

Sommario Rassegna Stampa

Pagina	Testata	Data	Titolo	Pag.
	Rubrica Ifom			
	Meteoweb.eu	17/08/2020	<i>PERCHE' SEGUIRE LA DIETA MIMA DIGIUNO: COME DIMAGRIRE E RAFFORZARE IL SISTEMA IMMUNITARIO IN SOLI 5</i>	2
	Wallstreetitalia.com	17/08/2020	<i>I LEADER DELL'ECONOMIA SI CONFRONTANO CON I GIOVANI A GIFFONI VALLE PIANA</i>	7
	Corrierenazionale.it	16/08/2020	<i>SCOPERTO IL RUOLO CHIAVE DELLA PROTEINA CURVINA</i>	10
	Sinapsinews.info	13/08/2020	<i>CREATIVITA' E IMPRENDITORIA GIOVANILE, ARRIVA LA 6A EDIZIONE DI NEXT GENERATION DI GIFFONI INNOVATIO</i>	13
	Salernonotizie.it	12/08/2020	<i>AL VIA NEXT GENERATION: A GIFFONI L'EVENTO UNDER 30 SULL'ARTE DI INNOVARE</i>	17
	Salernotoday.it	12/08/2020	<i>CREATIVITA' E IMPRENDITORIA GIOVANILE, ARRIVA LA 6° EDIZIONE DI NEXT GENERATION DI GIFFONI INNOVATIO</i>	20
	Startupitalia.eu	12/08/2020	<i>GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDIT...</i>	23
	Startupitalia.eu	12/08/2020	<i>GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDITORI</i>	24
	Zerottonove.it	12/08/2020	<i>ARRIVA LA SESTA EDIZIONE DI NEXT GENERATION GIFFONI INNOVATION HUB</i>	25
	2anews.it	11/08/2020	<i>GIFFONI INNOVATION HUB, CREATIVITA' E IMPRENDITORIA PER I GIOVANI SOGNATORI</i>	27
	Ildenaro.it	11/08/2020	<i>LECONOMIA DEL FUTURO TARGATA GIFFONI</i>	31
	Napolimagazine.com	11/08/2020	<i>NEXT GENERATION DI GIFFONI INNOVATION HUB - DAL 18 AGOSTO TORNA L'EVENTO SULL'ARTE DI INNOVARE DEDIC</i>	34
	Napolivillage.com	11/08/2020	<i>GIFFONI VALLE PIANA DAL 18 AL 29 AGOSTO 'NEXT GENERATION'</i>	39
	Twnews.it	11/08/2020	<i>GIFFONI INNOVATION HUB, CREATIVITA' E IMPRENDITORIA PER I GIOVANI SOGNATORI</i>	42
	Unipd.it	10/08/2020	<i>UNA DIETA "MIMA DIGIUNO" PUO' AIUTARE A COMBATTERE I TUMORI AL SENO</i>	45
8	La Voce del Popolo (Brescia)	06/08/2020	<i>CORONAIID-IPERIMMUNI: LA RICERCA DEL CIVILE CONTRO IL CORONAVIRUS</i>	46
	Lavocedelpopolo.it	05/08/2020	<i>CORONAIID: LA RICERCA DEL CIVILE</i>	47
	Tecnoapple.it	03/08/2020	<i>DIETA DEL DIGIUNO POTENZIA L'EFFETTO DEI FARMACI CONTRO IL TUMORE AL SENO NEI TOPI</i>	48
	Wisesociety.it	31/07/2020	<i>TUMORE AL SENO E DIETA MIMA-DIGIUNO: UNA POSSIBILE ALLEATA DELLE CURE ORMONALI</i>	50

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 VRFLDQPSRUWDQWH VHJXLUH VHPKDLGRYDFREUJLRHQWL
 SDUWH GHOOH QRVWUH DELWXGLQL TXRWLGLDQH 1H ULFRUGR DOFXQL
 PDQL D WDYROD OH PDQL YDQQR ODYDWH QRQ VROWDQWR SULPD GHOS
 FLER H SULPD GL LQLJLDUH D PDQJLDUH PD DQFKH GXUDQWH LO SUDQJ
 FXL WRVVDPR H FL FRSULDPR OD ERFFD R VWDUQXWLDPR H XVLDPR XQ
 WDO SURSRVLWR PHJOLR XQ IDJ]ROHWWR GL FDUWD FKH GL VWRIID LG
 HVVHUH EXWWDWR VXELWR GRSR O↑XWLOLJ]R GXUDQWH L SDVWL SRL
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FRUSR YHUUEEH UHVHWWDWR H ULSURJUDPPDWR LO SURFHVVR GL LQY
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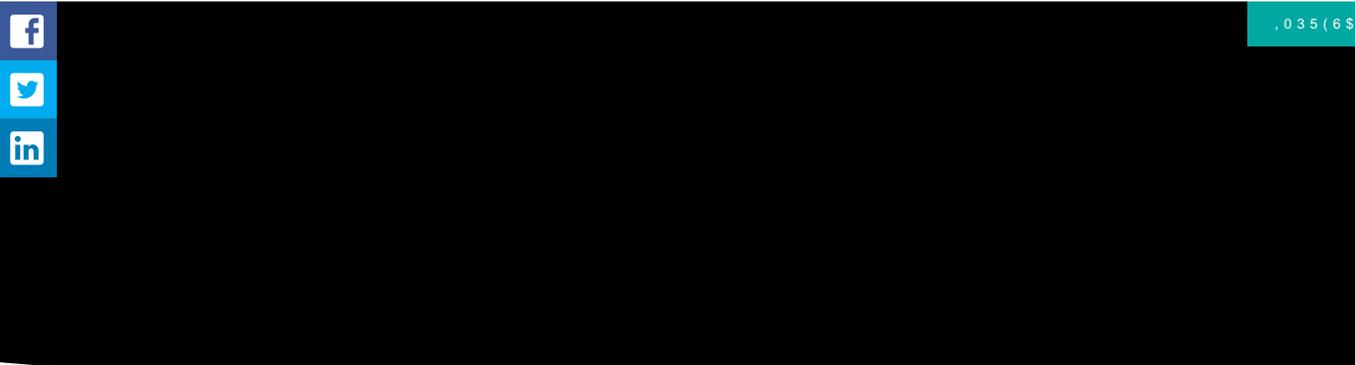
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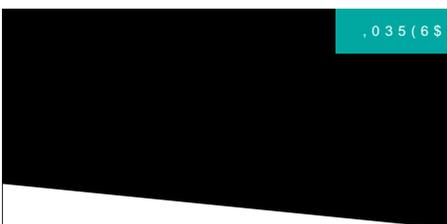
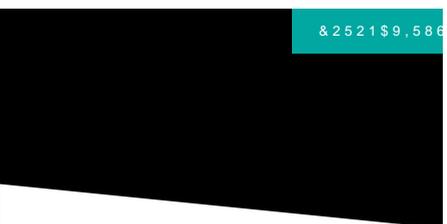
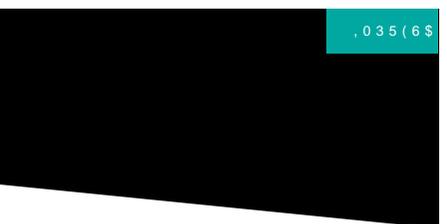
6FULYL OD WXD HPDLO , 6 & 5 , 9 , 7 ,

6L 1R \$FFRQVHQWR DO WUDWWDPHQR GHU GDWL SHU DWI
&RPSLODQGR LO SUHVHQWH IRUP DFFRQVHQWR D UI
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'RSR LO &RYLG OD 6PDUW ZRUNHUV (3HU PDQDJHU V>
FHQWUDOH SHU L GHO &RYLG LO 4 SL• VSD]LR SHU O
DJLHQGH HVSRUWE XIILFLR ZRUNLQJ DQFKH G



7 0HGLDKRXVH 9LDOH 6DUFD (GLILFLR 'HXWVFKH8 QDQJGILW DWR LPBRIQDQWLVH

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\gM:ZOvv:Z\fl\gY:ZE\fEGXXGfhjgkjjkgGfjkBkX:gO•fkZ:fHgGogEofE
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CNG|C\EOwC:|dGg|fkGhj:|dg\jGOZ:|OZ|:ZOY:XO|EO|X:B\g:j\gO\|C\Y
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:pGgG|OYd\|g|ZjO|OYdXOC:vO\ZO|:ZCNG|dGg|X:|C\YdgGZhO\ZG|EO|
OZGpOj:BOXYGZjG|dGgE\Z\|X\lgM:ZOvv:vO\ZG|hjgkjjkg:XG|dg\dgO:|E
CNG|X:|hjGhh:|:gCNOjGjjkg:|jGhhkj:XG|OYd\ZG|dg\dgO\|dGg|C\Zhj:j
XG|YGj:hj:hO•|jkjj\MMO|dgOZCOd:XG|C:kh:|EO|L:j:XOj>|dGg|O|d:vC
:ddgGhjO:Y\|E:|LLg\Zj:gG|S|C\ZCXkEG|-COj:|S|K|dg\dgO\|X-OZEOp
YGj:hj:jOCO|G•|fkOZEo•|OZ|dg\hdGjjOp:|X-OEGZjOwC:vO\ZG|EO|BGg
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XQ DQQRHBPPhQW 4XDVEHQSHLDRUS)RUHVWGBGWRWR VRSSUHVDRDRWF	PHVL IDRPPHQWI ,OPHQLQJRFRBRV O GHOBQLQLLW SHGLDWDUW	XQ DQQRHBPPhQW 'LHVHOJDXRHLRRC OHJDBOR GDFRQH SUHVHXQDXRYD	XQ DQQRHBPPhQW 6RQGDJLURI 7HIEQ FUHVLDWJDD VFLVVGRBJD*	XQ PHVH FRPPH /HXFHPFLDHODIE YHQHWDBODXD LSRPHWLSDQF
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WHUPLQL H FRQGLJLRQL GHOOD
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\$ *LIIRQL 9DOOH 3LDQD GDO DO DJRVWR WRUQD
O\$HYHQWR VXOO\$DUWH GL LQQRYPDUH FKH VILGD JLRYDQJ
XQGDU D WURYDUH VROXJLRQL SHU XEXMZE CEZE7GVMTX WI Ú HMWEFM
VRVWHQLELOH

\$*2672 ¢ &UHDWLYLWj H LPSUHQGLWRULD D
GLPHQVLRQH GL JLRYDQL \$QJL D GLPHQVLRQH GL #GUHDPHUV#
JLRYDQL VRJQDWRUL XQGDU FKH SXQWDQR D XQ IXWXUR
VRVWHQLELOH H LQQRYPDWLYR LQ FXL OH FRPSHWHQJH GLJLWDOL
SRVVDQR VSLDQDUH ORUR OD VWUDGD LQ XQ QXRYR WLSR GL
HFRQRPLD H XQ PHUFDWR GHO ODYRUR FRVWDQWHPHQWH LQ
HYROXJLRQH (FRVU D *LIIRQL 9DOOH 3LDQD GDO DO
DJRVWR WRUQD SHU OD (YXD VHVWD HGLJLRQH
*(1(5\$7,21 UDVVHJQD UHDOEJQDWD GD
,QQRYPDWLRQJHDOVLYH DJHQF\ LVSLUDWD H SURPRVVD GD
*LIIRQL 2SSRUWXQLW\

