

CURRICULUM VITÆ



PERSONAL INFO

Name **Pierluigi Sassi**
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Nationality Italian
Date of birth 21/08/1967

WORK EXPERIENCE

Period	2020 - Present
Institution name	Next 4 Production srl
Responsibilities	Partner, Member of the Management Board, Innovation Manager Design and management / Scientific research for technological, social and environmental innovation / Integration of visualization systems, virtual reality (VR) and augmented reality (AR), Additive manufacturing and three-dimensional printing / Research of public and private investments to support research and innovation / Communication / Digital Marketing / Brand Management / Public relations
Institution overview	Next4 is a Club Deal Investor that supports its action with qualified services of Innovation Management and Design Thinking on selected entrepreneurial projects - mainly start-ups and innovative scale-ups who need to improve their value proposition and enter the market effectively. Considering the strong ability of Next4 to find the best innovative planning, the company is also on the market as a family officer and advisor of corporate venture capital funds.
Period	2020 – Present
Institution name	Management Innovation SpA
Responsibilities	Chairman of the Management Board
Institution overview	Management Innovation is a company with many years of international experience in the management of innovation processes. It is, therefore, a strategic reference point for both large companies and small and medium-sized enterprises. The company's area of expertise is very broad, ranging from applied research to engineering to the development of innovative products and services. Innovation Consulting is the core business of Management Innovation. Over time, it has acquired great skill in formulating strategic plans for the effective and efficient technology transfer of products/services from research to the market.
Period	2020 – Present
Institution name	Istituto Santa Teresa Foundation
Responsibilities	Member of the Management Board appointed by the Diocese representing the Province of Siena
Institution overview	The Foundation is a body administered by the Diocese, Municipality and Province of Siena, aimed at the management of the Santa Teresa Institute.
Period	2020 – Present
Institution name	Studiare Sviluppo – Company of Economy and Finance Ministry
Responsibilities	Innovation Manager for Digitization
Institution overview	Studiare Sviluppo is an in-house agency of the Ministry of Economy and Finance. It carries out assistance and support activities for the analysis, planning, implementation and evaluation of public policies for development, as an in-house of the Central State Administrations. The Company also supports central administrations and national public agencies in the implementation of capacity building pilot projects for territorial development, also in the context of interregional and transnational cooperation programs.

Period	2011 – Present
Institution	Earth Day Italia Onlus
Responsibilities	Founder and Chairman Member of the International Scientific Board in Washington

Institution overview

Earth Day Italia is the Italian organization of Earth Day Network in Washington. Since 1970 this NGO celebrates United Nations World Earth Day in 193 member countries, involving over 1 billion people every year through the work of 50.000 partners. All over the world, and also in Italy, Earth Day represents the most impactful event to increase the consciousness related to the protection of the Planet, reaching peaks of media visibility that exceed 190 million contacts and an audience that exceeds 200 thousand visitors. *Village for the Earth* is the celebratory format created by Earth Day Italia and recognized as one of the best event related to Earth Day in a global perspective. Earth Day Italia is a reference organization for the environmental sector. Through an intense networking activity, it selects and finances the best projects relating to the scientific, productive and institutional sectors. The aim is to develop the field of environmental and sustainability research. The innovative processes of companies and business models are fundamental for an authentic change concerning Sustainable Development. Considering that, the organization, has developed through the skills and activities of the Presidency, a great specialization in the search for public and private funding for innovation, making available its vast stakeholdership (public and private, profit and non-profit, national and international). Some partnerships of Earth Day Italia:

- Forum Nazionale per lo Sviluppo Sostenibile (National Forum for Sustainable Development)
- Alleanza per lo Sviluppo Sostenibile - ASviS (Alliance for Sustainable Development)
- Coordinamento della Coalizione Clima (Coordination for Climate Coalition)
- Comitato Nazionale per l'Educazione alla Sostenibilità - CNESA 2030 (CTS) (National Committee for Sustainable Education)
- Stati Generali dell'Ambiente – MATTM (Coordinamento Società Civile) (General Assembly of Environment)
- Stati Generali della Green Economy (General Assembly of Green Economy)
- Coordinamento Campagna Chiudiamo la Forbice (Coordination Campaign)
- Next Nuova Economia per Tutti

