitrust in the media and telecommunications industries. His publications include: *Economia dell'informazione e della comunicazione*, Laterza (2003); *Consumo e Difesa dei consumatori – Un'analisi economica*, Laterza (1995).

### DIEGO GAMBETTA

Professor of Sociology and official fellow at Nuffield College, University of Oxford, in 2000 he was elected fellow of the British Academy. He was Visiting Professor at the University of Chicago, at Columbia University, Stanford University, the Collège de France and Sciences Po in Paris. His research focuses on trust, mafia organizations, signalling theory and its applications, and, more recently, violent extremism. He has published articles in various scientific and literary reviews, including *The Boston Review* and *The Nation*. His publications include *La mafia siciliana. Un'industria della protezione privata*, Einaudi (1992); *Making sense of suicide missions*, Oxford University Press (2006); *Codes of the Underworld. How Criminals Communicate*, Princeton University Press (2009).

### ENRICO GIOVANNINI

President of ISTAT since 4 August 2009.

From January 2001 to July 2009 he was Chief Statistician and Director of the Statistics Directorate of the Organisation for Economic Cooperation and Development (OECD) in Paris, where he designed and implemented a comprehensive reform of the organization's statistical system, founded the World Forum on Statistics Knowledge and Politics, and launched the Global Project on the Measurement of Progress in Society.

Since 2002, he has been Professor of Economic Statistics at the Faculty of Economics of the University of Rome *Tor Vergata*.

He is a member of the International Commission on Measurement of Economic Performance and Social Progress established by the French President, Nikolas Sarkozy, and President of the Global Council on "Benchmarking Progress in Societies" established by the World Economic Forum.

### WERNER GÜTH

Director of the Strategic Interaction Group at the Max Planck Institute of Economics (Jena), he was Professor at the University of Cologne, Frankfurt (Main) and the Humboldt-University of Berlin. His main research topics are game theory, experimental economics and microeconomics. He writes for numerous prestigious scientific reviews including the *Journal of Economic Psychology*, the *Journal of Economic Behavior and Organization*, and the *European Journal of Political Economy*.

He is the author of *Strategische Spiele. Eine Einführung in die Spieltheorie* (with S. Berninghaus and K. Erhardt), Springer-Verlag (2001).

More recently, he published *(Un)Bounded Rationality in Decision Making and Game Theory – Back to Square One?* (with H. Kliemt) *Games* 1 (2010), and *On the evolution of professional consulting*, forthcoming in a special issue of the *Journal of Economic Behavior and Organization* (with T. Gehrig, R. Levínský and V. Popova).

### RICCARDO IACONA

Assistant cinema and television director from 1980 to 1987, before moving to RAI television, first for Andrea Barbato's *Scenario and Duello* (programmes supervised and commissioned by Nino Criscenti), then, following an encounter with Michele Santoro, for *Samarcanda, Il rosso e il nero* and *Temporeale*. In 1996 he left the RAI to follow Santoro to ItaliaUno: together with Ruotolo and Formigli he is the author of the programmes *Moby Dick* and *Moby's*. In 1999 he returned to the RAI, again with Michele Santoro, to work on *Circus* and *Sciuscià*. From 2004 he wrote and directed the series *Italiani* for RAI 3, together with *W gli Sposi*, *W il Mercato*, and *W la Ricerca*. Since August 2005 he has compiled reports

for *W l'Italia: Case!, Ospedali!, Tribunali!* and the second series in 2007 entitled *Pane e politica*. From June to September 2007 he worked on 11 live episodes of *W l'Italia diretta*. On 19 and 26 September 2008 two international reports on Kosovo and Afghanistan entitled *The infinite War* were broadcast on RAI 3 at prime time.

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Professor of entrepreneurship at MIT Sloan School of Management, he is senior fellow at the Peterson Institute for International Economics in Washington, D.C., a co-founder of the website *BaselineScenario.com*, a member of the US Congressional Budget Office's Panel of Economic Advisers, and a co-director of the NBER Africa Project. His research focuses on economic and financial crises. He writes for numerous prestigious scientific reviews, including: *The Atlantic*, *The New Republic*, *BusinessWeek*, *Bloomberg* and *The Financial Times*. He is the co-author of *13 Bankers: The Wall Street Takeover and the Next Financial Meltdown* (with J. Kwak), Pantheon (2010).

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Writer and columnist on politics and foreign affairs, he is currently Chair of the Board of the visual arts project Turner Contemporary. He was Political Editor and Editor of the *New Statesman*. In 2002 he won the Foreign Press Association award for Film of the Year and Journalist of the Year. He was the British Society of Magazine Editors *Current Affairs Editor of the Year* in 2006. In 2008 he was appointed Chief Executive of Index on Censorship.

He is the author of: *Blair's wars*, Simon & Schuster (2003); *Freedom for sale. Come siamo diventati più ricchi e meno liberi*, Laterza (2010).

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Professor Emeritus of Economics at the University of Aix-Marseille III and at the Ecole des Hautes Etudes en Sciences Sociales. He was elected a fellow of the Econometric Society, awarded the Humboldt Prize, and made a Chevalier de L'Ordre des Palmes Academiques. His research has recently focused on the relationship between individual and collective economic behaviour.

He has worked on general equilibrium theory, international commerce, game theory and mathematics, information, welfare and public decision-making economics. He has published 150 articles in scientific journals. He is the author of two books and has one forthcoming with Routledge this summer entitled *Complex Economics: Individual and Collective Rationality*. He is Member of the Institute for Advanced Study in Princeton.