'XH VHWLPLDQH LQ TXHVWRBGLJLRQHDVH GHOOD
GHO)HVWLYDO SHU XQ SURJUDPPD FKH VL GLYLGHUj WUD WDYROH
URWRQGH ODERUDWRUL ZRUNVKRS H VDUj FDUDWWHULj]DWD GDO
ODYRUR GHO 'UHDP7HDP UDJDJL XQGDU SURWDJRQLVWL
GL XQD VHULH GL VILGH DOO\$XOWLPD LQQRYPD]LRQH ,O SURJUDPPD
LQROWUH SUHYHGH XQD VHULH GL ,QQRYPDWLRQ 7DONV QHOO\$DPELWR
GHOODWHUFODVORPSIDFWL GL FRQIURQWR H
FUHVFLWD WHQXWL GD OHDGHU GL LQGXXVULD LVWLWXJLRQL H
GHOO\$HFRVLVWHPD GHOO\$LQQRYPD]LRQH LWDOLDQD GHGLFDWL D

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JLRYDQL FDPDQL WUD L H L DQQL 2ELHWWLYR GL WXWWR FLz
XQD IRUPD]LRQH #QRQ IRUPDOH# D , VX WHPL FKH YDQQR
GDOOD UHVSQRVDELQWj VRFLDOH GL LPSUHVD DOOD VRVWHQLELQWj
ILQR DOOD ELRGLYHUVLWj DO GLJLWDOH H DOO\$XVR FRQVDSHYROH GH
%LJ 'DWD

/§HFRQRPLD GHO IXWXUR WDUJDWD *LIIRQL

#'DL QXRYL ODYRUL DOOH FRPSHWHQ]H QHFHVVDULH SHU
ULGLVHJQDUH XQ\$HFRQRPLD GLYHUV (FFR TXDOH VDUj LO
OHLWPRWLY GL TXHVWD VHVWD HGL]LRQH GL 1(;7 *(1(5\$7,21
,O WXWWR VHJXHQGR O\$RQGD GHOO\$SHQ ,QQRWDWLRQ # VSLHJD
/XFD 7HVDXUR &HR H FR)RXQGDUH GL *LIIRQL
,QQRWDWLRQ #XFRQ PRPHQWL FKH RUPDL
FDUDWWHUL]DQR TXHVWH JLRUQDWH &RPH LO ODYRUR GHO
'UHD7HDP UDJD]L GL HWj FRPSUHVD WUD L H L
DQQL FKH VL ULPERFFKHUHQQR OH PDQLFKH LQ XQD VRUWD GL
KDFNDWKRQ SUROXQJDWR SHU WURYDUH ULVSRVWH D PLVXUD GL
EXVLQHVV D TXHVLWL UHDL FKH TXHVW\$HVWDWH VDUDQQR ORUR
SRVWL GD DOFXQL GHLHQR/VDUVDUVDUWH VX
DUJRPHWL FKH YHUWHUDQQR(5XO GLJLWDO IDUPLQJ H
%DQFRQ OD TXDOH VL FRQFHQWUHUDQQR VXO IXWXUR GHOOD
ILQDQ]D H GHOOH EDQFKH 'XH HVHPSL FKH VSLHJDQR EHQ
O\$DQLPD GL 1(;7 *(1(5\$7,21 XQ\$LQWHUD]LRQH R
FROODERUD]LRQH FKH GLU VL YRJOLD DG DOWR LPSDWWR WUD UHDOVj
LPSUHQGLWRULDOL VRFLDOL FXOWXUDOL GL RJJL H TXHL JLRYDQL FKH
VRQR SURQWL D HVVHUH L OHDGHU GL GRPDQL#

#/HDGHU GL GRPDQD]DQD]DQD 'L 0DUWLQR
FR IRXQGDUH H &22 GL *LIIRQL #QQRWDWLRQ #XFRQ
QRQ VROR VDUDQQR LPSHJQDWL D FHUFDUH TXHVWH VROX]LRQL
PD UHVSLUHUDQQR LQQRWD]LRQH LQ FDPDL HVWUHPDPHQWH
WUDVYHUVDL ,Q TXHVWL JLRUQL LQIDWWL FL VDUDQQR DQFKH OH
0DVWHUFODVV ,PSDFW GXUDQWH OH TXDOL VL SRWUDQQR
FRQIURQWDUH FRQ SHUVRQDOLWj SROLWLFKH LQG XVULDOL FXOWXUDOL
VFLHQWLILFKH &RQIURQWDUH ,QIDWWL FRPH q SURSULR GL RJQL
HVSHULHQ]D WDUJDWD *LIIRQL OH QRVWHU 0DVWHUFODVV QRQ VRQR
VWDWLFKH H PHUDPHQWH OH]LRQL R FRQIHUHQ]H IURQWDL PD
HVSHULHQ]H LQWHUDWWLYH LQ FXL VL YXROH GDUH VSD]LR DOOD YHUYH
FUHDWLYD H LPSUHQGLWRULDOL GL XQD JHQHUD]LRQH FKH KD WDQWR
GD GLUH H KD WDQWD YRJOLD GL IDUH#

#/D VWHVVD YHUYH FKH KD SRUWDWR JUDQGL D]LHQGH DG
LQYHVWLWH LQ #DQVROLDQ #XFR FR
IRXQGDUH H \$FRXQW 0DQD]HU GL *LIIRQL ,QQRWDWLRQ
+XFR 8QD YHUYH FKH VL ULWURYD QHL WDOHQWL GL WDQWL UDJD]L
7DOHQWL FKH SHUZ RYYLDPHQWH YDQQR VWLPRDWL (LQ TXHVWR
*LIIRQL KD XQD JUDQGH HVSHULHQ]D /§HVSHULHQ]D
QHFHVVDULD D IDUH LQ PRGR FKH L PHPEUL GHO
'UHD7HDP GL TXHVWD HVWDWH QRQ VLDQR FRLQYROWL VROR LQ
XQ HYHQWR EHOOR H GD ULFRUGDUH PD LQ TXDOFRVD GL FRQFUHWR
FKH VSHULDPR OL DLXWHUj D FUHVHUH XPDQDPHQWH H
SURIHVVLRQDOPHQWH &RQFUHWR FRPH SXz HVVHUH VROR LO
JLXVWR PL] GL FUHDWLYLWj H LPSUHQGLWRULD WHRULD H SUDWLFD#

,O SURJUDPPD GHOO\$HGL]LRQH GL 1H[W *HQHUDWLRQ
&RQFUHWH]D FKH VL ULVSHFFKLD LQ XQ FDOHQGDULR ULFFR GL
HYHQWL FKH YHGUDQQR XQD JUDQGH FRVWDQWH ,O ODYRUR SHU
O\$DSSXQWR GHO 'UHD7HDPFKH SDUWLUj
DJRVWR/L FRQFOXGHUj QHOO\$XOWLPD JLRUQDWD GHOOD

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1HO GHWWDJOLR GRSR OD SULPD JLRUQDWD LQWURGXXWLYD FKH YHGU;
OD SUHVHQWDJLRQH GHL ECLH%\$UJRHWWXDOL GD SDUWH
%DFD H %BUFRHGU FDJRWJROD
0DVWHUFODVV)RQGDJLRQH DOLDQD
\$FFHQWJHHSURSRQH XQ LQFRQWUR GHGLFDWR DO UDSSRUWR
WUD VRVWHQLELOLWj HFRQRPLFD VRFLDOH H DPELHQWDOH H LO
PRQR GHOOH LPSUHVH 3UHVHQWHUDQQR LQROWUH <RXWK LQ
\$FWLRQ IRU 6XVWDLQDEOH 'HYHORSPHQW *RDOV LQLJLDWLYD FKH
VWLPRD JOL VWXGHQWL XQGHU D SUHVHQWDUH LGHH LQQRWDWLYH
SHU FRQWULEXLUH DO UDJJLXQJLPHQWR GHJOL 2ELHWWLYL GL
6YLOXSSR 6RVWHQLELOH H YXROH DO FRQWHPSR IDYRULUH LO ORUR
LQJUHVV RHO QXRYR PRQR GHO ODYRUR

*LRYHGU DJRWJROD XQ YHUR H SURSULR PRPHQWR GL
0HQWRUVKLS GHGLFDWD DJOL LQQRWDWRUL H VRJQDWRUL GHO
'UHDPT7HDP DJRWJROD SHU OR VYLOXSSR
GHOO\$2OWUHSK3DQSVHWWD VWUHDPLQJ SUHVHQWHUj
L SURGRWL YLGR UHDOLJ]DWL QHOODPELWR GHO SURJHWWR \$WWLYD
FRQ LO FRQWULEXWR GL)RQGDJLRQH &DULSOR FKH KD YLWR LO
FRLQYROJLPHQWR GL VWXGHQWL ORPEDUGL QHOOD
UHDOLJ]DJLRQH GL FRUWRPHWUDJJL LQ FXL O\$DUWH H OD
YDORULJ]DJLRQH GHO WHUULWRULR OD IDQQR GD SDGURQH 0HQWRU
GHOO JLRQWDLQYHFH VDUj LO JLRUQDOLVWD H
VDJJL*WQR =DFFDUHOOL

6DEDWR DJRWJROD 0DVWHUFODVV ,PSDFW VDUj LO
GLUHWWRUH GHOO &RPPLVLRQH 5HJLRQDOH (XURSHD 8QLWHG
1DWLRQ :RUOG 7RXUL\$PH2UJDOJUDWLRQ QWH

,QWHOOJHQJD H VRVWHQLELOLWj GLYHQWDQR VLQRQLPL GL VSHVD
0DUWHGU DJRWJROD GXUDQWH 0DVWHUFODVV ,PSDFW
G\$OWURFRQWURJDOGD %ULDVFRSULUDQQR
VHJUHWL H EHVW SUDFWLFHV GL XQD VSHVD VRVWHQLELOH
FRQVDSHYROH H VRSUDWXXWR D EDVVR LPSDWR DPELHQWDOH ,O
WXWR JXDUQLWR GD DOFXQH FKLFFKH FKH ULJXDUGHUDQQR
QLHQWPHQR FKH OH %EXFFH RVLD JOL VFDUWL GHL YHJHWDOL
FKH VROLWDPHQWH ILQLVFRQR QHOOD SDWXXPLHU

\$QRQLR 0HWRQVDELOH GHOO +XPDQ .QRZOHGJH
3URJUDP GL -RXOH SUHVHQWHUj LO QXRYR SURJHWWR WDUJDWR (QL
0HUFROHGU HDJRWJRODPELWR GHOO VWHVVD JLRUQDWD
FL VDUj DQFKH OD 0DVWHUFODVV ,PSDFW GL
&DUUDFKH WUD OH DOWUH FRVH q DQFKH LO FRQVXOHQWH SHU
OD FRPXQLFDJLRQH GHOO\$3DQJLQDJLRQH GL
'UHDPT7HDP VDUj LO %\$HGLWJRWJROD\$HGSR
&HUIRDOFHQGHUH LQ FDPSR GXUDQWH XQ PRPHQWR
VWUDRUGLQDULR GL PHQWRUVKLS SHU L UDJD]L