Earth Day Italy is the promoter of the national commitment to Sustainability and is the spokesperson of the 17 Sustainable Development Goals of the 2030 UN Agenda. Together with Asvis, it realized the Objective 2030 project. It collaborates with all the most important newspapers in the country and has a specialized editorial staff that manages two proprietary newspapers. This permanent communication activity is accompanied by high-quality editorial initiatives and moments of media visibility thanks to awareness-raising events and campaigns always characterized by a wide involvement of civil society and famous testimonials. Among the main projects developed as chairman:

- Sustainability Education Festival - National event for schools and environmental education operators with MIUR, MATTM and the Pontifical Council for Education;
- General States of the Environment for Young People - National Event for high school students on the themes of Sustainability. Born on the occasion of the G7 Environment, this initiative is realized in the framework of in a close collaboration with the MIUR and the MATTM;
- The Table of Dialogue and Actions - International Event for Interreligious Dialogue for the Custody of Creation, aims to enhance and promote religions' role for an authentic Ecological Conversion and involves leaders and faithful of different denominations, economic decision-makers and governments;
- Earth Reporters - Journalistic Award for Environmental Reporters and Photo reporters.

Together with the Focolare Movement, in addition to the *Village for the Earth*, Earth Day Italia promotes network actions around the values of the encyclical *Laudato si'* - today considered a huge world reference point on sustainability issues. The network project takes place in collaboration with the Pontifical Council for Catholic Education, the Courtyard of the Gentiles of the Pontifical Council for Culture, the Dicastery for Integral Human Development, Scholas Occurrentes, CEI, Università Cattolica.

Period	2012 - Present
Institution	Earth Day srl
Responsibilities	Founder, Partner e CEO
Institution overview	Agency of reference of Earth Day Italia Onlus for the organization of the celebrations of the World Earth Day of the United Nations the company offers environmental communication and marketing services and manages the communication platform linked to Earth Day Italy.

Period	2018 – Present
Institution	Human Impact Research
Responsibilities	Founder, Permanent Member of Scientific and Executive Committee
Institution overview	Research Centre established at the University of Perugia in collaboration with the Pontifical University Institute SOPHIA.

Period	2012 - Present
Institution	Orion Reputation Management srl
Responsibilities	Founder and Chairman