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Professor of Economics and Public Policy at Brown University and a researcher at the National Bureau of Economic Research (NBER). He was visiting scholar at the Federal Reserve Bank of Boston and visiting assistant professor of economics at Yale University. He is co-editor of the *Journal of Public Economics* and an editorial member of the *American Economic Journal: Economic Policy*. He writes for numerous prestigious scientific reviews, including *American Economic Review*, *Quarterly Journal of Economics*, *Journal of Public Economics*, *Review of Economics and Statistics*, and *Economic Journal*.

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Professor of Monetary Economics from 1994 to 2008 and currently Professor Emeritus at the University of Trento. Previously he was Professor and Chairman of the Department of Economics at UCLA and Director of the Center for Computable Economics. He is an overseas fellow of Churchill College, Cambridge and has been awarded honorary degrees by Lund University and the University of Nice. His studies focus on macroeconomics, monetary theory and European economic history. In addition to several books and numerous articles in international scientific journals, he is the author of two books available in Italian translation: *Economia Keynesiana e l'economia di Keynes*, UTET 1976, and *Informazione, coordinamento e instabilità macroeconomica*, (edited by Elisabetta de Antoni), Laterza (2004).

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Malkin Professor of Public Policy at Harvard, and Visiting Professor and Director of the Graduate Programme in Social Change, University of Manchester (UK). He is a member of the National



Academy of Sciences, the British Academy, the American Philosophical Society, and the American Academy of Arts and Sciences, and former president of the American Political Science Association. He was the 2006 recipient of the Skytte Prize, the most prestigious international award for scholarly achievement in political science. The London *Sunday Times* called him “the most influential academic in the world today.”

He has written a dozen books, translated into twenty languages, including *Capitale sociale e individualismo. Crisi e rinascita della cultura civica in America*, Il Mulino (2004) and *La tradizione civica nelle regioni italiane* (with R. Leopardi e R.Y. Nanetti), Mondadori (1994). His *Making Democracy Work*, Academic Internet Publishers Incorporated (1994), was praised by the *Economist* as "a great work of social science, worthy to rank alongside de Tocqueville, Pareto and Weber." Both *Making Democracy Work* and *Capitale sociale e individualismo* rank among the most cited publications in the social sciences worldwide in the last half century.

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Professor at the Toulouse School of Economics, he is a Member of the Conseil d'Analyse Économique of the Prime Minister of France. He was Director of the Labour Economics Programme at CEPR, Professor at the Paris School of Economics, a research fellow at IZA in Bonn and at CES in Munich, and a fellow of the European Economic Association.

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### STEVE SCHERER

Bloomberg journalist

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Professor of Economics at the Toulouse School of Economics and a research fellow of CEPR. He was managing editor of *Economic Policy* and Chair of the Scientific Council at the Brussels think-tank BRUEGEL. He was Professor at the University of Cambridge. He researches microeconomic theory, the theory of organizations, industrial and competition policy, development and transition economics, and very long run economic history. He has published in several international scientific journals and writes a regular column in *Le Monde*.

His books include *In compagnia degli estranei. Una storia naturale della vita economica*, Italian Edition, Codice Edizioni (2005). This book was shortlisted for the British Academy Book Prize 2005 and will appear in a second English edition in May 2010 with a special chapter examining the causes of the financial crisis. He also edited *The Economic Regulation of Broadcasting Markets*, Cambridge University Press (2007). His book *Locking Horns: The Biology and Economics of the Sex War* will be published by Princeton University Press in 2011.

### VERNON L. SMITH

Professor at Chapman University, he is a researcher and member of the Economic Science Institute at Chapman, a fellow of the Econometric Society, and member of editorial committees for the *Cato Journal*, *Journal of Economic Behaviour and Organization*, *Economic Theory* and *Journal of Economic Methodology*. Member of the Academic Advisory Council of the Institute of Economic Affairs (London) and the management committee of the Political Economy Research Center. In 2002 he was awarded the Nobel Prize for Economics. He deals with experimental economics, industrial economics, property rights economics and neuroeconomics. He has published articles in journals such as *The Independent Review* and *Journal of Psychology and Financial Markets*. He is co-author of the

*Handbook of Experimental Economics Results*, North-Holland (2008) and author of *La razionalità nell'economia. Fra teoria e analisi sperimentali*, IBL (2010).

### GIAN ANTONIO STELLA

A journalist and writer, he is columnist and correspondent for daily *Il Corriere della Sera*. He has won numerous prizes, including the *È giornalismo*, *Barzini*, *Ischia* and *Saint Vincent* prizes for journalism. His areas of interest centre on political issues, news reports and lifestyle. He has published numerous books, including, with S. Rizzo – *La Casta*, Rizzoli (2007), *La deriva. Perché l'Italia rischia il naufragio*, Rizzoli (2008), *Carminè Pascià (che nacque buttero e morì beduino)*, Rizzoli (2008), *Negri, froci, giudei & Co. L'eterna guerra contro l'altro*, Rizzoli (2009).