*LRYHGU DJRWJROD %HOHJ]D
DPPLQLVWUDWRUH GDOWHQRHGXQR GHJOL
LQQRWDWLRQ WDON GHOO 0DVWHUFODVV ,PSDFW H VHPSUH
JLRYHGU FL VDUDQQR XQD 0DVWHUFODVV WHQXD GD
/RQJRSURIHVVRUH GL %LRJHURQWRORJLD H GLUHWWRUH
GHOO\$,VWLWXWR VXOOD ORQJHYLWj DOO\$8QLYHUVLW\ RI 6RXWKHUQ
&DOLIRUQLD & 'DYLV 6FKRRO RI *HURQWRORJ\ GL /RV
\$QJHOV H 'LUHWWRUH GHO SURJUDPPD GL 2QFRORJLD H
/RQJHYLWj DOO\$,)20 GL 0LQDQR H XQD URXQG WDEOH FRQ
\$QRQOXFD 0DVWHUFODVV *HQHDOH GL)RQGDJLRQH
9DOWHU /RQJR 2QOXV LO FXL VFRSR q SUHYHQLUH H FXUDUH JUDYL
PDODWWLH H SHUPHWWUH D WXWWL LQ SDUWLFRODUH EDPELQL H
DGROHVFHQWL DQFKH LQ SRYHUWj GL DYHUH XQD YLWD OXQJD H
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9HQHUGu DWURD WRSURWDJR)QIOLV SFL VDUDQQR
 6DWROOL &HR GH 6RQDUDWXS VW DOLDGHOOD
)RQGD]LRQH %DQDQDQFKHUDQQR L PRPHQWL GL
 ULIOHVVLQRH GXUDQWH XQD URXQG WDEOH LQ FXL VL SDUOHUj GL
 &65 OD UHVSQRVDELOLWj VRFLDOH GL LPSUHVD H GL FRPH LO
 %UDQG *LIIRQL VLD VLQRQLPR GL VRVWHJQR DOOH D]LHQGH
 6DEDWR DWURD WRSURWDJR)QIOLV SFL VDUDQQR
 'UHDP7HDP FRQ OD SUHVHQWD]LRQH GL TXDQWR IDWWR LQ
 TXHVWH GXH VHWLPLDQH D WXWWD LQQR]LRQH GD SDUWH GH
 UDJD]L 5DJ]L FKH KDQR GHFLVR GL SDVVDUH XQ\$HVWDWH
 PDGH LQ *LIIRQL SHU SXWDUH D XQ IXWUR DOO\$QVHQD GHOOD
 VRVWHQLELWj H LQ FXL OH ORUR FRPSHWQH]H GD TXHOOH GLJLWDOL
 LQ SRL SRVVDQR IDUH OD GLIHUHQ]D

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JLRYDQL \$QJL D GLPHQVLRQH GL %P ZME 2I\X +IRIVEXMSR E
JLRYDQL VRJQDWRUL XQGHU FKH SXQWDQR D
XQ IXWXUR VRVWHQLELOH H LQQRYDQL WYPP~EVXI HM MRRSZEVI
FRPSHWHQJH GLJLWDOL SRVVDQR VSLDQDUFH
ORUR OD VWUDGD LQ XQ QXRYR WISR GL
HFRQRPLD H XQ PHUFDWR GHQ GMRU STIVEXMZS
FRVWDQWHPHQWH LQ HYROXJLRQH (FRVU D

*LIIRQL 9DOOH 3LDQD GDO DO DJRVWR WRUQD SHU OD VXD VHWWDHGLJLRQH MPIRXER
*(1(5\$7.21 UDVVHJQD UHDOUJRWDOOD RYDWLRFUHDVWLYH DJHQF) GEGGME EP TMVEXE HIPPE
LVSLUDWD H SURLFRQLD2SSRUWXQLW\ WMRHEGS

'XH VHWWLDPDQH LQ TXHVWD SULDJUDQH GHOOB VVWLYDO SHU XQ
SURJUDPPD FKH VL GLYLGHUj WUD WDYROH URWRQGH ODERUDWRUL ZRUNVKRS H VDUj
FDUDWWHULj]DWD GDO ODYRUR GHQ 'UHDP7HDP UDJD]JL XQGHU SURWDJROLYWL GL
VHULH GL VILGH DOOjXOWLPD LQQRYD]LRQH
MR XYYXEPEPEGMXXU

7GLMEQE^M RSXXYVRM I T

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,O SURJUDPPD LQROWUH SUHYHGH XQD VHULH GL ,QCRYDWLRQ 7DONV QHOODPELWR
 GHOOHWHUFODVV ,PSDFW GL FRQIURQWR H FUHVFLWD WHQXWL GD QH DGHU GL RYSZS
 LQGXVWULD LVWLWXJLRQL H GHOOHFRVFLVWHPD GHOOHLLQCRYDDEBFRHMEWPELQQRSSRHHGLF((MWSGZIVHTIVMP
 FDPDQL WUD L H L DQQL 2ELHWWLYR GL WXWWR FLz XQD IRUPD]LRQH 3QRQ IRUPD
 f VX WHPL FKH YDQQR GDOOD UHVSQRVDELOLWj VRFLDOH GL 'LPSUHVVD'YQERM'XEW'WR
 DOOD ELRGLYHUVLWj DO GLJLWDOH H DOOIXVR FRQVDSHYROH GHL %LJ'DWD 7ERX~%RXXSRMS %FEXI 7XE
 HYT TE^MIRXM EP -'SXYKRS

0~IGSRSQME HIP JYXYVS XEVKEXE +MJJSRM MGYVIA^E WGSPEWXMGE J
 TIV MRXIVZIRXM HM EHIKYE
 3'DL QXRYL ODYRUL DOOH FRPSHWHQJH QHFHVVDULH SHU ULGLVHJGDUH XQTHFRQRPLD GI
 (FFR TXDOH VDUj LO OHLWPRWLY GL TXHVWD VHVWD HGL]LRQH GL 1(;7 *(1(5\$7,21 ,O WXW
 VHJXHQGR OIRQGD GHOOH2SHQ /XQDOR7HDWLRQR ± &SR HHJBR)RXQGHU GL
 *LIIRQL ,QCRYDWLRQH+XFEQ PRPHQWL FKH RUPDL FDUDWWHUL]]DQR TXHVWH JL RUQDWH
 &RPH LO ODYRUR GHQ 'UHDP7HDP UDJD]L GL HWj FRPSUHVD WUD L H L DQQL FKI
 ULPERFFKHUQQQR OH PDQLFKH LQ XQD VRUWD GL KDFNDWKRQ SUROXQJDWR SHU WURY
 ULVSRVWH D PLVXUD GL EXVLQHVV D TXHVLWL UHDOF FKH TXHVW]HVWDWH VDUDQQR ORI
 DOFXQL GHL QRVWDLHSDQVSHWLFRODUH VX DUJRPHQWL FKH YHUWHUQQQR VXO GLJLWDO
 IDUPLQ%35%DQFBRQ OD TXDOH VL FRQFHQWUHUQQQR VXO IXWXUR GHOO ILQDQJD H GH
 EDQFKH 'XH HVHPSL FKH VSLHJDQR EHQH O]DQLPD GL 1(;7 *(1(5\$7,21 XQ]LQWHUD]LRQH
 R FRODERUD]LRQH FKH GLU VL YRJOLD DG DOWR LPSDWWR WUD UHDOw] LPSUHQGLWRU
 FXOWXUDOL GL RJL H TXHL JLRYDQL FKH VRQR SURQWL D HVVHUH L OHDGHU GL GRPDQL'

3/HDGHU GL GRPDQL 2UDJLXQDUH 'L ODUWLQR FR IRXQGHU H &22 GL
 *LIIRQL ,QCRYDWLRQH+XFEQ VROR VDUDQQR LPSHJQDWL D FF
 PD UHVSLUHUQQQR LQCRYD]LRQH LQ FDPDL HVWUHPDPHQWH WUDVYHUVDOL ,Q TXHVWL J
 LQIDWWL FL VDUDQQR DQFKH OH ODVWHUFODVV ,PSDFW GXUDQWH OH TXDOL VL SRWUDQ
 FRQ SHUVRQDOLWj SROLWLFKH LQGXVWULDOL FXOWXUDOL H VFLHQWLILFKH &RQIURQWD
 SURSULR GL RJQL HVSHULHQJD WDUJDWD *LIIRQL OH QRVWHU ODVWHUFODVV QRQ VRQR
 PHUDPHQWH OH]LRQL R FRQIHUHQJH IURQWDOL PD HVSHULHQJH LQWHUDWWLYH LQ FXL
 GDUH VSD]LR DOOD YHUYH FUHDWLYD H LPSUHQGLWRULDOL GL XQD JHQHUD]LRQH FKH K
 GLUH H KD WDQWD YRJOLD GL IDUH'

3/D VWHVVD YHUYH FKH KD SRUWDWR JUDQGL D]LHQGH DG LQYHVLUH LQ &DPSDQLD ±
 GLFQRQLQR OXUR FR IRXQGHU H \$FFRXQW ODQDJHU GL *LIIRQL ,QCRYDWLRQ +X
 8QD YHUYH FKH VL ULWURYD QHL WDOHQWL GL WDQWL UDJD]L 7DOHQWL FKH SHUZ RYYL
 VWLPRODWL (LQ TXHVWR *LIIRQL KD XQD JUDQGH HVSHULHQJD /]HVSHULHQJD QHFHVVD
 LQ PRGR FKH L PHPEUL GHQ 'UHDP7HDP GL TXHVWD HVWDWH QRQ VLDQR FRLQYROWL V
 XQ HYHQWR EHOOR H GD ULFRUGDUH PD LQ TXDOFRVD GL FRQFUHWR FKH VSHULDPR OL I
 FUHVHUH XPDQDPHQWH H SURIHVVLRQDOPHQWH &RQFUHWR FRPH SXz HVVHUH VROR I
 PL] GL FUHDWLYLWj H LPSUHQGLWRULD WHRULD H SUDWLFD'

-P TVSKVEQQE HIP~IHM^MSRI HM 2I\X +IRIVEXMSR
 &RQFUHWH]]D FKH VL ULVSHFFKLD LQ XQ FDOHQGDULR ULFFR GL HYHQWL FKH YHGUDQQR
 FRVWDQWH ,O ODYRUR SHU O]DSSXQWR O]HWHGHDRMWRVEKH SDUWLWj
 FRQFOXGHUj QHOOHXOWLPD JL RUQDWD GHOO UDVVHJQD

1HO GHWWDJOLR GRSR OD SULPD JL RUQDWD LQWURGXXWLYD FKH YHGUj OD SUHVHQWD]L
 SURJHWWXDOIGG%\$(BU%WHDQFD H %DUFRHOHGu DFRWDRUj OD
 ODVWHUFODVV ,PSDFW]LRQH,WDOLDQD \$FKHSURKSRHGH XQ LQFRQWUR

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GHGLFDV
LPSUHVH
LQLJLDWI
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HQWDOH H
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*LRYHG
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, O ULVSHWWR GHOOD W QRVWUD SULRULW

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1RL H L QRVWUL SDUWQHU XLWOLJLDPR WHFQRORJLH TXDOL
GDWL SHUVRQDOL TXDOL JOL LQGLULJL ,3 H JOL LGHQWLILF
DQXQFL H L FRQWHQXWL LQ EDVH DL WXRL LQWHUHVVL PL
FRQWHQXWL H ULFDYDUH LQIRUPDLRQL VXO SXEEOLFR FKH
FRQWHQXWL)DL FOLF VRWWR SHU DFFRQVHQWLUH DOO XWL
WUDWWDPHQWR GH L WXRL GDWL SHUVRQDOL SHU TXHVWH IL
OH WXH RSJLRQL VXO FRQVHQVR LQ TXDOVLDVL PRPHQWR UL

