



in collaboration with



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -

INTERNATIONAL SEMINAR

KPIs, NON-FINANCIAL INFORMATION AND CORPORATE VALUE CREATION: CONFUSION O CONVERGENCE?

**Sala Consiglio, Chamber of Commerce, Via Meravigli 9/B, Milan
Monday, 17 November 2014, 10.00am-1.15pm**

The event's rationale comes from the today's presence of several and often overlapping sources of KPIs and non-financial information, and the consequential need to better understand and deepen their features and functionality towards a corporate reporting which is more and more oriented to represent company value creation and its pillars over the short, medium and long term. In this evolutionary picture, the action and role of the World Intellectual Capital Initiative (WICI) and the International Integrated Reporting Council (IIRC) will be delineated and discussed.

- 09.30-10.00 Registration of delegates, and Welcome Coffee in Sala Volta
- 10.00-10.20 Introduction by **Stefano Zambon**, Secretary General, WICI Italy, & University of Ferrara
- 10.20-10.45 **Amy Pawlicky**, Chairperson, Global WICI Network, & AICPA
- 10.45-11.10 **Lisa French**, Technical Director, & **Laura Girella**, Region Lead for Italy, International Integrated Reporting Council (IIRC)
- 11.10-11.30 The viewpoint of an audit firm: **Marco Mignani**, Partner, Ernst & Young
- 11.30-11.50 The viewpoint of financial analysts: **Pietro Gasparri**, EMC, European Federation of Financial Analysts (EFFAS), & **Andrea Gasperini**, AIAF e EC, WICI Italy
- 11.50-12.10 The viewpoint of an advisory firm: **Gianluca Sacchi**, Partner, PwC
- 12.10-13.10 Roundtable with companies
Raffaele Trivellato, CFO, Despar Northeast – “KPIs and Integrated Reporting in the experience of Despar Northeast”
Sebastiano Renna, Sustainability Manager, SEA Group – “Sustainability KPIs, Value Creation KPIs, Integrated Reporting KPIs”
Marco Pasquotti, CFO, Dellas – “KPIs and Integrated Reporting: the journey of an SME”
Moderator: **Alberto Bubbio**, Carlo Cattaneo University – LIUC, Castellanza
- 13.10-13.15 Conclusive remarks by **Stefano Zambon**