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Professor of International Journalism at Columbia University, he has written for various newspapers and international magazines including *La Repubblica*, the *New York Times*, *New Yorker* magazine and *The Atlantic Monthly* and he was correspondent for *U.S. News & World Report*, *The Boston Globe* and the *Globe and Mail* in Toronto. He has received the *Los Angeles Times Book Award*, the *San Francisco Chronicle Critics Choice Award* and the *Alicia Patterson Foundation Award* for journalism. His research interests centre on political issues, Italian society and in particular on issues relating to the Mafia. His most recent publications include *Citizen Berlusconi. Vita e imprese*, Garzanti (2006), *Nella terra degli infedeli. Mafia e politica*, Garzanti (2007).

### DAVID STRÖMBERG

Professor at the Institute for International Economic Studies, Stockholm University and Research Affiliate at CEPR. He worked for the Econometric Society Program Committee and the European Economic Association Program Committee. His areas of research include public economics and political economy. His papers were published in several scientific reviews including the *Review of Economic Studies*, *Quarterly Journal of Economics*; *Journal of Economic Perspectives*, *American Economic Review*. His books include *Political Economics, Explaining Economic Policy* (with I. Brocas, M. Castanheira, R. Razin), MIT Press (2000).

### JIGMI Y. THINLEY

Lyonchhen Jigmi Y. Thinley is the first democratically elected Prime Minister of Bhutan (March 2008).

Prior to the introduction of democracy in Bhutan, he served the previous government in various important capacities, including as the Minister for Foreign Affairs and the Minister for Home and Cultural Affairs.

He graduated from St. Stephen's College of Delhi University and went on to obtain a Masters degree in Public Administration from Pennsylvania State University.

He is a strong advocate of the philosophy of Gross National Happiness, which is an alternative development model conceived by the Fourth King of Bhutan.

He is presently the Chairman of the National Environment Commission and of the Ugyen Wangchuck Institute of Conservation and Environment (UWICE). He is also an International Counsellor for the Asia Society, New York; member of the SNV International Advisory Board, and the President of Maha Bodhi Society of India.



Amongst the various awards received, he was conferred the *Distinguished Alumni Award* by Pennsylvania State University and the *HR Strategic and Iconic Leader Award* at the World HRD Congress 2010 in Mumbai.

#### PHILIPPE VISSEYRIAS

Italian correspondent for *France Télévision*.

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American journalist, essayist and author, he is currently columnist for Vanity Fair. He is the founder of news aggregator *newser.com*. He was a columnist for New York magazine and two-time National Magazine Award winner. His interests focus on media, the media industry and politics. His books include *Burn Rate: How I survived the Gold Rush Years on the Internet*, Simon & Schuster (1998); *Autumn of the Moguls*, HarperPerennial (2004); *The Man Who Owns the News. Inside the secret world of Rupert Murdoch*, Broadway (2008).

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President of Movimento Difesa del Cittadino

**WALTER AUGUST LORENZ**

Rector of the Libera Università in Bolzano

**MATTEO BRUNO LUNELLI**

Vice Presidente di Cantine Ferrari

**LUCIA MAGI**

Journalist with “El Pais” and “Job 24”

**ALBERTO MAJOCCHI**

President of ISAE – Istituto di Studi and Analisi Economica

**MARIO MARANGONI**

President of the Banca di Trento e Bolzano and the Marangoni Group

**MICHEL MARTONE**

Full Professor of Employment Law at the LUISS

**MASSIMO MASCINI**

Editor of Il Diario del Lavoro

**ANNA MASERA**

Journalist with “La Stampa”

**ARMANDO MASSARENTI**

Epistemologist, responsible for the science and philosophy page of the culture supplement of “Il Sole 24 Ore Domenica”

**VITTORIO MELONI**

General Manager of External Relations for Intesa Sanpaolo

**ALBERTO MINGARDI**

Director of the Istituto Bruno Leoni

**LUIGI MITTONE**

Full Professor of Political Economics at the University of Trento

**WALTER MOLINO**

Freelance journalist, writes for “Il Sole24Ore”

**MIGUEL MORA**

Correspondent for “El Pais”

**MARCO MORELLI**

Director General of Intesa Sanpaolo

**ANDREA MORO**

Professor of Economics at Vanderbilt University

**EUGENIO MORPURGO**

Fineurop Seditic

**MATTEO MOTTERLINI**

Professor of Logic and the Philosophy of Science at Vita-Salute San Raffaele University in Milan

**MASSIMO MUCCHETTI**

Journalist with Corriere della Sera

**MICHELA MURGIA**

Italian writer and blogger

**TONI MUZI FALCONI**

Professor of Global Relations and Intercultural Communication at New York University and Public Relations at LUMSA in Rome

**ALBERTO NEGRI**

Correspondent for “Il Sole24Ore”

**GIUSEPPE NICOLETTI**

Head of the Structural Policy Analysis Division of OECD

**MARCO PANARA**

Journalist with the “Repubblica”

**NUNZIA PENELOPE**

Freelance journalist, writes for “Il Foglio”

**ALESSANDRA PERRAZZELLI**



International Regulatory and Antitrust Affairs Manager at Intesa Sanpaolo and member of the management board of ValoreD

**DINO PESOLE**

Journalist with “Il Sole 24 Ore”

**MARIA PIERDICCHI**

Standard&Poor’s

**TOBIAS PILLER**

Correspondent with “Frankfurter Allgemeine Zeitung”

**ROBERT PYNDICK**

Bank of Tokyo-Mitsubishi, Professor of Economics and Finance, Sloan School of Management, MIT