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ORVWUD ILOXWOLJLD L IRUQLWRUL

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FL VDUj
DQFKH LO FRQVXOHQWH SHU OD FRPXQLFLWJLH H GHEWUJLHURHJLKH GL
VDUj LO YLFHG LSHWRDUF B LSHUSLF &FHGGLH LQ FDPSSR GXUDQWH XQ
PRPHQWR VWUDRUGLQDULR GL PHQWRUVKLS SHU L UDJDJL

IVHQWHUj L

SWWHQWLRQ VWHURDOL 2IIHWR GD
LWHRDOL DEOH IRU IUHH

*LRYHG DJRVLWRDUF %HOCHPDLQLVWUDWRUH, GHODWR GL
WHQHUH XQR GHJOL LQQRVDWLRQ WDON GHOOH ODVWHUFODVV ,PSDFW H VHPSUH JLRYHC
XQD ODVWHUFODVV DOWHWR SUR IHVVVRUH GL %LRJHURQWRORJLD H GLUHWRUH
GHOO1,VWLWXWR VXOOD ORQJHYLWj DOO18QLYHUVLW\ RI 6RXWKHUQ &DOLIRUQLD ± 'DYL
*HURQWRORJ\ GL /RV \$QJHOHV H 'LUHWRUH GHO SURJUDPPD GL 2QFRORJLD H /RQJHYL
DOO1,)20 GL 0LODQR H XQD\$QVWQWDE OEFDOLHJWRUH *HQHUDOH GL
)RQGDJLRQH 9DOWHU /RQR 2QOXV LO FXL VFRSR q SUHYHQLUH H FXUDUH JUDYL PDODWV
SHUPHWWHUH D WXWWL LQ SDUWLFRODUH EPELQL H DGROHVHFHQWL DQFKH LQ SRYHUW
YLWD OXQJD H VDQD

9HQHUG DJRWRRL SURWDJRQLYLWILSFRVDDWRORL &HR GL
6WDUWXS,WRQLD ODVVDUL GHOOD)RQGDJLRQH PDDQLHODDQQR L
PRPHQWL GL ULIOHVLRQH GXUDQWH XQD URXQG WDEOH LQ FXL VL SDUOHUj GL &65 OD U
VRFLDOH GL LPSUHVD H GL FRPH LO %UDQG *LIIRQL VLD VLQRQLPR GL VRVWHJQR DOOH I

6DEDWR DJRWRRLUDQQR OH VRPPH GHO ODYRUR GHO 'UHDP7HDP FRQ OD
SUHVHQWDLRQH GL TXDQR IDWWR LQ TXHVWH GXH VHWLWDQD D WXWD LQQRVDJLRQ
GHL UDJDJL 5DJDJL FKH KDQQR GHFLVR GL SDVVDUH XQHVVWDWH PDGH LQ *LIIRQL SHU
SXQWUH D XQ IXWXUR DOO1LQVHJQD GHOOD VRVWHQLELOLWj H LQ FXL OH ORUR FRPSHW
GLJLWDL LQ SRL SRVVDQR IDUH OD GLIIHUHQJD

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&URQDFD

&UHDWLYLWç H LPSUHQLGLW
r HGL]LRQH GL QH[W *JHIQIU
LQQRYDWLRQ KXE

\$ *LIIRQL 9DOOH 3LDQD GDO DO DJRVWR WRUQD O
XQGHU D WURYDUH VROX]LRQL SHU XQ]HFRQRPLD VR

3DROD
DJRVWR

1RWDAXHVWR FRP XQLEWRSXEEOLFQWR LQWHJUDOPHQWH FRPH FROWULEXWR HVWHUQ
FRQWHQXWR QRQ q SHUWDQWR XQ DUWLFRRR SURGRWR' GDOOD UHG]LRQH GL 6DOH

&UHDWLYLWu H LPSUHQLGLWRULD D GLF QVPRFHGLJRY
\$QJL D GLPHQVLRQH GL 'GUHDPHV" JLRDQLHGDOH HQI

VRJQDWRUL XQGHU FKH SXQWDQR D XQ IXWXUR VRVWHQLELOH H LOORY
FRPSHWHQ]H GLJLWDOL SRVVDQR VSLDQDUH ORUR OD v WUDGDHQXQOXI
HFRQRPLD H XQ PHUFDWR GHO ODYRUR FRVWDQWHPHQWH & RYLQ SRVLWLY
9DOOH 3LDQD GDO DO DJRVWR WRUQD SHU OD VXD VHWWDHGLJLRQH
*(1(5\$7,21 UDVVHJQD UHDOL]DWD GD *LIIRQL ,QQRYDWLRQXELRFDWLR'
LVSLUDWD H SURPRVVD GD *LIIRQL 2SSRUWXQLW\ 'XH VHWWLDPDQH LQ T
IDVH GHOOD D HGL]LRQH GHO)HVWLYDO SHU XQ SURJUDPPDFKH VGRGL
WDYROH URWRQGH ODERUDWRUL ZRUNVKRS H VDUu FDUDWWHUL]]DWD G
'UHDP7HDP UDJD]]L XQGHU SURWDJRQLVWL GL XQD VHULH GL VILGH
LQQRYD]LRQH ,O SURJUDPPD LQROWUH SUHYHGH XQD VHULH GL ,QQRYE
QHOO•DPELWR GHOOH ODVWHUFODVV ,PSDFW ORPHQWL GL FRQIURQWR H
OHDGHU GL LQG XVULD LVWLWX]LRQL H GHOO•HFRVLVWHPD GHOO•LQQR'
GHGLFDWL D JLRDQL FDPDQL WUD L H L DQQL 2ELHWLWLYR GL W
IRUPD]LRQH 'QRQ IRVWDVHPD FKH YDQQR GDOOD UHVSQRVDELOLWu
VRFLDOH GL LPSUHVD DOOD VRVWHQLELOLWu ILQR DOOD ELRGLYHUVLWu
FRQVDSHYROH GHL %LJ 'DWD /•(&2120,\$ '(/)87852 7\$5*\$7\$ *,))21, 'DL
QXRYL ODYRUL DOOH FRPSHWHQ]H QHFHVVDULH SHU ULGLVHJQDUH XQ•HF
(FFR TXDOH VDUu LO OHLWPRWLY GL TXHVWD VHVD HGL]LRQH GL 1(;7 *(
WXWWR VHJXHQGR O•RQGD GHOO•2SHQ ,QQRYDWLRQ VSLHJD /XFD 7HVDX
)RXQGHU GL *LIIRQL ,QQRYDWLRQ +XE H FRQ PRPHQWL FKH RUPDL FDUD
TXHVWH JLRUQDWH &RPH LO ODYRUR GHO 'UHDP7HDP UDJD]]L GL HWu
H L DQQL FKH VL ULPERFFKHUHQQR OH PDQLFKH LQ XQD VRUWD GL
SUROXQJDWR SHU WURYDUH ULVSRVWH D PLVXUD GL EXVLQHVV D TXHVL
TXHVW•HVWDWH VDUDQQR ORUR SRVWL GD DOFXQL GHL QRVWUL SDUWQH
SDUWLFRODUH VX DUJRPHQWL FKH YHUWHUHQQR VXO GLJLWDO IDUPLQJ
OD TXDOH VL FRQFHQUHUHQQR VXO IXWXUR GHOOD ILQDQJD H GHOOH E
FKH VSLHJDQR EHQH O•DQLPD GL 1(;7 *(1(5\$7,21 XQ•LQWHU]LRQH R

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FROODERUD]LRQH FKH GLU VL YRJOLD DG DOWR LPSDWWR WUD UHDOWu
 VRFLDOL FXOWXUDOL GL RJJL H TXHL JLRDQL FKH VRQR SURQWL D HVV
 GRPDQL" '/HDGHU GL GRPDQL DJJLXQJH 2UD]LR ODULD 'L ODUWLQR FR
 &22 GL *LIIRQL ,QQRYDWLRQ +XE FKH QRQ VROR VDUDQQR LPSHJQDWL D
 TXHVWH VROX]LRQL PD UHVSLUHUDQQR LQQRYD]LRQH LQ FDPDL HVWUHPD
 WUDVYHUVDO ,Q TXHVWL JLRUQL LQIDWWL FL VDUDQQR DQFKH OH ODVV
 GXUDQWH OH TXDOL VL SRWUDQQR FRQIURQWUDH FRQ SHUVRQDOLWu SR
 FXOWXUDOL H VFLHQWLILFKH &RQIURQWUDH ,QIDWWL FRPH v SURSULR
 WDUJDWD *LIIRQL OH QRVWUH ODVWHUFODVV QRQ VRQR VWDWLFKH H PHL
 FRQIHUHQ]H IURQWDOL PD HVSHULHQ]H LQWHUDWWLYH LQ FXL VL YXROH
 YHUYH FUHDWLYD H LPSUHQGLWRULDH GL XQD JHQH]LRQH FKH KD WD
 WDQWD YRJOLD GL IDUH" '/D VWHVVD YHUYH FKH KD SRUWDWR JUDQGL E
 LQYHVWLWH LQ &DPSDQLD GLFH \$QWRQLQR OXUR FR IRXQGHU H \$FFRXC
 *LIIRQL ,QQRYDWLRQ +XE 8QD YHUYH FKH VL ULWURYD QHL WDOHQWL G
 7DOHQWL FKH SHUy RYYLDPHQWH YDQQR VWLPRODWL (LQ TXHVWR *LIIR
 HVSHULHQ]D /•HVSHULHQ]D QHFHVVDULD D IDUH LQ PRGR FKH L PHPEU
 'UHDP7HDP GL TXHVWD HVWDWH QRQ VLDQR FRLQYROWL VROR LQ XQ HYH
 ULFRUGDUHPD LQ TXDOFRVD GL FRQFUHWR FKH VSHULDPR OL DLXWHUu
 XPDQDPHQWH H SURIHVVLQRDOPHQWH &RQFUHWR FRPH SXy HVVHUH VRO
 GL FUHDWLYLWu H LPSUHQGLWRULD WHRULD H SUDWLFD" ,/ 352*5\$00\$
 '(//*(',=,21(', 1(;7 *(1(5\$7,21 &RQFUHWH]]D FKH VL ULVSHFFKLD LQ
 XQ FDOHQGDULR ULFFR GL HYHQWL FKH YHGUDQQR XQD JUDQGH FRVWDQ
 O•DSSXQWR GHO 'UHDP7HDP FKH SDUWLWu ODUWHGx DJRVWR H VL FRQ
 QHOO•XOWLPD JLRUQDWD GHOOD UDVVHJQD 1HO GHWWDJOLR GRSR OD S
 LQWURGXWWLYD FKH YHGUu OD SUHVHQWD]LRQH GHL EULHI SURJHWWXDC
 %DQFD H %D\HU OHUFROHGx DJRVWR FL VDUu OD ODVWHUFODVV ,PSDFV
)RQGD]LRQH ,WDOLDQD \$FFHQWXUH FKH SURSRQH XQ LQFRQWUR GHGLFD'
 WUD VRVWHQLELOLWu HFRQRPLFD VRFLDOH H DPELHQWDOH H LO PRQR
 3UHVHQWHUDQQR LQROWUH '<RXWK LQ \$FWLRQ IRU 6XVWDLQDEOH 'HYHO
 LQL]LDWLYD FKH VWLPROD JOL VWXGHQWL XQGHU D SUHVHQWUDH LGHI
 FRQWULEXLUH DO UDJLXQJLPHQWR GHJOL 2ELHWWLYL GL 6YLOXSSR 6RVV
 FRQWHPSR IDYRULUH LO ORUR LQJUHVV RHO QXRYR PRQR GHO ODYRUR
 DJRVWR FL VDUu XQ YHUR H SURSULR PRPHQWR GL OHQWRUVKLS GHGLFD
 LQQRYDWRUL H VRJQDWRUL GHO 'UHDP7HDP JUD]LH DOOD)RQGD]LRQH SH
 GHOO 2OWUHSy 3DYHVH FKH LQ GLUHWWD VWUHDPLQJ SUHVHQWHUu L SUI
 UHDOL]]DWL QHOO•DPELWR GHO SURJHWWR \$WWLYDUHH FRQ LO FRQWULE
 &DULSOR FKH KD YLVWR LO FRLQYROJLPHQWR GL VWXGHQWL ORPEDUG
 UHDOL]]D]LRQH GL FRUWRPHWUDJL LQ FXL O DUWH H OD YDORU]]D]LRQ
 IDQQR GD SDGURQH OHQWRU GHOOD JLRUQDWD GL 9HQHUGx LQYHFH
 JLRUQDOLVWD H VDJJLVWD *XLGR =DFFDUHOOL 6DEDWR DJRVWR D WHC
 ,PSDFW VDUu LO GLUHWWRUH GHOOD &RPLVVLQRH 5HJLRQDOH (XURSHD
 :RUG 7RXULVP 2UJDQL]DWLRQ \$OHVVDQGD 3ULDQWH ,QWHOOJHQ]D H
 GLYHQWDQR VLQRQLPL GL VSHVD ODUWHGx DJRVWR TXDQGR GXUDQWH
 ,PSDFW GL \$OWURFRQVXPR WHQXWD GD)UDQFD %UDJD VL VFRSULUDQQR
 SUDFWLHV GL XQD VSHVD VRVWHQLELOH FRQVDSHYROH H VRSUDWWXWV
 DPELHQWDOH ,O WXWWR JXDUQLWR GD DOFXQH FKLFFKH FKH ULJXDUGHL

