



VENICE SUSTAINABILITY FOUNDATION

Established on 14 March 2022, the Venice Sustainability Foundation (VSF) seeks to ***create an integrated model (environmental, economic, social) of sustainable development for the City of Venice and its metropolitan area*** – with consequent benefits for the whole Veneto Region – which can revitalise the local social/economic system by attracting activities compatible with the local area’s capacity, while also ensuring that its environmental and historic/cultural heritage is preserved and protected, while bringing greater strength and cohesion to the local community.

The implementation of this project aims to **establish Venice as a model for quality of urban life** which can serve as inspiration for other national and international cities, thereby making it a World Sustainability Capital. The Foundation was born from the conviction that the strength of the resilience of city of Venice through history – its continuous and ingenious search for a balance between the needs of a community of inhabitants and the very unique environment that hosts it – may inspire the realisation of a sustainable future which can overcome the complex challenges that threaten its very survival. The Foundation’s mission was presented to the world during the **Climate Conference held in Venice on 11 July 2021, on the sidelines of the meeting of G20 Ministers and Governors**, during which, in the presence of the then Minister of Economy and Finance Daniele Franco, the preparatory act was signed for the creation of the Venice Sustainability Foundation.

FOUNDING AND CO-FOUNDING MEMBERS

The VSF is made up of an extensive partnership of organisations, associations and large public and private enterprises interested in working for the sustainable future of the city of Venice and its local area. The Foundation is made up of **13 founding members** (Veneto Region, Municipality of Venice, Ca’ Foscari University, IUAV, Academy of Fine Arts, Benedetto Marcello Conservatory, Fondazione Cini, Generali, BCG, Confindustria Veneto, Enel, Eni, SNAM) and **21 co-founding members** (Amazon, Port Authority of the Northern Adriatic Sea, Autostrade per l’Italia, Venice and Rovigo Chamber of Commerce, Eagle Pictures, Enfinity, Ferrovie dello Stato Italiane, Fondazione Compagnia di San Paolo, Fondazione di Venezia, Leonardo, Marsilio, Microsoft, Poste Italiane, San Lorenzo, SAVE Group, Sorgente Group, Terna, Ambrosetti, TIM, Umana, Venice International University). The co-founding members were admitted following a process evaluating their **approach to sustainability** and their **interest in tangibly contributing to Venice’s sustainable development**. The partnership is set to grow in the near future, with new co-founding members joining. New applications are in the pipeline, including Cassa Depositi e Prestiti, the National Research Council, Invitalia, Unicredit, BNL, PwC and Fincantieri.

FOUNDING MEMBERS



CO-FOUNDING MEMBERS



THE FOUNDATION'S ACTIVITIES

The Foundation's **approach** is to **accompany and promote/accelerate projects proposed** directly or indirectly **by its members**, thereby utilising the breadth of its partnerships to facilitate a smoother implementation of the plan.

The **nine thematic areas of initial interest** for the Foundation are based on an analysis carried out prior to the Foundation's establishment, which was conducted to identify – at a macro level – a **set of opportunities and challenges** that, if addressed in an integrated manner, can **significantly advance the sustainability objective in the development** of the Venetian local system.

Each thematic area generates a **discussion group** among interested members, with the aim of:

- a) **consolidating common elements** in the vision of the specific theme and in the approach to addressing it
- b) **highlighting projects** which are of interest to the Foundation's aims, which the Foundation can accompany in their implementation.

The discussion groups are called **Activity Forums** and are shown in the list below. They are each coordinated by a Member of the Foundation and participation is open to members expressing an interest, as well as to additional external stakeholders engaged by the members themselves.

Below is a short list of the thematic Activity Forums and their main objectives:

1. Hydrogen (coordinated by the Veneto Region). Objectives: contribute to the **environmental/economic recovery of the Porto Marghera industrial area** with a Hydrogen Hub (H2 Valley) and alternative energies; bring consequent benefits to the entire region through a multi-centred **H2 Valley** around the energy-intensive Veneto districts.

2. Energy and environmental transition (coordinated by the Veneto Region). Objectives: promote renewable energy supply chains and decarbonisation of transport; foster energy efficiency and circularity and recycling in the City of Venice; identify and promote measures to **protect and maintain** the lagoon ecosystem and its environment.

