

MORNING

- 9.30 – 10.00 **Introduction to the workshop day. Regeneration and Recognition in the virtuous circle of consumption.**
By Linda Gobbi & Francesco Morace
- 10.00 – 10.30 **The Smart & Sustainable paradigm:** the phenomena of sustainable Regeneration, by Linda Gobbi.
- 10.30 – 11.45 **The 3 trends in the virtuous circle of consumption. IntraNatural Freedom, Human Affection and Wargames Economy.** By Linda Gobbi & Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 12.45 **The case studies of Granarolo and Yomo** towards *integral sustainability*, with Gianpiero Calzolari (Granarolo President) and Myriam Finocchiaro (Communication, External Relations and CSR manager)
- 12.45 – 13.00 Questions and debate
- 13.00 – 14.30 **Lunch break**

AFTERNOON

- 14.30 – 15.30 **Expectations of consumption and sustainability.** Orientations and generational differences. **Self-design and consumption of oneself** (ProActives), **Surprising Signals** (New Normals), **Be-well** (Singular Women).
By Linda Gobbi & Francesco Morace
- 15.30 – 16.15 **The scenario of large-scale consumption,** by Luigi Rubinelli (Retail Watch)
- 16.15 – 16.30 **Conclusions and consumption map of the rebirth,** by Linda Gobbi & Francesco Morace