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FKH OH 'EXFFH" RVVLD JOL VFDUWL GHL YHJHWDOL FKH VROLWDPHQWH I
SDWWXPLHUD \$QWRQLR 0DJOLR UHVSQRVDELOH GHOOR +XPDQ .QRZOHGJ
-RXOH SUHVHQWHUu LO QXRYR SURJHWRW WDUJDWR (QL 0HUFROHGx D
QHOO•DPELWR GHOOD VWHVVD JLRUQDWD FL VDUu DQFKH OD 0DVWHUFOD
*LRYDQQL &DUUDGD FKH WUD OH DOWUH FRVH v DQFKH LO FRQVXOHQWI
FRPXQLFDJLRQH GHOO•LQQRydJLRQH GL %D\HU 3HU LO 'UHDP7HDP VDUu L
YLFHGLUHWWRUH GL %SHU %DQFD 3LHUSLR &HUIRJOL D VFHQGHUH LQ FD
PRPHQR VWUDRUGLQDULR GL PHQWRUVKLS SHU L UDJDJL *LRYHGx D
0DUFR %HOHJJD DPPLQLVWUDWRUH GHOHJDWR GL ,QIUDWHO D WHQHUH
LQQRydWLRQ WDON GHOOH 0DVWHUFODVV ,PSDFW H VHPSUH JLRYHGx FL
0DVWHUFODVV WHQXWD GD 9DOWHU /RJR SURIHVVRUH GL %LRJHURQRW
GHOO•,VWLWXWR VXOOD ORQJHYLWu DOO•8QLYHUVLW\ RI 6RXWKHUQ &DOL
RI *HURQRORJ\ GL /RV \$QJHOHV H 'LUHWWRUH GHO SURJUDPPD GL 2QFR
/RQJHYLWu DOO•,)20 GL 0LQDQR H XQD URXQG WDEOH FRQ \$QWRQOXFD 0
'LUHWWRUH *HQHUDOH GL)RQGDJLRQH 9DOWHU /RJR 2QOXV LO FXL VFR:
FXUDUH JUDYL PDODWWLH H SHUPHWWHUH D WXWWL LQ SDUWLFRODUH E
DQFKH LQ SRYHUWu GL DYHUH XQD YLWD OXQJD H VDQD 9HQHUGx DJR
SURWDJRQLVWL FL VDUDQQR)LOLSSR 6DWROOL &HR GL 6WDUWXS,WDOLD
)RQGDJLRQH %DULOOD H QRQ PDQFKHUDQQR L PRPHQWL GL ULIOHVVLQRH
URXQG WDEOH LQ FXL VL SDUOHUu GL &65 OD UHVSQRVDELOLWu VRFLDC
FRPH LO %UDQG *LIIRQL VLD VLQRQLPR GL VRVWHJQR DOOH DJLHQGH 6DE
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IDWRW LQ TXHVWH GXH VHWLWLPDQH D WXWWD LQQRydJLRQH GD SDUWH C
FKH KDQQR GHFLVR GL SDVVDUH XQ•HVWDWH PDGH LQ *LIIRQL SHU SXQW
DOO•LQVHJQD GHOOD VRVWHQLELOLWu H LQ FXL OH ORUR FRPSHWHQJH C
SRL SRVVDQR IDUH OD GLIIHUHQJD

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(FRQRPLDYRL 6HJQDODJLR 3ULYDF\ &RGLFH GL F
&RVD IDUH L(8OWLPH 1RW

3HU OD WXD SXEOLFLWj

&KL VLD88HV8RQV

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GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDIT...

Dal 18 al 29 agosto torna il Festival del cinema per ragazzi e bambini. Il programma dell'Innovation Hub su sostenibilità e green

In occasione della cinquantesima edizione del Giffoni Film Festival , il Giffoni Innovation Hub ha deciso di inaugurare una nuova sezione del proprio programma, verticale sul tema della sostenibilità e del green. Dal 18 al 29 agosto, 80 ragazzi e ragazze parteciperanno alle Masterclass Impact , incontrando rappresentanti delle istituzioni, ministri, imprenditori, uomini e donne di cultura per ricevere una formazione "non formale": dalla responsabilità sociale di impresa alla sostenibilità fino alla biodiversità al digitale e all'uso consapevole dei Big Data. «Dai nuovi lavori alle competenze necessarie per ridisegnare un'economia diversa. Ecco quale sarà il leitmotiv di questa sesta edizione di NEXT GENERATION. Il tutto seguendo l'onda dell'Open Innovation», ha commentato Luca Tesauro , CEO e co-Founder di Giffoni Innovation Hub.

Leggi anche: «Giffoni è stata la mia startup». Come Gubitosi ha portato il mondo in Campania

Masterclass Impact: il programma

Nella giornata introduttiva del Giffoni Film Festival , il 18 agosto, i giffoners incontreranno i rappresentanti di BPER Banca e Bayer e il giorno successivo sarà la volta della Fondazione Accenture con un incontro dedicato al rapporto tra sostenibilità economica, sociale e ambientale e il mondo delle imprese. Tra gli interventi più attesi delle Masterclass Impact c'è anche quello di Alessandra Priante , il direttore della Commissione Regionale Europea della United Nation World Tourism Organization , che parlerà di turismo sostenibile come leva per la ripresa dell'economia e dei territori.

«Le nostre Masterclass - ha aggiunto Orazio Maria Di Martino , COO di Giffoni Innovation Hub - non sono statiche e meramente lezioni, o conferenze frontali, ma esperienze interattive in cui si vuole dare spazio alla verve creativa e imprenditoriale di una generazione che ha tanto da dire, e ha tanta voglia di fare». Tra gli altri appuntamenti delle Masterclass Impact segnaliamo anche l'intervento, il 27 agosto, di Valter Longo , professore di Biogerontologia e direttore dell'Istituto sulla longevità all'University of Southern California Davis School of Gerontology di Los Angeles e Direttore del programma di Oncologia e Longevità **ANIFOM** di Milano. Il 28 agosto sarà a Giffoni anche il CEO di StartupItalia, Filippo Satolli . Secondo Antonino Muro , Account Manager di Giffoni Innovation Hub, il Dream Team di quest'anno verrà coinvolto «non soltanto in un evento bello e da ricordare ma in qualcosa di concreto che speriamo li aiuterà a crescere umanamente e professionalmente».

[GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDIT...]

GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDITORI

Dal 18 al 29 agosto torna il Festival del cinema per ragazzi e bambini. Il programma dell'Innovation Hub su sostenibilità e green In occasione della cinquantesima edizione del Giffoni Film Festival , il Giffoni Innovation Hub ha deciso di inaugurare una nuova sezione del proprio programma, verticale sul tema della sostenibilità e del green. Dal 18 al 29 agosto, 80 ragazzi e ragazze parteciperanno alle Masterclass Impact , incontrando rappresentanti delle istituzioni, ministri, imprenditori, uomini e donne di cultura per ricevere una formazione "non formale": dalla responsabilità sociale di impresa alla sostenibilità fino alla biodiversità al digitale e all'uso consapevole dei Big Data. «Dai nuovi lavori alle competenze necessarie per ridisegnare un'economia diversa. Ecco quale sarà il leitmotiv di questa sesta edizione di NEXT GENERATION. Il tutto seguendo l'onda dell'Open Innovation», ha commentato Luca Tesauro , CEO e co-Founder di Giffoni Innovation Hub.

Masterclass Impact: il programma Nella giornata introduttiva del Giffoni Film Festival , il 18 agosto, i giffoners incontreranno i rappresentanti di BPER Banca e Bayer e il giorno successivo sarà la volta della Fondazione Accenture con un incontro dedicato al rapporto tra sostenibilità economica, sociale e ambientale e il mondo delle imprese. Tra gli interventi più attesi delle Masterclass Impact c'è anche quello di Alessandra Priante , il direttore della Commissione Regionale Europea della United Nation World Tourism Organization , che parlerà di turismo sostenibile come leva per la ripresa dell'economia e dei territori.

«Le nostre Masterclass – ha aggiunto Orazio Maria Di Martino , COO di Giffoni Innovation Hub – non sono statiche e meramente lezioni, o conferenze frontali, ma esperienze interattive in cui si vuole dare spazio alla verve creativa e imprenditoriale di una generazione che ha tanto da dire, e ha tanta voglia di fare». Tra gli altri appuntamenti delle Masterclass Impact segnaliamo anche l'intervento, il 27 agosto, di Valter Longo , professore di Biogerontologia e direttore dell'Istituto sulla longevità all'University of Southern California – Davis School of Gerontology di Los Angeles e Direttore del programma di Oncologia e Longevità **IFOM** di Milano. Il 28 agosto sarà a Giffoni anche il CEO di StartupItalia Filippo Satolli . Secondo Antonino Muro , Account Manager di Giffoni Innovation Hub, il Dream Team di quest'anno verrà coinvolto «non soltanto in un evento bello e da ricordare ma in qualcosa di concreto che speriamo li aiuterà a crescere umanamente e professionalmente».