Institution overview	Director of Institutional Relations Strategic consulting company specialized in the social research and communication sector, with experiences of collaboration among leading figures of important public and private organizations including the Presidency of the Council of Ministers, Italian and Vatican Dicasteries, multinational companies. Orion coordinates and participates in companies, associations and research institutions intending to develop business activities in favour of its partners through projects with a high economic, social and environmental impact.
Period	2010 - Present
Institution	Impresa Sant'Annibale Onlus
Responsibilities	Founder and Chairman
Institution overview	It is a non-profit association, established with the Congregation of Rogationist Fathers for the employment of young people with Social Distress of the Diocese of Rome. ISA is engaged in guidance and training activities, it is also a focal point for social projects that have the objective of promoting entrepreneurship and professionalism as integration tools for socially disadvantaged young people.
Period	2013 - Present
Institution	PAX Servizi integrati per l'accoglienza
Responsibilities	Founder and Chairman Head of Public Relations
Institution overview	A network of companies and Benefit Corporation created to offer facility management services to Catholic Organizations and to donate 100% of the profits to work projects for young people with economic and social hardship of the Diocese of Rome.
Period	2019 - Present
Institution	ECUBIT Srl
Responsibilities	Innovation Manager Innovation and Research Centre specializing in the design and implementation of technological systems for Virtual Reality, Augmented Reality, Multi-channel, Multi-modality and Cross-media, with offices in Rome, Naples and Rende.
Period	2017 - 2019
Institution	Innovation4Earth
Responsibilities	Founder and Chairman
Institution overview	Research and Innovation Centre set up at the Link Campus University / Design and management / Scientific research for technological, social and environmental innovation / Open innovation activities / Research public and private investments for breakthrough and innovation / Communication / Digital Marketing / Brand Management / Public Relations.
Period	2006 - Present
Institution	CeSAR, Centro Studi Accademici sulla Reputazione
Responsibilities	Founder and Chairman
Institution overview	The first Italian research institute specialized in the field of reputational analysis. In agreement with the Department of Sociology and Communication Sciences of La Sapienza in Rome, it manages observatories and develops research, in the field of reputational dynamics related to organizations, products, territories, and public personalities. Under the scientific direction of the Vice-Rector of La Sapienza Mario Morcellini, it organizes the first seminar on <i>the reputation of business</i> and the reputational observatory on the Energy and Environment sector. The Institute collaborated with ABI on drafting the White Paper on compliance with its reputational analysis model.
Period	1996 – 2012
Institution	CUR - Centro Universitario Ricerche
Responsibilities	Founder and CEO
Institution overview	Polling institute. Considering its numerous experiences in social research and institutional communication, it offers strategic consultancy to public bodies of all institutional levels and multinational companies.
Period	1996 – 2001
Institution	Ministry of Public Works
Responsibilities	Consultant for Research and Communication activities
Institution overview	ARSIAL Regional Agency for agricultural development and innovation of Lazio
Period	1997 – 2005
Institution	Gruppo Dimler Chrysler
Responsibilities	Strategic consultant in the research sector. Manager for quality analysis of the sales process Manager.
Period	2002 – 2005
Institution	Presidency of Lazio Regional Council

Responsibilities	Director of the Regional Observatory on Public Opinion of Lazio. Strategic Consultant to the Presidency for Research and Communication. Member of the staff at the Communication Department of the Regional Council.
Period	2003 – 2005
Institution	Lazio Region - ARSIAL
Responsibilities	Director of Communication and External Relations Member of the staff at Presidency. Through its structure, it has developed numerous activities in the sector of regional food and wine promotion including the opening of the regional wine shop PALATIUM in Via Frattina in Rome; the organization of the first pavilion dedicated to Lazio wines at Vinitaly; the organization at Palazzo Rospigliosi of the Lazio Wines Selection; participation in numerous internationalization programs of regional food and wine in Europe / USA.
Period	2008 - 2011
Institution	ACEA SpA
Responsibilities	Strategic Consultant at Presidency at the Communication and External Relations Department A multiservice company owned by Roma Capitale, active in the management and development of networks and services in the water, energy and environment sectors.
Period	1996 - Present
Responsibilities	Strategic Consultant for public and private organizations

Overview

Support of public and private entities, experience in:

Research and Development	Editorial Productions	Institutional Communication
Innovation	Television Productions	Reputational Communication
Reputational Analysis	Radio Productions	Compliance and Reputational Risk
Market Analysis	Advertising Communication	Web and Social Communication
Analysis of the Collective Imaginations	Journalism	Events Organization
Communication Analysis	Institutional Relations	Corporate Social Responsibility
Analysis of Sales Processes	External Relations	Environment and Sustainable Development
Surveys and Polls Markets	Commercial Relations	Social Doctrine of the Church
Call Centre Management	Media Relations	Third Sector Dynamics
Strategic and Operational Marketing	Public Relations	Social Economy
Enterprises Reputation	Communication plans	Sporting Ethic

As a consultant for public institutions I have developed several projects including:

- Planning and organization of events and television productions of the Ministry of Agriculture, Food and Forestry at the Mediterranean Pavilion at Expo2015, in cooperation with the UN UNEP programme and the Italian Ministry of Foreign Affairs;
- The organization of the G7 Ambiente in Bologna, in collaboration with the World Bank and the Ministry of the Environment. I dealt in particular with the Interreligious Dialogue for the Custody of Creation and the General Assembly of the Environment for Youth;
- planning and organization of the annual Village for the Earth for the Italian celebrations of the United Nations World Earth Day, in collaboration with the Focolare Movement and the Connect4Climate program of the World Bank;
- planning and annual organization of the Sustainability Education Festival in cooperation with the MIUR and MATTM ministries;
- planning and annual organization of General Assembly of the Environment for Youth in collaboration with the MIUR and MATTM ministries;
- planning and annual organization of the Festa dei Popoli in Rome, in collaboration with the Migrantes Foundation and the Vicariate of Rome;
- the organization of the Jubilee of the Christian Union of Managing Entrepreneurs in 2000, with the involvement of over 10,000 people in a Pontifical Audience dedicated to the Vatican in the Aula Nervi and a national fundraising.

As an entrepreneur and professional I can boast references at:

Holy See - Prefecture of the Papal Household	Istituto Enciclopedico Treccani
Holy See - Dicastery of Catholic Education	TERNA
Holy See - Department of Culture	ACEA
Holy See - Dicastery of Communication	ENI
Holy See - Integral Human Development Department	ENEL
Holy See - Dicastery for Communication	EDISON
Holy See - Synod of Bishops	A2A
Cortile dei Gentili Foundation	AUTOSTRADe PER L'ITALIA
United Nations - UNEP	WPP
United Nations - FAO	Mercedes Benz - Smart
United Nations - WORLD BANK Global Forum LJD	Chrysler - Jeep
United Nations - WORLD BANK Connect4Climate	Renault
United Nations - UNHCR	FIAT
Presidenza del Consiglio dei Ministri	Cotral
Vicariate of Rome, Diocese of Siena, Diocese of Bologna	BNL
Ministry of Health	Cassa di Risparmio di Firenze
Ministry of Art and Culture	Telecom Italia
Ministry of the Environment, Land and Sea Protection	HUAWEI
Ministry of Food, Agriculture and Forestry Policies	Vodafone Foundation
Ministry of Public Works	Ericsson Foundation
Ministry of Economic Development	CENSIS Foundation
Ministry of Youth	Ricola
Italian Episcopal Conference	Open Fiber
Caritas Internationalis	Ikea
INPS	Ferrero
Poste Italiane	Cattolica Assicurazioni
CNR	DIRE
Credito Sportivo	ANSA
ENEA	Rai Radio Televisione Italiana
INDIRE	Sky
FS Foundation	La7
ACI	TV2000 / Radio inBlu
ABI	National Geographic Channel
CONI / CIP	Radio Italia
Lazio Region	Citynews
Province of Rome	Centro Televisivo Vaticano
Municipality of Rome	Radio Vaticana
Chamber of Commerce of Rome	Libreria Editrice Vaticana
Azienda Romana Mercati	Osservatore Romano
Lazio Development	Avvenire
ARSIAL	L'Espresso
CONAI - COREPLA - CONOU	La Repubblica
ORRICK	Mondadori
ELIS Consortium	CONFINDUSTRIA - ANFIMA

Period
Responsibilities
Overview

2000 - Present

Professor, Researcher, Developer

I carry out academic, teaching, research and development activities at:

Università La Sapienza	Università Cattolica in Milan
LUISS Guido Carli	Università in Camerino
Università degli Studi in Perugia	Istituto Universitario Pontificio SOPHIA
Link Campus University	Istituto Montecelio
ABI Formazione	Mercedes Benz Academy

Period
Responsibilities

1996 - Present

Publisher

I carry out several editorial initiatives including:

- Università 2000 / UnImpresa - free press periodicals dedicated to the world of the University and to the relationship between Universities and Enterprises;
- Editrice la Ricerca - publishing house in the field of social economy and research on Innovation and Sustainable Development;
- Earthday.it - Webzine on Sustainability;
- Economia Cristiana - Webzine of the Christian Union Entrepreneurs and Managers;
- Ecosistema - Radio program of Social Economy and Innovation for Sustainable Development broadcast on Vatican Radio;
- Imprenditori Cristiani per il Bene Comune - Series of the Libreria Editrice Vaticana
- Producer and author of television programs for RAI, Sky, La7
- Producer of newspaper columns, blogs and radio programs with national publishers