**PAOLO PINOTTI**

Researcher at the research centre of the Bank of Italy. Writes for “lavoce.info”

**FRANCO PITTAU**

Coordinator of Dossier Statistico Immigrazione, Caritas/Migrantes

**ALESSANDRO PLATEROTI**

Deputy Editor of “Sole 24 Ore”

**MATTEO PLONER**

Researcher in Political Economics at the University of Trento

**RUFUS POLLOCK**

Economist, Professor at the University of Cambridge, since October 2007 Mead Research Fellow in Economics at Emanuel College

**PAOLA PROFETA**

Professor of Finance at the Bocconi University in Milan

**FEDERICO RAMPINI**

Writer and Journalist with “la Repubblica”

**ANTONELLA RAMPINO**

Journalist with “La Stampa”

**EMANUELA RINALDI**

Università Cattolica in Milan

**GIANNI RIOTTA**

Editor of “Il Sole 24 Ore”

**SERGIO RISTUCCIA**

President of Consiglio Italiano per le Scienze Sociali

**GIOVANNI RIZZI**

Notary in Vicenza

**THOMAS ROSENTHAL**

Manager of the Centro Studi per l'Impresa della Fondazione Italia Cina

**ALESSANDRO ROSINA**

Professor of Demography at the Università Cattolica in Milan

**SALVATORE ROSSI**

Director of economic research and international relations for the Bank of Italy

**MARIA ROSARIA RUSSO VALENTINI**

Lawyer

**LINDA LAURA SABBADINI**

General Manager of ISTAT, responsible for surveys on living conditions and the quality of life

**STEFANO SALIS**

Journalist with "Il Sole 24 Ore"

**MICHELE SALVATI**

Professor of Political Economics at the Università Statale in Milan

**ENRICO SALVETTA**

Finance Manager for Cassa Centrale Banca

**GIANPAOLO SALVINI**

Editor of "La civiltà cattolica"

**ALESSANDRA SARDONI**

Journalist with LA7

**FABIO SATTIN**

Bocconi University and President and founder member of Private Equity Partners SGR Spa

**TIZIANO SCARPA**

Novelist and playwright

**SIMONE SCELSA**

Lawyer

**BEPPE SEVERGNINI**

Journalist and writer

**CLAUDIO SICILIOTTI**

President of DCEC national board

**MASSIMO SIDERI**

Journalist with "Corriere della Sera"

**FRANCESCO SILVA**

Bicocca University in Milan

**LUCA SOFRI**

Journalist and blogger

**KAROLY ATTILA SOOS**

Senior Researcher, Hungarian Academy of Science. Formerly a member of the Hungarian Parliament and Secretary of State

**RENATO SORU**

Businessman and politician, founder of Tiscali, formerly President of the Sardinia Region

**RICCARDO STAGLIANÒ**

Journalist with “Repubblica”

**LORENZO STANCA**

GEI – Gruppo Economisti di Impresa

**MARIA LUCIA STEFANI**

Economist at the centre for economic research of the Bank of Italy, Trento branch

**LAURA STRADA**

Chief Editor for RAI in Trento

**FABIO TAMBURINI**

Editor of “Il Sole24Ore Radiocor”

**IRENE TINAGLI**

Professor of Business Economics at the Carlos III University in Madrid and author of the volume *Talento da svendere*, Einaudi, 2008

**KARLHEINZ TÖCHTERLE**

Rector of the University of Innsbruck

**TIZIANO TREU**

PD senator

**GIULIO TRIGILIA**

Collegio Carlo Alberto di Torino

**NICHI VENDOLA**

Governor of the Puglia region

**PIETRO VERONESE**

Journalist with “la Repubblica”

**GIOVANNI VETRITTO**

Executive with the Prime Minister's Office, Professor at the University of Roma Tre

**ALESSANDRA VISCOVI**

Director General of Etica sgr

**FRANK PAUL WEBER**

Italian correspondent of “La Tribune”

**AVIVAH WITTENBERG-COX**

Chief Executive Officer of 20-First

**STEFANO ZAMAGNI**

Full Professor of Political Economics at the University of Bologna and President of Agenzia per le Onlus

**GIULIO ZANELLA**

Professor of Economics at the University of Bologna

**LUIGI ZINGALES**

Professor of Entrepreneurship and Finance at the Graduate School of Business of the University of Chicago

## A CLIMATE-FRIENDLY FESTIVAL OF ECONOMICS

Protection of the climate and the environment is an issue which has a great deal to do with economics.

Protecting and respecting our ecosystem means adopting practices which are not only sustainable, but also increasingly have economic repercussions: indeed sustainability makes economic sense! Saving energy, for example, means saving natural but also financial resources.

The climate changes underway at the moment, analysed and recognised by the main international research bodies, have strong repercussions on the productive and economic system, as well as on the environment. Hence once again this year the Festival is responding to the appeal for environmental sustainability by becoming “climate-friendly”.

