

On the occasion of the 5th Venice
Soft Power Conference

Venice
Monday **26 August 2024**
h 15.00 - 18.00
Fondazione Giorgio Cini
Biblioteca del Longhena



Institute of
European
Democrats

THE POWER OF PERSUASION TODAY, BETWEEN COMMUNICATION, PROPAGANDA, HOSTILE DISINFORMATION



Welcome address

RENATA CODELLO

Secretary General Fondazione Giorgio Cini

Introductory remarks

FRANCESCO RUTELLI

*President Institute of European
Democrats (IED), Brussels*

Opening Videomessage

JOSEPH S. NYE, JR

*Kennedy School of Government, Harvard University;
Permanent Guest Soft Power Club*

Coordinator

ETTORE SEQUI

*Ambassador and Former Secretary General
of Ministry of Foreign Affairs; Chairman Sorgenia*

Keynote speeches

ANTONIO TAJANI

*Deputy Prime Minister of Italy, Minister of Foreign
Affairs and International Cooperation
(message)*

REBECA GRYNSPAN

*Secretary-General UN Trade and
Development (UNCTAD)*

Speakers

PAOLO GENTILONI

*EU Commissioner for Economic Affairs
(videomessage)*

IRINA BOKOVA

former Director General of UNESCO

LORENZO GALANTI

General Director Italian Trade Agency (ITA)

AMITABH KANT

*G20 Sherpa for President Modi, CEO of National
Institution for Transforming India (NITI)*

ALBERTO TRIPI

*President Almagora, Confindustria
Special Advisor for Artificial Intelligence*

LORD CHARLES POWELL

*Foreign Affairs Adviser to
Prime Minister Margaret Thatcher*

**ANA LUIZA MASSOT
THOMPSON-FLORES**

Director UNESCO Liaison Office in Geneva

- Conference in English
- Live streaming on IED social media channels

With the financial support of the European Parliament

On the occasion of the 5th Venice
Soft Power Conference

Venice
Tuesday **27 August 2024**
h 11.00 - 12.30
Fondazione Giorgio Cini
Biblioteca del Longhena



Institute of
European
Democrats



OVERCOMING THE CLIMATE CRISIS IS POSSIBLE, ONLY WITH POPULAR CONSENT

Opening videomessage

FATIH BIROL

*Executive Director IEA
(International Energy Agency)*

Introduction

GABI SCHMIDT

*Member of the Bavarian Parliament,
Bavarian State Government's representative
for volunteer work, Vice President Institute
of European Democrats (IED), Brussels*

Keynote speech

GILBERTO PICHETTO FRATIN

*Minister of the Environment
and Energy Security*

Coordinator

BARBARA QUACQUARELLI

*Professor, University of Milano Bicocca - Director, MIT
Sloan Management Review Italia*

Speakers

FATOU JENG

*Climate Advisor to the United Nations Secretary
General (YAG), Executive Office of the UN
Secretary General*

CARLO RATTI

*Director, MIT Senseable City Lab, Distinguished
Professor of urban studies, Politecnico di Milano;
Curator of the 19th Venice Biennale
of Architecture*

His Royal Highness Prince

EL HASSAN BIN AL TALAL

*speech delivered by Jordanian Ambassador
in Rome* **KAIS ABU DAYYEH**

Closing videomessage

CHARLES RIVKIN

*Chairman and CEO of the
Motion Picture Association (MPA)*

“Can Cinema and Audiovisual Storytelling
Change the Global Audiences' Approach
to the Climate Crisis?”

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