3. Venice City Campus (coordinated by Ca' Foscari University of Venice). Objectives: increase the **academic offering of services and facilities** for a Venice City Campus that is a leader in the international academic sphere by: a) **enhancing and expanding** the academic offering; b) creating an **academic campus** with broader **international scope**; c) realigning the student/staff ratio to the European average.

4. Residency (coordinated by the Municipality of Venice). Objectives: promote a **residency programme, tax relief** and services for all those interested in residing permanently in the historic centre of Venice in order to halt its progressive depopulation; **protect** the residential supply from the **effects of tourist demand on (short-term) rents** and on the purchase costs of residential properties.

5. Sustainable tourism (coordinated by the Veneto Region). Objective: promote a set of interventions for the realisation of a **sustainable tourism model** for the city of Venice based on **managing incoming flows** to protect the community of residents and artistic heritage, and improve the **value of the experience** for the visitor.

6. VeniSIA and innovation accelerator (coordinated by Ca' Foscari University of Venice). Objective: develop **innovation and entrepreneurial acceleration activities in the sustainability sector**, to then expand to other areas compatible with the capacity of the Venice area; attract qualified and frontier resources on innovation themes, creating new employment, new residency and inspiring new remote workers.

7. Social inclusion (coordinated by the Municipality of Venice). Objective: foster the consolidation of an **inclusive, safe, resilient and sustainable community** by promoting dedicated measures. Identify/open community spaces and foster active citizenship.

8. Culture of lawfulness (coordinated by the Veneto Region). Objective: promote a **culture of lawfulness**, as well as **protection of the urban environment**.

9. Cultural productions and innovation (coordinated by Marsilio Editori). Objectives: foster the development of **innovative artistic and cultural projects**, through the overlap of new technologies and sustainability; develop **synergies between the cultural institutions in Venice and international technology companies**; **attract qualified skills** in art, science, technology and sustainability areas, making **Venice** a place of **content production** once again.

The Foundation is also **strongly committed** to implementing a series of **crossover projects**, meaning projects whose scope encompasses the entire thematic spectrum of activities or projects that are instrumental to the success of the Foundation’s individual activities. There are three crossover projects currently underway:

- A.** The “Zero Forum”, aimed at building a model **objective scenario** for the Foundation, shared by all partners, as an overall vision and a *map of transformation* which will guide the activities promoted by the members towards results consistent with the creation of an integrated model of sustainable development for Venice and its metropolitan area – and with consequent benefits for the entire Veneto region – which is the Foundation’s ultimate goal. Alongside the scenario, an **integrated system of sustainability indicators** (an urban sustainability index designed with the reality of the Venice area in mind) will be created, which will be used to **measure progress** towards the completion of the **scenario/objective**.
- B.** Preparation of a preliminary study on the usefulness of using **sustainable bonds** to help finance some of the project initiatives accompanied by the Foundation. Detailed study of the **role** that the Foundation can play in promoting and/or implementing such funding instruments – such as 1) assisting in defining tailor-made sustainability KPIs for Venice, and 2) assisting in their monitoring – with **application to a pilot initiative**.
- C.** The “Ten Forum” – The Sustainability Biennial: organised in Venice on alternate years, a global event dedicated to promoting, sharing, debating and exchanging the best sustainability practices from the worlds of local administration, scientific research and business, following an approach linked to current experience (bottom-up) and international aspirations (top-down) on the themes representing the Foundation’s activities. The event concept, which is currently being finalised, comprises a set of several seminar and exhibition sub-events, organised in partnership with major international institutions/networks. This is to enable comparison between the results and proposals emerging from the work of the Foundation and the international best practices gathered by the major institutions involved, following a hub & spoke model. Every two years, the initiative aims to make Venice the place to share ideas and good practices at an international level on urban sustainability, positioning Venice in this way as a “world capital of sustainability”.

THE FOUNDATION’S GOVERNING BODIES

The bodies that make up the Foundation are identified and regulated by the statute to ensure effective and efficient management and reliable monitoring of the Foundation’s activities.