Analysis of the 2008 and 2009 Festivals highlighted the main sources of CO2 emissions. On the basis of this research some good practice has been identified which will allow the 2010 Festival of Economics and all its participants to be fully entitled to call themselves "friends of the climate"

- The energy used for the Festival of Economics is produced by renewable sources certified by RECS - Renewable Energy Certificate System.
- This programme provides instructions for moving around using public transport, on foot or by bicycle. Furthermore, at the Festival site information is available about how to get to the Festival in a sustainable manner.
- At the bike stop in Piazza Fiera bicycles are available free of charge to those attending the Festival, allowing them to move around the city.
- Paper has been reduced to a minimum by encouraging the use of USB media and material present on the web.
- All our printed material (including this programme) is certified by FSC - Forest Stewardship Council. This guarantees that the paper contains wood coming from forests managed correctly and responsibly according to strict environmental, social and economic standards.
- The Festival gadgets (such as bags, hats and T-shirts) have been produced using fair trade criteria designed to combat exploitation and poverty. Furthermore the T-shirts with the squirrel have been personalised using natural dyes.
- The map at the end of the programme shows all the drinking fountains in Trento: the city's water is fresh and of excellent quality.
- The Festival administration makes use only of glass tableware and wholesome local products; thus traffic pollution is avoided or reduced to a minimum.
- A differentiated waste collection service has been organised in the squares used for the Festival of Economics.

This project has been promoted by the Autonomous Province of Trento – Public Works, Environment and Transport Department and by the Environmental Evaluation Department, in the context of provincial initiatives to safeguard the climate.

## useful information

### accommodation

## FESTIVAL SPECIAL

Organised by the Tourist Office for Trento, Monte Bondone and the Valle dei Laghi

### For information:

[www.ap.trento.it](http://www.ap.trento.it)

[informazioni@ap.trento.it](mailto:informazioni@ap.trento.it)

tel. +39 0461.216000 - fax +39 0461.216060

## SHORT HOLIDAY COINCIDING WITH THE “FESTIVAL OF ECONOMICS”

The Festival of Economics offers an opportunity to get to know Trento and the surrounding area.

**Period: from 2 to 6 June**

**4 days/3 nights starting from 186.00 Euro**

This includes:

- 3 nights in farm guesthouse, B&B or hotel with overnight accommodation and breakfast (price per person in double room);
- Saturday morning: guided visit to Buonconsiglio Castle;
- Saturday afternoon: guided visit to the renaissance historic centre of Trento, the city of the ecumenical council;
- tasting of Trentino products at Palazzo Roccabruna, Casa dei Prodotti Trentini, and toast with Spumante Trento DOC;
- dinner in a restaurant belonging to the "Osteria Tipica Trentina" club;
- 48 hour Trento Card.

For information and bookings:

Azienda per il Turismo Trento, Monte Bondone, Valle dei Laghi

[www.ap.trento.it](http://www.ap.trento.it)

[informazioni@ap.trento.it](mailto:informazioni@ap.trento.it)

tel. +39 0461.216000 - fax +39 0461.216060

## GUIDED VISITS

Every Saturday the Tourist Office for Trento, Monte Bondone and the Valle dei Laghi organises guided visits to Buonconsiglio Castle and the historic centre.

10.00 assembly at the Tourist Office in Via Mancini, 2: guided visit to Buonconsiglio Castle. The cost is 4 Euro (plus entry to the castle: 4 Euro – special price for APT groups); the visit and entry are free for holders of the Trento Card.

15.00 assembly at the Tourist Office in Via Mancini, 2: guided visit to the historic centre. The cost is 4 Euro; the visit is free for holders of the Trento Card.

info: [www.ap.trento.it](http://www.ap.trento.it) - [informazioni@ap.trento.it](mailto:informazioni@ap.trento.it) - tel: 0461.216000

## finding out about the city

For tourist information on Trento and the surrounding area the reference point is the Tourist Office for Trento, Monte Bondone and the Valle dei Laghi, Trentino Tourist Office in Via Mancini 2, open every day from 9.00 to 19.00  
tel. 0461.216000, [www.ap.trento.it](http://www.ap.trento.it), [informazioni@ap.trento.it](mailto:informazioni@ap.trento.it)

## How to get to Trento

By car: from the A22 Brennero motorway, exit at Trento Centro (around 90 km from Verona nord and 58 km from Bolzano), taking the SS n. 12 Abetone-Brennero road along the Adige valley. If you are coming from Padova, Bassano or Belluno take the SS n. 47 Valsugana road (superstrada), whereas if you are arriving from the Lombardia side of Lake Garda you can take the SS n. 45bis Gardesana occidentale road.

For information about roads and traffic: call freephone number 800.994411, organised by the Autonomous Province of Trento.

By train: Trento is on the Verona-Brennero-Munich line. EC, IC, Eurostar and Interregionali trains to/from Verona and Bolzano stop at the station.

Direct link to Venice-Mestre via Valsugana-Bassano del Grappa-Castelfranco Veneto.

By plane – the nearest airports are: Bolzano (60 km), Verona (97 km), Treviso (140 km), Brescia-Montichiari (160 km), Venice (173 km), Milan Linate (223 km), Milan Malpensa (250 km), Bologna (220 km), Innsbruck (177 km).

## How to get about by car in Trento

The most central area of the city is a limited traffic zone, where vehicles may not circulate from 00.00 to 24.00 either during the week or on Sundays and public holidays. In the city, car parking spaces which you have to pay to use are delimited by blue lines, payment being required from 8.00 to 19.30 from Monday to Saturday.

### Parking

Coaches:

Availability of parking: Via Petrarca, Via Sanseverino, Via Monte Baldo.

Set down areas to allow passengers to get on/off: in Lung'Adige Monte Grappa and Via Bernardo Clesio, in the square of the former Zuffo area, close to the bus stop for the shuttle service to the centre, for which there is a charge.