EDUCATION

Period 1991-1996
Qualification Bachelor's Degree in Labour and Organization Psychology cum Laude
University Università La Sapienza in Rome
Overview Study plan based on socio-economic research and mass communication, presenting as a degree thesis an original survey on the "social repercussions of cellular telephony" requested and financed by Telecom Italia Mobile. During my academic career, when I chaired the National University Association for Students, I publish two free press periodicals dedicated to universities and businesses. I was also Speaker at international conferences and analyst in European research projects. I collaborate with the university chairs on the psychology of attitudes and opinions; legal psychology and criminology; sociology of communication.

Period 1981-1986
Qualification Technical and IT Institute
School Istituto San Filippo Neri in Rome
Overview Design, manufacture and maintenance of electronic systems and appliances. Computer programming. Applied electronics with the production of printed circuits and assembly of electronic devices. Installation of electronic equipment and systems, fault analysis with software and diagnostics, device design testing and prototype testing.

KEY SKILLS AND COMPETENCIES

Communication, Professional and Organizational Skills

Consolidated and recognized leadership skills; interpersonal communication; mass communication; change management; problem-solving; business management; analysis of the management of production processes; application of new organizational methods in business practices and business management strategies; scenario analysis; open innovation; social research; data analysis; institutional communication; external Relations; marketing; social management; human resources management; ability to use the network and exploit its communication potential; in-depth knowledge of multivariate data analysis techniques and the main statistical analysis SW packages; Knowledge of the main operating systems.

MOTHER TONGUE

OTHER LANGUAGES

European Standard

Italian

English

Comprehension		Spoken interaction	Writing
Listening	Reading		
B2	B2	B2	B2

I have participated in several English courses in Italy and abroad.

Level B2 is certified by Wall Street English.

PUBLICATIONS

Author of several articles for national newspapers, I am cooperating with L'Osservatore Romano on the issues of Environmental Sustainability, and I signed the following books:

- Cultura di impresa e costruzione del Bene Comune. L'enciclica Caritas in Veritate per un mondo migliore - Libreria Editrice Vaticana
- Cultura d'impresa ed ecologia integrale. L'enciclica Laudato si per un dialogo tra Economia e Chiesa - Libreria Editrice Vaticana
- La cultura dell'Accoglienza - Editrice La Ricerca
- Isa e la didattica della cultura del lavoro - Editrice La Ricerca
- Il rischio di reputazione e di non conformità - Bancaria Editrice
- Acea per Roma - Editrice La Ricerca
- Abitare Roma - Editrice La Ricerca

I edited also:

- la prefazione del libro di Luca Fiorani *Il sogno (folle) di Francesco. Piccolo manuale (scientifico) di ecologia integrale* - Edizioni Francescane Italiane
- la postfazione del libro per bambini di Silvia Roncaglia *Io Ci Tengo. Manuale per supereroi salvambiente* - Città Nuova

CULTURAL AND SOCIAL PROJECTS

During my professional career I have designed and supported multiple projects as:

