



The Chemical Company



**EVONIK**  
INDUSTRIES



econsense

Forum for Sustainable Development  
of German Business

in cooperation with BMW, Hitachi, Metro, Salzgitter, ThyssenKrupp Steel and Volkswagen

Invitation 23 September 2008 – 3rd Dialogue Workshop

# “Jointly Tackling Demographic Change in Europe – the Italian Perspective”

Hilton Cavalieri, Via A. Cadlolo, 101, 00136 Rome, Italy

23 September 2008, Rome

## “Jointly Tackling Demographic Change in Europe – the Italian Perspective”

Demographic change – one of the most urgent topics on the sustainability agenda – is galvanising politicians, business and society Europe-wide. Population is ageing across Europe, and populations are shrinking at a local level. But what does it mean for politics and society and what are the effects on business locations in regions across Europe? To tackle demographic change with its risks and take advantage of its chances, companies, politics and society need information that is tailored to their objectives, scientifically reliable and easily accessible.

For this reason the Laboratory “Demographic Change”, a Think Tank founded by econsense, BASF, Evonik, SAP and other cooperation partners, developed the “Demographic Risk Map” in cooperation with the Rostock Center for the Study of Demographic Change. Under the auspices of Commissioner Vladimir Spidla the online tool “Demographic Risk Map” was presented on 8 May 2008 in Brussels/Belgium to the general public. It is the first ever comprehensive information tool to present the consequences of an ageing and shrinking society for selected location factors in 264 regions of the EU-27 through to 2030.

To discuss the outcomes of the “Demographic Risk Map” with experts the Laboratory launched a European workshop tour throughout selected regions. Following up Dialogue Workshops in Berlin/Germany and Prague/Czech Republic the next stop is Rome on 23 September 2008. As an acknowledged expert, you are warmly invited to attend this interesting workshop. As our guest we will present you the latest report “Mapping Regional Demographic Change and Regional Demographic Location Risk in Europe” including further outcomes and the methodology that underlies the Online Tool. You can find the report in the provided book or on the USB-Stick.

Assess the demographic opportunities and risks in your region on [www.demographic-risk-map.eu](http://www.demographic-risk-map.eu) and let us jointly discuss about the country-specific challenges!

We very much look forward to your attendance at our Dialogue Workshop in Rome.



**Michael Hoelz**  
Chairman of the Board, econsense

## Programme

- 10:00 am Welcoming Remarks and Introductory Note**  
**Ulrich Weber**  
Member of the Executive Board, Evonik Industries AG
- “Demographic Change in Italy – a Case Study”**  
**Peter Hohmann**  
Design Manager, Hitachi Design Centre Europe Milan
- “Demographic Change in Italy – the Political Perspective”**  
**Marco Buemi**  
National Office against Racial Discrimination (UNAR) (tbc)
- “Mapping Demographic Location Risk in Italy – the Demographic Risk Map”**  
**Prof. Dr. Thusnelda Tivig**  
Rostock Center for the Study of Demographic Change
- 12:00 pm Lunch**
- 1:00 pm Open Discussion “How to tackle Demographic Change in Italy and Europe?”**
- Introductory Note:**  
**Michael Hoelz**  
Global Head Sustainable Development, Deutsche Bank AG and Chairman of the Board, econsense
- Gianni Baratta**  
Confederazione Italiana Sindacato Lavoratori (CISL)
- Marco Buemi**  
National Office against Racial Discrimination (UNAR) (tbc)
- Peter Hohmann**  
Design Manager, Hitachi Design Centre Europe Milan
- Prof. Dr. Thusnelda Tivig**  
Rostock Center for the Study of Demographic Change
- Ulrich Weber**  
Member of the Executive Board, Evonik Industries AG
- Expert Input**  
UNITECH International/Italy
- “World Café”**  
All participants
- 4:00 pm Outlook & Presentation of the latest report “Mapping Demographic Location Risk”**  
**Michael Hoelz**  
Chairman of the Board, econsense
- Get Together afterwards

Moderator: Thomas Koenen, econsense

Conference language: English  
Simultaneous translation: Italian > English

Kindly supported by



## Registration

3rd Dialogue Workshop “Jointly Tackling Demographic Change in Europe – the Italian Perspective”,  
23 September 2008 at

**Hilton Cavalieri, Rome**  
**Via A. Cadlolo, 101**  
**00136 Rome, Italy**  
**Tel.: +(39) 06 3509 1**  
**www.cavalieri-hilton.it**

Please register by 17 September 2008!  
by E-Mail: [info@econsense.de](mailto:info@econsense.de)  
or by Fax: +49 (0)30 2028 2474  
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Breite Str. 29  
10178 Berlin, Germany  
[www.econsense.de](http://www.econsense.de)

Name and Title .....

Position .....

Company / Organisation .....

Address .....

Post Code / City / Country .....

Phone / Fax .....

E-Mail .....

## Itinerary

Hilton Cavalieri, Rome  
Via A. Cadlolo, 101  
00136 Rome, Italy  
Tel.: +(39) 06 3509 1  
[www.cavalieri-hilton.it](http://www.cavalieri-hilton.it)

Hotel recommendations:

Hilton Cavalieri, Rome  
Via A. Cadlolo, 101  
00136 Rome, Italy  
Tel.: +(39) 06 3509 1  
E-Mail for reservation:  
[reservations.rome@hilton.com](mailto:reservations.rome@hilton.com)  
[www.cavalieri-hilton.it](http://www.cavalieri-hilton.it)

Keyword: [econsense](http://econsense.de)

Grand Hotel Tiberio  
Via Lattanzio, 51  
00136 Rome, Italy  
Tel.: +(39) 06 3996 29  
E-Mail for reservation:  
[info@ghtiberio.com](mailto:info@ghtiberio.com)  
[www.ghtiberio.com](http://www.ghtiberio.com)

Keyword: [econsense](http://econsense.de)