For further information contact: Polizia Municipale di Trento, tel. 0461.889111.

Camper vans:

SQUARE IN FORMER ZUFFO AREA at the Trento Centro motorway exit: 19 places, parking and camper service available for a charge

VIA SOLTERI: 10 camper van spaces

PIAZZALE SANSEVERINO: 5 spaces with the possibility of remaining for a maximum of 48 hours.

Cars:

the square of the former Zuffo area at the Trento Centro motorway exit; Monte Baldo car park at the crossroads of Via Monte Baldo and Via Sanseverino; Ghiaie car park c/o PalaTrento in Via Fersina; Piazzale Sanseverino; former SIT area in Via Canestrini.

The former Zuffo – Monte Baldo – Ghiaie (c/o PalaTrento) car parks are linked to the city by the following public transport services.

The Zuffo car park is linked to the city by public transport (car park shuttle and line 2) running every 10 minutes at peak time and every 15 minutes off-peak; the Monte Baldo car park is served by the car park shuttle service, running every 10 minutes at peak time and the PalaTrento car park (line A and car park shuttle) is linked to the city centre by a service running every 15 minutes.

The car parks have machines with automatic ticket dispensers for this service; the ticket must be punched once on board.

#### **Covered fee-charging car parks:**

Autosilo Buonconsiglio, Via Petrarca 1/5 (open 6.00 - 24.00);

Car park in Piazza Fiera (open 0.00-24.00);

Parcheggio Duomo, Piazza Mosna (open 7.00 - 20.30 from Mon. to Sat.);

Centro Europa (open 7.00-20.30 from Mon. to Sat.);

Autorimessa Europa, Via Roggia Grande 16 (open 7.30-20.00 from Mon. to Fri., 7.45-12.45 Sat.),

Parcheggio Trento Fiere, via Bomporto (open 7.00-20.00 from Mon. to Fri.).

#### **Trento without barriers**

Bus lines A, 2, 3, 4, 7, 8, 11, 12, 13, 15 and 17 are equipped to carry disabled people. The Handicap help desk managed by the Handicrea cooperative in Via S. Martino 46 (tel. 0461.239396), open from 9.00 to 12.00 and from 13.30 to 17.00 from Monday to Friday, provides information about services for disabled people, accommodation in tourist facilities and leisure time.

#### **Trento-Sardagna cableway**

Operational from 7.00 to 22.30 with services every 15 minutes at peak times (7.00-9.00, 11.30-14.30 and 17.00-20.30) and every 30 minutes at other times.

#### **Useful numbers**

Medical emergencies: 118

Out-of-hours chemists: <http://www.farmacietrentino.it/01/turni.htm>

S. Chiara Hospital: tel. 0461.903111

Out-of-hours medical service: tel. 0461.915809

Municipal police: tel. 0461.889111

Police station: tel. 0461.899511

Carabinieri 112 - 0461.202000



## the Festival bookshops

Libreria Ancora Srl  
via S. Croce, 35  
tel. 0461.274444

Libreria Cartoleria Benigni  
via Belenzani, 51  
tel. 0461.980293

Libreria Einaudi Electa  
piazza Mostra, 8  
tel. 0461.239838

Libreria Giuffrè  
via Androna Il Borgonuovo, 17  
tel. 0461.981039

Libreria Il Papiro. Libri & Caffè  
via Galilei, 5  
tel. 0461.1865232

Libreria Il Papiro  
via Grazioli, 37  
tel. 0461.236671

Libreria Scala  
Via Roggia Grande, 26  
tel. 0461.980546

Libreria Ubik  
corso 3 Novembre, 10/12  
tel. 0461.263026

Libreria Universitaria di Librerie Trentine  
via Travai, 28  
tel. 0461.230440

Libreria Universitaria Drake  
via Verdi, 7/A  
tel. 0461.233336

La Viaggeria  
via S. Vigilio, 20  
tel. 0461.233337

Studio bibliografico Adige  
Via Travai, 22  
tel. 0461.262002

## museums in the city

Castello del Buonconsiglio  
Monumenti e collezioni provinciali  
Via Bernardo Clesio, 5 - TRENTO  
tel. 0461.233770  
[www.buonconsiglio.it](http://www.buonconsiglio.it)

Museo Diocesano Tridentino  
e Basilica Paleocristiana (Trento Diocesan Museum and Early Christian Basilica)  
Piazza Duomo, 18 - TRENTO  
tel. 0461.234419  
[www.museodiocesanotridentino.it](http://www.museodiocesanotridentino.it)

Palazzo delle Albere  
Museo di Arte Moderna  
e Contemporanea  
di Trento e Rovereto (Museum of Modern and Contemporary Art of Trento and Rovereto)  
Via R. da Sanseverino, 45 - TRENTO  
tel. 800 397760 – 0461.234860  
[www.mart.tn.it](http://www.mart.tn.it)

Museo Tridentino  
di Scienze Naturali (Trento Natural Science Museum)  
Via Calepina, 14 - TRENTO  
tel. 0461.270311  
[www.mtsn.tn.it](http://www.mtsn.tn.it)

Spazio Archeologico Sotterraneo del  
SASS (SASS Underground Archaeological Space)  
Piazza C. Battisti - TRENTO  
tel. 0461.230171  
[www.trentinocultura.net/archeologia.asp](http://www.trentinocultura.net/archeologia.asp)