[GIFFONI LANCIA LE MASTERCLASS IMPACT: 80 RAGAZZI INCONTRANO POLITICI E IMPRENDITORI]

ARRIVA LA SESTA EDIZIONE DI NEXT GENERATION GIFFONI INNOVATION HUB

A Giffoni Valle Piana dal 18 al 29 agosto torna Giffoni Innovation Hub, l'evento sull'arte di innovare che sfida giovani under30 a trovare soluzioni per un'economia sostenibile Creatività e imprenditoria a dimensione di giovani. Anzi a dimensione di "dreamers", giovani sognatori under30 che puntano a un futuro sostenibile e innovativo in cui le competenze digitali possano spianare loro la strada in un nuovo tipo di economia e un mercato del lavoro costantemente in evoluzione. E così a Giffoni Valle Piana dal 18 al 29 agosto torna per la sua sesta edizione **NEXT GENERATION**, rassegna realizzata da Giffoni Innovation Hub, creative agency ispirata e promossa da Giffoni Opportunity. Due settimane, in questa prima fase della 50 edizione del Festival, per un programma che si dividerà tra tavole rotonde, laboratori, workshop e sarà caratterizzata dal lavoro del DreamTeam, 15 ragazzi under30, protagonisti di una serie di sfide all'ultima innovazione. Il programma, inoltre, prevede una serie di Innovation Talks nell'ambito delle Masterclass Impact. Momenti di confronto e crescita tenuti da leader di industria, istituzioni e dell'ecosistema dell'innovazione italiana, dedicati a 80 giovani campani tra i 18 e i 26 anni. Obiettivo di tutto ciò una formazione "non formale" a 360° su temi che vanno dalla responsabilità sociale di impresa alla sostenibilità fino alla biodiversità al digitale e all'uso consapevole dei Big Data.

L'economia del futuro targata Giffoni "Dai nuovi lavori alle competenze necessarie per ridisegnare un'economia diversa. Ecco quale sarà il leitmotiv di questa sesta edizione di **NEXT GENERATION**. Il tutto seguendo l'onda dell'Open Innovation – spiega Luca Tesauro, Ceo e co-Founder di Giffoni Innovation Hub – e con momenti che ormai caratterizzano queste giornate. Come il lavoro del DreamTeam, 15 ragazzi di età compresa tra i 18 e i 30 anni, che si rimboccheranno le maniche, in una sorta di hackathon prolungato, per trovare risposte a misura di business a quesiti reali che quest'estate saranno loro posti da alcuni dei nostri partner: Bayer, in particolare su argomenti che verteranno sul digital farming; e BPER Banca con la quale si concentreranno sul futuro della finanza e delle banche. Due esempi che spiegano bene l'anima di **NEXT GENERATION**: un'interazione, o collaborazione che dir si voglia, ad alto impatto tra realtà imprenditoriali, sociali, culturali di oggi e quei giovani che sono pronti a essere i leader di domani".

"Leader di domani – aggiunge Orazio Maria Di Martino, co-founder e COO di Giffoni Innovation Hub – che non solo saranno impegnati a cercare queste soluzioni ma respireranno innovazione in campi estremamente trasversali. In questi giorni infatti ci saranno anche le Masterclass Impact durante le quali si potranno confrontare con personalità politiche, industriali, culturali e scientifiche. Confrontare. Infatti, come è proprio di ogni esperienza targata Giffoni le nostre Masterclass non sono statiche e meramente lezioni, o conferenze frontali, ma esperienze interattive in cui si vuole dare spazio alla verve creativa e imprenditoriale di una generazione che ha tanto da dire, e ha tanta voglia di fare".

"La stessa verve che ha portato grandi aziende ad investire in Campania – dice Antonino Muro, co-founder e Account Manager di Giffoni Innovation Hub – Una verve che si ritrova nei talenti di tanti ragazzi. Talenti che però ovviamente vanno stimolati. E in questo Giffoni ha una grande esperienza. L'esperienza necessaria a fare in modo che i 15 membri del DreamTeam di questa estate non siano coinvolti solo in un evento bello e da ricordare ma in qualcosa di concreto che speriamo li aiuterà a crescere umanamente e professionalmente. Concreto come può essere solo il giusto mix di creatività e imprenditoria, teoria e pratica".

Il programma dell'edizione 2020 di Next Generation Concretezza che si rispecchia in un calendario ricco di eventi che vedranno una grande costante. Il lavoro, per l'appunto, del DreamTeam che partirà Martedì 18 agosto e si concluderà nell'ultima giornata della rassegna. Nel dettaglio dopo la prima giornata introduttiva che vedrà la presentazione dei brief progettuali da

parte di BPER Banca e Bayer; Mercoledì 19 agosto ci sarà la Masterclass Impact della Fondazione Italiana Accenture che propone un incontro dedicato al rapporto tra sostenibilità economica, sociale e ambientale e il mondo delle imprese. Presenteranno inoltre “Youth in Action for Sustainable Development Goals”, iniziativa che stimola gli studenti under 30 a presentare idee innovative per contribuire al raggiungimento degli Obiettivi di Sviluppo Sostenibile e vuole al contempo favorire il loro ingresso nel nuovo mondo del lavoro. Giovedì 20 agosto ci sarà un vero e proprio momento di Mentorship dedicata agli innovatori e sognatori del DreamTeam grazie alla Fondazione per lo sviluppo dell’Oltrepò Pavese che in diretta streaming presenterà i prodotti video realizzati nell’ambito del progetto Attivaree con il contributo di Fondazione Cariplo che ha visto il coinvolgimento di 120 studenti lombardi nella realizzazione di cortometraggi in cui l’arte e la valorizzazione del territorio la fanno da padrone. Mentor della giornata di Venerdì 21, invece, sarà il giornalista e saggista Guido Zaccarelli. Sabato 22 agosto a tenere la Masterclass Impact sarà il direttore della Commissione Regionale Europea United Nation World Tourism Organization, Alessandra Priante. Intelligenza e sostenibilità diventano sinonimi di spesa Martedì 25 agosto quando durante Masterclass Impact di Altroconsumo tenuta da Franca Braga si scopriranno segreti e best practices di una spesa sostenibile, consapevole e soprattutto a basso impatto ambientale. Il tutto guarnito da alcune chicche che riguarderanno nientemeno che le “bucce”, ossia gli scarti dei vegetali che solitamente finiscono nella pattumiera. Antonio Maglio, responsabile dello Human Knowledge Program di Joule, presenterà il nuovo progetto targato Eni Mercoledì 26 agosto e nell’ambito della stessa giornata ci sarà anche la Masterclass Impact di Giovanni Carrada che, tra le altre cose, è anche il consulente per la comunicazione dell’innovazione di Bayer. Per il DreamTeam sarà il vicedirettore di Bper Banca Pierpio Cerfoli a scendere in campo durante un momento straordinario di mentorship per i ragazzi. Giovedì 27 agosto ci sarà Marco Bellezza, amministratore delegato di Infratel a tenere uno degli innovation talk delle Masterclass Impact e sempre giovedì ci saranno una Masterclass tenuta da Valter Longo, professore di Biogerontologia e direttore dell’Istituto sulla longevità all’University of Southern California – Davis School of Gerontology di Los Angeles e Direttore del programma di Oncologia e Longevità **IFOM** di Milano, e una round table con Antonluca Matarazzo, Direttore Generale di Fondazione Valter Longo Onlus il cui scopo è prevenire e curare gravi malattie e permettere a tutti, in particolare bambini e adolescenti, anche in povertà, di avere una vita lunga e sana. Venerdì 28 agosto tra i protagonisti ci saranno Filippo Satolli, Ceo di StartupItalia e Sonia Massari della Fondazione Barilla e non mancheranno i momenti di riflessione durante una round table in cui si parlerà di CSR, la responsabilità sociale di impresa, e di come il Brand Giffoni sia sinonimo di sostegno alle aziende. Sabato 29 agosto tireranno le somme del lavoro del DreamTeam con la presentazione di quanto fatto in queste due settimane a tutta innovazione da parte dei ragazzi. Ragazzi che hanno deciso di passare un’estate made in Giffoni per puntare a un futuro all’insegna della sostenibilità e in cui le loro competenze, da quelle digitali in poi, possano fare la differenza.

[ARRIVA LA SESTA EDIZIONE DI NEXT GENERATION GIFFONI INNOVATION HUB]

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&UHDWLYLWj H LPSUHQGLWRULD D GLPHQVLRQH GL JLRYDQL , 'GUHDPHUV' JLRYDQL VRJQDWRU
FKH SXQWDQR D XQ IXWXUR VRVWHQLELOH H LQQRYDWLYR LQ FXL OH FRPSHWHQ]H GLJLWDOL
VSLDQDUH ORUR OD VWUDGD LQ XQ QXRYR WLSR GL HFRQRPLD H XQ PHUFDWR GHO ODYRUR
FRVWDQWHPHQWH LQ HYROX]LRQH VL GDQQR DSSXQWDPHQWR GDO DO DJRVWR D *LIIRQL
3LDQD SHU OD VHVWD HGL]LRQH GL 1H[W *HQHUDWLRQ UDVVHJQD UHDOL]]DWD GD *LIIRQL ,QC
+XE FUHDWLYH DJHQF\ LVSLUDWD H SURPRVVD GD *LIIRQL 2SSRUWXQLW\

,Q RFFDVLQRH GHOO PD HGL]LRQH GHO)LOP)HVWLYDO LO SURJUDPPD VL GLYLGHUj WUD WDY
URWRQGH ODERUDWRUL ZRUNVKRS H VDUj FDUDWWHUL]]DWD GDO ODYRUR GHO 'UHDP7HDP
SURWDJRQLVWL GL XQD VHULH GL VILGH DOO]XOWLPD LQQRYD]LRQH 3UHVLVWD LQROWUH XQ
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°DL QXRYL ODYRUL DOOH FRPSHWHQ]H QHFHVVDULH SHU ULGLVHJQDUH XQ¶HFRQRPLD GLYHUVD TXDOH VDUj LO OHLWPRWLY GL TXHVWD VHVWD HGL]LRQH GL 1H[W *HQHUDWLRQ ,O WXWWR VH GHOO¶2SHQ ,QQRyDWLRQ ± VSLHJD /XFD 7HVDXUR &HR H FR)RXQGhu GL *LIIRQL ,QQRyDWLRQ H FRQ PRPHQWL FKH RUPDL FDUDWWHUL]DQR TXHVWH JLruQDWH FRQH LO ODYRUR GHo 'UHDF FRQ UDJD]L SURWDJRQLVWL GL XQD VRUWD GL KDFNDWKRQ SUROXQJDWR SHU WURYDUH ULV PLVXUD GL EXVLQHVV D TXHVLWL UHDOL FKH TXHVW¶HVWDWH VDUDQQR ORUR SRVWL GD DOFX SDUWQHU %D\HU VXO GLJLWDO IDUPLQJ H %3(5 %DQFD VXO IXWXUR GHOO ILQDQJD H GHOOH 'XH HVHPSL FKH VSLHJDQR EHQH O¶DQLPD GL 1H[W *HQHUDWLRQ XQ¶LQWHUD]LRQH DG DOWR L WUD UHDOWj LPSUHQGLWRULDOL VRFLDOL FXOWXUDOL GL RJJL H TXHL JLRYDQL FKH VRQR SUF OHDGHU GL GRPDQL