- **Cambiamo Clima. Gli Eroi della Terra** - A Photo exhibition at MAXXI and the television production on LA7, with some of the most important Italian photographers and the testimonial ARISA;
- **Le cinque regole dello Sviluppo Sostenibile** - Documentary miniseries for Expo 2015;
- **La Tavola del Dialogo e delle Azioni** - Intercultural dialogue meetings on the protection of the Planet in collaboration with the Catholic Church and some leading exponents of the main religions;
- **4women4earth** - A campaign to fight violence against women and the planet;
- **Salviamo la bellezza** - A campaign of events and communication in collaboration with MIBAC;
- **Io ci tengo** - A campaign of commitment to the protection of the planet which involved hundred national and international artists and public figures;
- **La Fontana del villaggio** - An editorial series of cultural reflection by Leonardo Sapienza;
- **Sport4Earth** - A campaign on the importance of sport with CONI and the Pontifical Council for Culture;
- **Obiettivo2030** - A project on UN 2030 Agenda in cooperation with ASviS and l'Alta Scuola per l'Ambiente.
- **Tutti i Cammini portano a Roma** - An event to promote tourism in collaboration with the Lazio Region in the occasion on the Mercy Jubilee;
- **Un treno verso la vita** - Train of 1928 offered to CasAmica cancer patients for a trip to San Pietro during the Mercy Jubilee in collaboration with MIBAC and the FS Foundation;
- **Marcia per la Terra** - First day for the Custody of Creation of the Vicariate of Rome. A path with 130 organizations to promote Laudato si considering the COP21 in Paris;
- **Amazzonia: foresta di culture** - An international event in collaboration with the Synod of Bishops and Courtyard of the Gentiles with the testimonies of indigenous peoples from Scholas Occurrentes and Survival;
- **Shoot4Planet** - A worldwide crowd-photography campaign on sustainability created in partnership with the Soot4Change blog followed by an exhibition and a television documentary;
- **VIP Veri Important Planet** - Radio form created in cooperation with Latte Miele;
- **Reporter per la Terra** - The national journalistic award on sustainability issues created in partnership with the MATTM on the occasion of the UN World Environment Day;
- **Concerto per la Terra** - The celebratory concerts of the Earth Day in Italy that every year bear the testimony of the most important national and international artists for the protection of the Planet;
- **Villaggio per la Terra** - Pope Francis inaugurated the celebratory format for Earth Day conceived with the Focolare Movement as the result of the historic Paris climate agreement;
- **# OnePeopleOnePlanet** - The Multimedia marathon on RAI Play born during the Covid19 pandemic for the celebration of the 50th Earth Day in partnership with the Focolare Movement and NASPER & NACES;
- **Canta la Vita** - Thanks to the message of hope launched by Pope Francis in Piazza San Pietro on 03/27/2020 for the COVID emergency. Presented at the Colosseum with the song *Let Your Love Be Known* by Bono Vox in the unpublished Italian version sung live by Zuccherò Fornaciari;
- **Casa Teresa** - A housing project for the supplement to work of socially and economically disadvantaged children of the Diocese of Rome;
- **L'arte sacra futurista** - A photographic exhibition created at the Rimini Meeting in collaboration with the Municipality of Rome and curated by Barbara Accame;
- **Accademia del Catering Sociale** - Un progetto di formazione per i bambini delle Case Foster a Roma realizzato con gli Chef Heinz Back e Cristina Bowerman coordinato dall'agenzia MG LOGOS;
- **Community, il gioco della società** - The first board game inspired by the Social Doctrine of the Church then enhanced by Cattolica Assicurazioni as part of its CSR actions.

ADDITIONAL INFO

Military Service at Data Processing Centre of the Carabinieri
Innovation Manager at the Ministry of Economic Development
Researcher at - World Association of Research Professionals
Circle Member of San Pietro
Member of the Presidential Committee of the X World Meeting of Families - Holy See
Member of the Scientific Committee of the Earth Day Network of Washington - United Nations
Member of the Mountain Partnership at FAO - United Nations
Member of the Ethics Committee of the Lega Calcio Serie B - CONI / FIGC
Member of the ASviS Secretariat - Italian Alliance for Sustainable Development
Member of the Scientific Committee of the Ericsson Foundation
Member of the National Carabinieri Association
Member of the UCID Board of Directors of the Christian Union of Entrepreneurs Executives and founder of UCID Giovani
Member of the Scientific Committee of Renewables .it
Cavaliere of Italian Republic
Cavaliere of San Gregorio Magno Order
Commendatore of Italian Republic
Crucem Commendatorii of Malta Order
In 2018 the centuries-old Humanitarian Society of Milan appointed me Knight of Human Rights for safeguarding civil society through the Onlus Earth Day Italia.

Le informazioni contenute nel curriculum sono rilasciate ai sensi degli articoli 46/47 del D.P.R. 445/2000. Autorizzo il trattamento dei miei dati personali ai sensi del Regolamento Europeo (GDPR 2016/679)

Roma, 15/11/2020