Fondazione Galleria Civica - Centro di Ricerca sulla Contemporaneità di Trento  
(Civic Gallery Foundation – Trento Contemporary Research Centre)  
Via Cavour, 19 – TRENTO  
Spazio Trento Ship/Trento Link, via Belenzani, 46 - TRENTO  
tel. 0461.985511  
[www.fondazionegalleriacivica.tn.it](http://www.fondazionegalleriacivica.tn.it)

Fondazione Museo Storico del Trentino  
Via Torre d'Augusto, 35-41 - TRENTO  
tel. 0461.230482  
[www.museostorico.it](http://www.museostorico.it)

Le Gallerie  
Piazza di Piedicastello – TRENTO

tel. 0461.230482  
www.museostorico.it

Museo dell'Aeronautica "Gianni Caproni" (Aeronautical Museum)  
Via Lidorno, 3 - TRENTO  
tel. 0461.944888  
www.museocaproni.it

Museo Storico delle Truppe Alpine (Alpine Troops History Museum)  
Doss Trento - TRENTO  
tel. 0461.827248  
www.esercito.difesa.it

Giardino botanico alpino e Terrazza delle stele (alpine botanical gardens and star-gazing terrace)  
Località Viotte di Monte Bondone - TRENTO  
tel. 0461.948050  
www.mtsn.tn.it

Museo del Rame (Copper Museum)  
Via Val Gola, 22 - Ravina  
Tel. 0461.923330  
www.navarinirame.com

Museo degli Usi e Costumi della Gente Trentina (Trentino Customs and Traditions Museum)  
Via Mach, 2 – San Michele all'Adige (Trento)  
tel. 0461.650314 e 650556  
www.museosanmichele.it

### where to eat in the city

For information about restaurant opening during the period of the Festival of Economics:

Ufficio Informazioni di Trento  
Azienda per il Turismo Trento, Monte Bondone, Valle dei Laghi  
Via Mancini, 2 – 38100 Trento  
Tel. +39 0461.216000 / fax +39 0461.216060  
informazioni@apt.trento.it  
www.apt.trento.it

### typical restaurants in Trento

Aerhotel Bar Ristorante Barone Rosso  
Via Lidorno 3 - Mattarello - Trento  
tel. 0461.944999

Al Vò  
Vicolo del Vò 11 - Trento  
tel. 0461.985374

Antica Trattoria Al Volt  
Via S. Croce 16 - Trento  
tel. 0461.983776

Antica Trattoria Due Mori  
Via S. Marco 11 - Trento  
tel. 0461.984251

Green Tower  
P.zza S. Pellico 12 - Trento  
tel. 0461.231545

Hotel Vela  
Via SS. Cosma e Damiano 21 - Vela -Trento  
tel. 0461.827200

Old Bar & Food  
Via Roggia Grande 4 - Trento  
tel. 0461.263263

Osteria A Le due spade  
Via Don Rizzi 11 - Trento  
tel. 0461.234343

Relais Villa Madruzzo  
Via Ponte Alto 26 - Cognola - Trento

tel. 0461.986220

Ristorante Chiesa  
Via S. Marco 64 Parco S. Marco - Trento  
tel. 0461.238766

Scrigno del Duomo  
P.zza Duomo 29 - Trento  
tel. 0461.220030

Trattoria al Tino  
Via SS. Trinità 10 - Trento  
tel. 0461.984109

other things to do

## EVENTS AND EXHIBITIONS

### ON GOLDEN WINGS

**Masterpieces from the collection of wooden sculptures at Buonconsiglio Castle  
Trento, Castello del Buonconsiglio – Monumenti e Collezioni Provinciali,**

tel. +39 0461-492840/233770

open 10.00-18.00, closed Mondays

there is a charge

[www.buonconsiglio.it](http://www.buonconsiglio.it)

### ARCHAEOLOGY AND STONE CARVING

The section with collections from the prehistoric era, Roman times and the early Middle Ages and stone carvings with Roman inscriptions.

**Trento, Castello del Buonconsiglio – Monumenti e Collezioni Provinciali**

tel.+ 39 0461-492840/233770

10.00-18.00, closed Mondays

there is a charge

[www.buonconsiglio.it](http://www.buonconsiglio.it)

### AMERICAN ART 1850-1960 – Masterpieces from the Phillips Collection in Washington

The exhibition follows the evolution of the American artistic culture, from late Romantic pictorial expressions up to the visionary surrealist compositions of artists such as Rothko and Motherwell, major innovators in American art.

**Rovereto, Museo di Arte Moderna e Contemporanea di Trento e Rovereto, C.so Bettini 43**

tel. 800 397760 - 0464 438887

5 June - 19 September

10.00–18.00, closed Mondays

there is a charge

[www.mart.tn.it](http://www.mart.tn.it)

### PERMANENT 19<sup>TH</sup> CENTURY COLLECTION: TARENTINO MASTERS IN THE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURIES

Trento MART presents the permanent collection, with works from the 19<sup>th</sup> and early 20<sup>th</sup> centuries.

**Trento, Mart – Palazzo delle Albere**

tel. + 39 0461/234860 - 800/397760

10.00-18.00, closed Mondays

there is a charge

[www.mart.tn.it](http://www.mart.tn.it)

### PIEDICASTELLO GALLERIES "HISTORICALLY ABC"

The Piedicastello galleries re-open to the public with an exhibition itinerary recounting the history of Trentino and its communities using different and original languages.