°/HDGHU GL GRPDQL ± DJJLXQJH 2UD]LR ODUlD 'L ODUWLQR FR IRXQGhu H &22 GL *LIIRQL ,QQRyDWLRQ +XE ± FKH QRQ VROR VDUDQQR LPSHJQDWL D FHUFDUH TXHVWH VROX]LRQL PD UHVSLUHUDQQR LQQRyD]LRQH LQ FDPsL HVWUHPDPHQWH WUDVYHUVDOL ,Q TXHVWL JLruQL LQ VDUDQQR DQFKH OH ODVWHUFODVV ,PSDFW GXUDQWH OH TXDOL VL SRWUDQQR FRQIURQWDUH SHUVRQDOLWj SROLWLFKH LQGxvwuldOL FXOWXUDOL H VFLHQWLILFKH'

&RPH RJQL HVSHULHQ]D WDUJDWD *LIIRQL OH ODVWHUFODVV QRQ VRQR PHUDPHQWH OH]LRQL FRQIHUHQ]H PD HVSHULHQ]H LQWHUDWWLYH LQ FXL VL YXROH GDUH VSD]LR DOOD YHUYH FUHD' LPSUHQGLWRULDOLH GL XQD JHQHUD]LRQH FKH KD WDQWR GD GLUH H WDQWD YRJOLD GL IDUH

°/D VWHVVD YHUYH FKH KD SRUWDWR JUDQGL DJLHQGH DG LQYHVWLUH LQ &DPSDQLD °8QD YHU ULWURYD QHL WDOHQWL GL WDQWL UDJD]L FKH SHUz RYYLDPHQWH YDQQR VWLPRODWL ± GLFH OXUR FR IRXQGhu H \$FFRXQW ODDJHU GL *LIIRQL ,QQRyDWLRQ +XE (LQ TXHVWR *LIIRQL K XQD JUDQGH HVSHULHQ]D QHFHVVDULD D IDUH LQ PRGR FKH L PHPEUL GHo 'UHDP7HDP GL TXHVWD HVWDWH QRQ VLDQR FRLQYROWL VROR LQ XQ HYHQWR EHOOR H GD ULFRUGDUH PD LQ FRQFUHWR FKH VSHULDPR OL DLXWHUj D FUHVFHUH XPDQDPHQWH H SURIHVVLRQDOPHQWH'

&RQFUHWH]D FKH VL ULVSHFFKLD LQ XQ FDOHQGDULR ULFFR GL HYHQWL FKH YHGUDQQR XQD J FRVWDQWH LO ODYRUR GHo 'UHDP7HDP FKH SDUWLUj PDUWHGu DJRVWR H VL FRQFOXGHUj QHOO¶XOWLPR JLruQR GHOO UDVVHJQD

OHUFROHGu DJRVWR FL VDUj OD ODVWHUFODVV ,PSDFW GHOO)RQGD]LRQH ,WDOLDQD \$FFHQ' GHGLFDWD DO UDSSRUWR WUD VRVWHQLELOLWj HFRQRPLFD VRFLDOH H DPELHQWDOH H LO PRQ LPSUHVH FRQ OD SUHVHQWD]LRQH GL °<RXWK LQ \$FWLRQ IRU 6XVWDLQDEOH 'HYHORSPHQW *R *LRYHGu DJRVWR XQ YHUR H SURSULR PRPHQWR GL OHQWRUVKLS VDUj SUSRVRWR GDOOD)RQGD]LRQH SHU OR VYLOXSSR GHOO¶2OWUHSz 3DYHVH FKH SUHVHQWHUj L YLGRH UHDOL]DWL GHo SURJHWR \$WWLYDUHH FRQ LO FRQWULEXWR GL)RQGD]LRQH &DULSOR PHQWRU GL 9HQH LQYHFH VDUj LO JLruQDOLVWD H VDJJLVWD *XLGR =DFFDUHOOL

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GL 1DSROL 0DJDLQH



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'UHDP7HDP UDJDJL XQGHU SURWDJR
DOOØXOWLPD LQQRVDJLRQH ,O SURJUDPP
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FDPSDQL WUD L H L DQQL 2ELHWWLY
ÚQRQ IRUPDOHÛ D r VX WHPL FKH YDQQ
VRFLDOH GL LPSUHVD DOOD VRVWHQLELO
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SRVWL GD DOFXQL GHL QRVWL SDUWQH
DUJRPHQWL FKH YHUWHUDQQR VXO GLJLW
TXDOH VL FRQFHQWUHUDQQR VXO IXWXUR
'XH HVHPSL FKH VSLHJDQR EHQH OØDQLPD
XQØLQWHUDJLRQH R FRODERUDJLRQH FK
WUD UHDOVç LPSUHQGLWRULDOL VRFLDO
FKH VRQR SURQWL D HVVHUH L OHDGHU GL

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OH ODVWHUFODVV ,PSDFW GXUDQWH OH TX
SHUVRQDOLWç SROLWLFKH LQG XVWULDOL
&RQIURQWUHU ,QIDWWL FRPH a SURSULR
*LIIRQL OH QRVWUH ODVWHUFODVV QRQ VR
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YXROH GDUH VSDJLR DOOD YHUYH FUHDWL
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KD YLVWR LO FRLQYROJLPHQWR GL VW
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LPSUHQGLWRULD SHU L JLRY
\$ *LIIRQL 9DOOH 3LDQD GDO DO D
,QQRYDWLRQ +XE O-HYHQWR VXOO-DU
JLRYDQL XQGHU D WURYDUH VROXJLR
VRVWHQLELOH

&UHDWLYLWj H LPSUHQGLWRULD D GLPHQVLRQH GL JLRYD
JLRYDQL VRJQDWRUL XQGHU FKH SXQWDQR D XQ IXWXUR
FRPSHWHQH GLJLWDOL SRVVDQR VSLDQDUH ORUR OD VWI
PHUFDWR GHO ODYRUR FRVWDQWHPHQWH LQ HYROXJLRQH
DJRVWR WRUQD SHU OD VXD VHVWD HGLJLRQH 1(;7 *(1(5\$7
,QQRYDWLRQ +XE FUHDWLYH DJHQF\ LVSLUDWD H SURPRV
'XH VHWLWLPDQH LQ TXHVWD SULPD IDVH GHOOD D HGLJ
FKH VL GLYLGHUj WUD WDYROH URWRQGH ODERUDWRUL
'UHDP7HDP UDJDJL XQGHU SURWDJRQLVWL GL XQD V
,O SURJUDPPD LQROWUH SUHYHGH XQD VHULH GL ,QQRYD
,PSDFW
ORPHQWL GL FRQIURQWR H FUHVFLWD WHQXWL GD OHDGH
GHOO-LQQRYDJLRQH LWDOLDQD GHGLFDWL D JLRYDQL
WXWWR FLz XQD IRUPDJLRQH 'QRQ IRUPDOHµ D f VX WH
VRFLDOH GL LPSUHV D DOOD VRVWHQLELOLWj ILQR DOOD
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'HQLDO RI UHVSRQVLEI
:RUOG 1HZV LV DQ DXV
DJJUHJDWRU RI WKH D
PHGLD ,Q HDFK PDWHL
DXWKRUKDSHU OLQN WR
SULPDU\ VRXUFH DUH
WUDGHPDUNV EHORQJ
ULJKWIXO RZDWHUWLD
WKHLU DXWKRUV ,I \R:
RZQHU RI WKH FRQWH
ZDQW XV WR SXEOLVK
PDWHULDOV SOHDVH F
HPDLQXVH#WKHZRUOG
7KH FRQWHQW ZLOO E
ZLWKLQ KRUV

/.HFRQRPLD GH0 IXWXUR WDUJDWD *LIIRQL

"DL QXRYL ODYRUL DOOH FRPSHWHQJH QHFHVVDULH SHU UI VDUj LO OHLWPRWLY GL TXHVWD VHVWD HGLJLRQH GL 1(;7 * GHOO-2SHQ ,QOBYDLDLXQFD 7HVDXUR &HR H FR)RXQGHU G H FRQ PRPHQWL FKH RUPDL FDUDWWHULJ]DQR TXHVWH JLRI UDJD]JL GL HWj FRPSUHVD WUD L H L DQQL FKH VL ULF GL KDFNDWKRQ SUROXQJDWR SHU WURYDUH ULVSRVWH D F TXHVW-HVWDWH VDUDQQR ORUR SRVWL GD DOFXQL GHL QR' FKH YHUWHUDQQR VXO GLJLWDO IDUPLQJ H %3(5 %DQFD FI GHOOD ILQDQJ]D H GHOOH EDQFKH 'XH HVHPSL FKH VSLHJDC XQ-LQWHUDJLRQH R FROODERUDJLRQH FKH GLU VL YRJOLD VRFLDOL FXOWXUDOL GL RJJL H TXHL JLRYDQL FKH VRQR :

"/HDGHU GL² QRFDQJH 2UDJLR 0DULD 'L 0DUWLQR FR IRXC ,QQRYDWLFRH+QRQ VROR VDUDQQR LPSHJQDWL D FHUFDUH UHVSLUHUDQQR LQQRYD]LRQH LQ FDP SL HVWUHPDPHQWH W VDUDQQR DQFKH OH 0DVWHUFODVV ,PSDFW GXUDQWH OH T SROLWLFKH LQGXVWULDOL FXOWXUDOL H VFLHQWLILFKH HVSHULHQJ]D WDUJDWD *LIIRQL OH QRVWUH 0DVWHUFODVV F FRQIHUHQJH IURQWDOL PD HVSHULHQJH LQWHUDWWLYH LQ LPSUHQGLWRULDOL GL XQD JHQHUDJLRQH FKH KD WDQWR G

"/D VWHVVD YHUYH FKH KD SRUWDWR JUDQGLFHL\$QWRDQQL 0XUR FR IRXQGHU H \$FFRXQW 0DQDJH BQDLY*HLUHQEFKQR'YU QHL WDOHQWL GL WDQWL UDJD]JL 7DOHQWL FKH SHUZ RYY XQD JUDQGH HVSHULHQJ]D /-HVSHULHQJ]D QHFHVVDULD D IDU 'UHDP7HDP GL TXHVWD HVWDWH QRQ VLDQR FRLQYROWL VR TXDOFRVD GL FRQFUHWR FKH VSHULDPOL DLXWHUj D FUH &RQFUHWR FRPH SXz HVVHUH VROR LO JLXVWR PL[GL FUH

,O SURJUDPPD GHOO-HGLJLRQH GL

&RQFUHWHJ]D FKH VL ULVSHFFKLD LQ XQ FDOHQGDULR ULF FRVWDQWH ,O ODYRUR SHU 0-DSSXQWRHGH0 'BHRPWRDP FRQFOXGHUj QHOO-XOWLPD JL RUQDWD GHOOD UDVVHJQD

1HO GHWWDJOLR GRSR OD SULPD JL RUQDWD LQWURGXXW SURJHWWXDO%3D \$DQWBCHJFRUHG u FDJRYWjROD 0DVWH ,PSDFW GHOOD)RQGD]LRQH ,WDOLDQD \$FFHQWXUH FKH S WUD VRVWHQLELOLWj HFRQRPLFD VRFLDOL H DPELHQWDC LQROWUH ' <RXWK LQ \$FWLRQ IRU 6XVWDLQDEOH 'HYHORSI VWXGHQWL XQGHU D SUHVHQWDUH LGHH LQQRYDWLYH S 2ELHWWLYL GL 6YLOXSSR 6RVWHQLELOH H YXROH DO FRQ PRQGR GH0 ODYRUR