Specifically, the Foundation is chaired by Prof. **Renato Brunetta**, appointed by the President of the Council of Ministers, with Vice Presidents **Luca Zaia**, President of the Veneto Region, and **Luigi Brugnaro**, Mayor of Venice. Then there are the Steering Council, entrusted by statute to supervise and direct the Foundation’s activities, the Management Committee, vested with all powers of ordinary and extraordinary administration, the Technical-Scientific Committee chaired by Ambassador Pasquale Quito Terracciano, the Board of Auditors, entrusted with monitoring the Foundation’s activities, and the Auditors.

Composition of the Foundation's governing bodies:

	Surname	Forename	Role	Body
Steering Council	Brunetta	Renato	VSF President – Full Professor	Tor Vergata University
	Zaia	Luca	VSF Vice President – Veneto Regional Council President	Veneto Region
	Luigi	Brugnaro	VSF Vice President – Mayor of Venice	Municipality of Venice
	Lippiello	Tiziana	Rector	Ca' Foscari University of Venice
	Albrecht	Benno	Rector	IUAV University of Venice
	Casarin	Michele	President	Venice Academy of Fine Arts
	Moretti	Fabio	President	B. Marcello Conservatory of Venice
	Codello	Renata	General Secretary	Fondazione Cini
	Carraro	Enrico	President	Confindustria Veneto
	Ricci	Giuseppe	Energy Evolution Chief Operating Officer	Eni SpA
	Iaccarino	Fabrizio	Head of Sustainability and Institutional Affairs	Enel Italia
	Ursich	Emma	General Secretary of Generali's The Human Safety Net Foundation	Assicurazioni Generali SpA
	Di Domenico	Davide	Managing Director & Senior Partner	Boston Consulting Group
	De Virgilis	Monica	President	Snam SpA

Management Committee	Costa	Alessandro	Committee Chairman and DG VSF – Manager	Snam SpA
	Donadini	Derek	Deputy Head of the Mayor's Office	Municipality of Venice
	Mio	Chiara	Full Professor	Ca' Foscari University of Venice
	Pianon	Nicola	Senior Advisor & Senior Partner Emeritus	Boston Consulting Group
	Romano	Santo	Director of Economic Policies, Human Capital and Community Programming Area	Veneto Region

Technical-Scientific Committee	Tentori	Favio	Head of Innovation and Sustainability – Enel X	Enel Italia
	Pisano	Andrea	Head of Hydrogen Initiatives	Eni SpA
	Silva	Lucia	Group Head of Sustainability and Social Responsibility	Assicurazioni Generali SpA
	Casarin	Chiara	Head of Cultural Development and Communication	Fondazione Cini
	Jorge Barreto	Xavier	Culture, Development and Society Programme Director	IPPS/IUL – Public and Social Policies Institute/University of Lisbon
	Josi	Luca	Former Manager	TIM
	Costa	Paolo	Senior Partner	C+3C Systems and Strategies
	Mingardo	Sara	Professor	Accademia di S. Cecilia
	Terraciano	Pasquale Quito	Committee Chairman – Ambassador – DG for Public and Cultural Diplomacy	MAECI
	Andreotta Calò	Giorgio	Professor	Academy of Fine Arts of Venice and Bologna
	Cinquepalmi	Federico	Full Professor	La Sapienza
	Alverà	Marco	Managing Director	TES
	Carraro	Carlo	Full Professor	Ca' Foscari University of Venice
	Di Noto	Vito	Full Professor	University of Padua
	Giovannini	Enrico	Full Professor	Tor Vergata University

Board of Auditors	Zanetti	Enrico	Statutory Auditor – Chairman of the Board	Local Bodies Quota
	Nembrini	Elena	Statutory Auditor	Companies Quota
	Tommasin	Aldo	Statutory Auditor	Academic Institutions Quota
	Leccese	Maria Rosaria	Alternate Auditor	Companies and Institutions Quota
	De Luca	Alberto	Alternate Auditor	Local Bodies Quota

Auditors	Caristia	Stefania	Manager	KPMG
	Zaniboni	Gianluca	Partner	KPMG

Information and contacts

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The Foundation's operational headquarters is provided by its founding member Assicurazioni Generali and is located in Venice, at Piazza S. Marco 176, Calle del Cappello Nero, inside the Procuratie Vecchie building.