**Trento, Le Gallerie - Piedicastello**

Museo Storico di Trento, tel. 0461-230482

9.00-18.00, closed Mondays  
www.museostorico.tn.it

### **TRIDENTUM. THE UNDERGROUND CITY**

Under the historic centre of Trento there is the ancient Roman city of Tridentum. In addition to the Roman remains, at the S.A.S.S. it is possible to watch a multimedia video "Inside Trento", a three-dimensional journey through time, with reconstruction of the archaeological area.

**Trento, piazza Cesare Battisti – Spazio archeologico S.A.S.S.**

9.30-13.00/14.00-18.00, closed Mondays

### **ASTRAL!**

#### **ASTRONOMY EXHIBITION**

An exciting journey through the evolution of astronomy, from its early days into the future. A journey made as a protagonist and not just a spectator, learning and having fun.

**Trento, Museo Tridentino di Scienze Naturali**

tel. 0461-270311

up to 30 June

10.00-18.00, closed Mondays

there is a charge

www.mtsn.tn.it

### **GIANNI CAPRONI AERONAUTICAL MUSEUM: HISTORIC AIRCRAFT**

With its prestigious permanent collection of 23 historic aircraft, it represents a fascinating centre for all those interested in flight and aeronautical history. New in 2010: flight simulation stations and valuable exhibits from the historic aeronautical collections on display to the public for the first time.

**Trento, Museo dell'Aeronautica Gianni Caproni, via Lidorno 3**

tel. 0461.270311

10.00-13.00/14.00-18.00, closed Mondays

there is a charge

www.mtsn.tn.it

### **ROBERT KUŚMIROWSKI**

One man show by Robert Kuśmirowski, one of the most important last generation European artists. The exhibition includes two large installations recreating objects and environments suspended between reality and make-believe: a 1950s computer room will act as a prelude to a giant "magic lantern", which will take the visitor on a journey through time.

**Trento, Fondazione Galleria Civica - Centro di ricerca sulla contemporaneità di Trento**

tel. 0461 985511

up to 6 June

10.00-17.00, closed Mondays

www.fondazionegalleriacivica.tn.it

### **VANTINI CHAPEL – PALAZZO THUN**

Exhibition of a masterpiece by Francesco Guardi

From the collections of Castel Thun

**Trento, Palazzo Thun**

tel. 0461 884286

10.00-18.00

[www.trentocultura.it](http://www.trentocultura.it)

### **ANIMATED FIGURATIVE ABSTRACT**

The artist Marcapiano displays his works (oil on canvas, ink drawings, engravings and the new technique of spherism) while musicians, opera singers, dancers, poets and actors perform, taking inspiration from his art.

**Trento, Area Archeologica di Palazzo Lodron, Piazza Lodron**

29 May - 13 June

10-12.30 / 14.30-18.00

evening performances: 20.30

### **ON THE ROUTE OF FLAVOURS**

Appointments exploring food and wine, not only from Trentino.

**Trento, Enoteca provinciale del Trentino, Palazzo Roccabruna**

tel. 0461-887101

3-6 June

[www.palazzoroccabruna.it](http://www.palazzoroccabruna.it)

[www.enotecadel trentino.it](http://www.enotecadel trentino.it)

### **deSIGNS**

Exhibition of pottery by Matteo Boato, investigating gestures, communication and encounters, where the common threads are hands and oils paintings on canvas, dealing with the mark man makes on the area.

**Trento, Torre Mirana, Via Belenzani, 3**

3-15 June

10.00-12.00 / 16.00-19.00

## **SPORT**

### **TOURLAGHI**

International foot race in stages in the Valle dei Laghi.

Organiser: GS Fraseggio

4-6 June

[www.gsfraveggio.it](http://www.gsfraveggio.it)



## Festival venues

- 1 Auditorium S. Chiara
- 2 Teatro Cuminetti
- 3 Biblioteca comunale
- 4 Castello del Buonconsiglio
- 5 Ex Convento Agostiniani. Sede OCSE e chiostro
- 6 Sala Filarmonica
- 7 Facoltà di Economia. Sala Conferenze
- 8 Facoltà di Giurisprudenza. Aula Magna
- 9 Facoltà di Sociologia. Aula Kessler
- 10 Fondazione Galleria Civica
- 11 Palazzo Bassetti. Sede Banca di Trento e Bolzano
- 12 Palazzo Calepini. Sala Fondazione Caritro
- 13 Palazzo della Provincia. Sala Depero e Sala Stampa
- 14 Palazzo Geremia
- 15 Palazzo Roccabruna
- 16 Palazzo Thun. Cortile interno e Torre Mirana
- 17 Palazzo Trentini
- 18 Teatro Sociale
- 19 Piazza Cesare Battisti
- 20 Piazza Duomo
- 21 Piazza Fiera
- 22 Palazzo Saracini-Cresseri
- 23 Fondazione Bruno Kessler. Sala conferenze
- 24 Via Belenzani
- 25 Piazza Pasi
- 26 Gallerie Piedicastello
- 27 Ufficio turistico di Trento
- 28 Cinema Astra
- 29 Cassa Centrale Banca. Sala don Guetti

## INFO. POINTS

- i* Piazza Duomo (inside the bookshop)
- i* Piazza Battisti
- i* Piazza Fiera
- i* Via Mancini