*LRYHG u DFJRVWRj XQ YHUR H SURSULR PRPHQWR GL 0HG

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)RRWEDOO VSRUW QH
'HXVVFKH IX%EDOOQI
1RWL]LH VXO FDOFLR
1RWLFLDV GH I-WERC
)RRWEDOO VSRUW QH

- 2ULJJLR GLFH D 6LOYDQR 9LUPL IDWWR OD VWR /HJD &RPPHQVV
- %HLUXW SURW FHQWLQDLD GL 3LD]JD GHL 0DU &RPPHQVV
- 3RQWH 6WUHWV ,GHD WXQQHO" HOHJDQWH SHU WHPSR &RPPHQVV
- +DOOH %HUU\ GRSR '/D PRUW DWWHQGHUHµ DQFRUD TXHOOI ERQG JLUO &RPPHQVV
- 7XULVPR LQ \$OI PLOLRQL GL WX WHUULWRULR LO &RYLG D FRF

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LQQRWDWRUL H VRJQDWRUL GHO 'UHD7HDP JUD]LH DOOD
3DYHVH FKH LQ GLUHWWD VUHDPLQJ SUHVHQWHUj L SUR
SURJHWWR \$WWLYDUHH FRQ LO FRQWULEXWR GL)RQGD]L
GL VWXGHQWL ORPEDUGL QHOOD UHDOL]]D]LRQH GL FF
YDORUL]]D]LRQH GHO WHUULWRULR OD IDQQRQGDSDGURQ
LQYHFH VDUj LO JLRUQDOLVWD H VDJJLVWD *XLGR =DFFD

6DEDWR DWRVWRH OH ODVWHUFODVV ,PSDFW VDUj LO
5HJLRQDOH (XURSHD 8QLWHG 1DWLRQ :RUOG 7RXULVP 2UJ

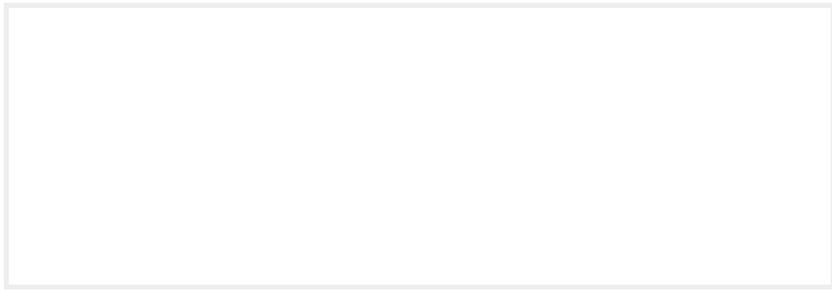
,QWHOOLJHQ]D H Vrvwhqlelolw d gwhhdwrvwr vlxdfql
GXUDQWH ODVWHUFODVV ,PSDFW GL \$OWURFRQVXPR WHQX
H EHVW SUDFWLFHV GL XQD VSHVD Vrvwhqleloh FRQVD
DPELHQWDOH ,O WXWWR JXDUQLWR GD DOFXQH FKLFFKH
'EXFFHµ RVVLD JOL VFDUWL GHL YHJHWDOL FKH VROLWD

\$QWRQLR 0DJOLR UHVSQRVDELOH GHOOR +XPDQ .QRZOHG
QXRYR SURJHWWRH WFRLOHWR (HDLRVDWR)DPELWR GHOOD VWH
VDUj DQFKH OD ODVWHUFODVV ,PSDFW GL *LRYDQQL &DUU
FRQVXOHQWH SHU OD FRPXQLFD]LRQH GHOO LQQRyD]LRQH
YLFHGLUHWWRUH GL %SHU %DQFD 3LHUSLR &HUIRJOL D V
VWUDRUGLQDULR GL PHQWRUVKLS SHU L UDJD]]L

*LRYHGµ DFRVWRj 0DUFR %HOH]]D DPPLQLVWUDWRUH
XQR GHJOL LQQRyDWLRQ WDOH GHOH ODVWHUFODVV ,PS
0DVWHUFODVV WHQXWD GD 9DOWHU /RQJR SURIHVVRUH G
VXOOD ORQJHYLWj DOO 8QLYHUVLW\ RI 6RXWKHUQ &DOLIR
\$QJHOHV H 'LUHWWRUH GHO SURJUDPPD GL 2QFRORJLD H
URXQG WDEOH FRQ \$QWRQOXFD 0DWDUD]]R 'LUHWWRUH *
2QOXV LO FXL VFRSR q SUHYHQLUH H FXUDUH JUDYL PDOE
EDPELQL H DGROHVVFHQWL DQFKH LQ SRYHUWj GL DYHUH

9HQHUGµ DWJRDWR SURWDJRQLVWL FL VDUDQQR)LOLSSR 6
0DVVDUL GHOOD)RQGD]LRQH %DULOOD H QRQ PDQFKHUDC
URXQG WDEOH LQ FXL VL SDUOHUj GL &65 OD UHVSQRVDE
*LIIRQL VLD VLQRQLPR GL Vrvwhjqr DOOH D]LHQGH

6DEDWR DWRVWRDQQR OH VRPPH GHO ODYRUR GHO 'UHD
TXDQWR IDWWR LQ TXHVWH GXH VHWLPLDQH D WXWWD LG
FKH KDQQR GHFLVR GL SDVVDUH XQ HVWDWH PDGH LQ *LI
GHOOD Vrvwhqlelolw] H LQ FXL OH ORUR FRPSHWQH]H
GLIIHUHQ]D



)RRWEDOO QHZV
ê VX 0HVVL 'RSR XQ FRQIURQWR FRQ 5RQDOGR SLDFI
OHDGHU GL XQ FDOFLDWRUH DQQLYHUVDULR
0DWWHXV GL /HYDQGRZVNL QRQ q VROR LO PLJOLRU JLRF
VXD YRORQWj VRQR XQLFL
0HVVL VL q DOOHQDWR FRQ XQD EHQGD VXOOD JDPED VLQ
JLRFKHUj FRQ LO %D\HUQ
.DUO +HLQ] 5XPPHQLJJH 1HXHU q GL OLYHOOR PRQGLDOH
,O &KHOVHD VL VWD LQWHQVLILFDQGR QHL QHJR]LDWL SH
/HYHUNXVHQ GD (XURSD /HDJXH &HFK SDUWHFLSD D ORUF
0HVVL KD FRPSUDWR XQ DWLFR D 0LODQR È VWDWR ULI
,O 5HDO 0DGULG UHVWLWXLUj (GHJRU GDOO DIILWWR D 6F
JLRF

FRVH (FFR OD '
VRVWHQLELOLW
&RPPHQVV

● 6FXROD *LDQQI
%DQFKL D URW
UHVSQRVDELOL
GHL SUHVGLL
&RPPHQVV

● 5RPD %HUQLQL
YHGUHPR VH 3'
LQFKLQHUj D YF
&RPPHQVV

● &RYLG 5LFFLDL
,WDOLD DOODU
FRQWUROODWR
&RPPHQVV

● 5RPD H[DVVHV
0RQWDQDUL 5
8Q D]]DUGR
&RPPHQVV

● %LHORUXVVL
SDOHVH YLROD
GLULWWR
&RPPHQVV

● 5RPD *HOPLQL
FLWWDGLQL QF
VIUDWWR D 5DJ
&RPPHQVV

● 6HULH % 7UDSI
ULFRUVR GHO F
FRQWUR)LJF H
&RPPHQVV

● 0RUWR \$OEHUW
UH GHO SDQGR
DQQL
&RPPHQVV

● 3UHQRQR GL F
LQYDOLGR H JO
LQFHQGLDQR 0I
FRLQYROWL DQ
PLQRUL
&RPPHQVV

● &RPXQDOL 5RYF
VRQR FDQGLG
VLQGDGR H O
WXWWL L QRPL
VWDWL GHSRVL
&RPXQH
&RPPHQVV

● \$WDODQWD 36*
*DVSHULQL '3R
IDUH EHQ 0DI
FRV LQ DWR
WLIL SHU QRLµ
&RPPHQVV

● 0LODQR VFDWV

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È XQ GDWR GL IDWWR FKH FLz FKH PDQJLDPR GHWHUPLQD LO C
SUHVHQRW TXDQGR LO FRUSR VWD DIIURQWDQGR XQDWPDJH
GLPRVWUXQFSDH WLFRODUH UHJLPH DOLPHQWDUH SRVVD DYHU
WXPRUQ SDUWLFRODUH TXHOOL DO VHQR /D ULFHUFd q VWDWI
LQWHUQDJLRQDOH RFRFLQQLFR GDYHUVLWDULR SDQDQWLLWX
,5& GL 2QFRORJLD OROHFRODUH GL OLODQR H VRVWHQXWR G

\$, VRJJHWL FRLQYROWL QHOGRHWDXGSRFOORUL FVHJHWKQD
³PLPD GLJLXQR' SHU XQD PHGLD GL FLUFD PHVL 4XHVWR UH
WHUDSLH SUHVFULWWH GDOOQRFRORJR OD FRPELQDJLRQH G
HVVHUH HIILFDH QHO UDOOHQWDUH OLRQRORVVRVQRVHVRVQR
VXOOH SDJLHQWL LQ WRWDOH VLD VXL WRSL FKH LQ TXHVW
XQD UHJUHVVLRQH GHO WXPRUH

, GDWL SUHVHQWDL VRQRFRQERVBJQBHGLRDOVHLLRUL VWXGL
DPSLR /D GLHWD SURSRVWD FRPH GHWR LQ SUHFHGHQJD P
SDJLHQWL PDQLHVWDQR OHJJHUL HIIHWL FROODWHUDOL FRP
RUPDL EHQ WROOHUDWR GD FXL OR VHJXH GD SL• GL GXH DQQ
q VYROWD OD ULFHUFd GELWPSRQHWHRFRVQDQWLFUHQ GHOR
SURIHVVRUH SUHVVR LO 'LSDUWLPHQWR GL PHGLFLQD LQWHUC

OE HMIXE QMQE HMKMYRS TIV ©

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Il progetto ha l'ambizione di chiudere un gap che è legato allo sviluppo del vaccino, cercando di migliorare la diagnosi

consentendo di superare la malattia con esiti benigni. "L'obiettivo del nostro lavoro - precisa il responsabile della sperimentazione di [redacted] Stefano Casola - è generare la più estesa libreria oggi disponibile di geni immunoglobulinici diretti contro il virus Sars-Cov-2 ottenuta da linfociti B di donatori di plasma iperimmune. Selezionandoli da un gruppo molto speciale di persone, ovvero i convalescenti da infezione causata dal virus che sono candidati alla donazione di plasma iperimmune. Questi anticorpi, una volta sintetizzati, potrebbero essere replicati in grandi quantità in laboratorio e, se necessario, reinfusi nei malati affinché il loro sistema immunitario possa avere più strumenti per combattere l'infezione". Il progetto si avvale del supporto dell'intelligenza artificiale e di modelli di simulazione. "Nel database del Civile - dichiara il direttore del









