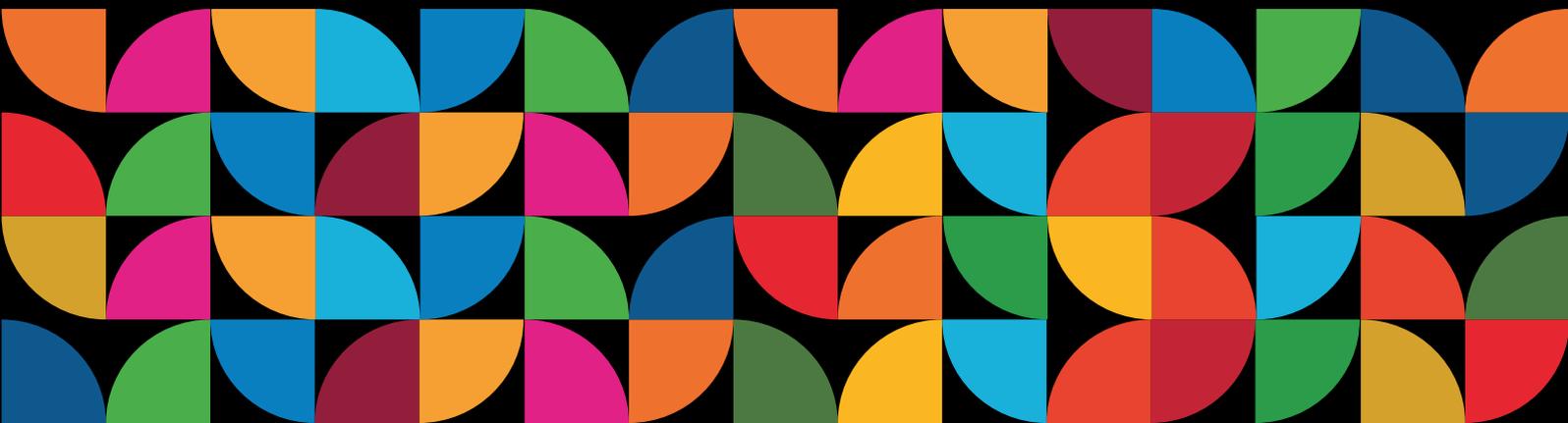


# TED<sup>x</sup> Fiesole

x = independently organized TED event

## A RENEWED HUMANISM

17 September 2022



# Be part of something extraordinary!

The theme of TEDxFiesole is a 'Renewed Humanism', a humanism that looks towards a sustainable, equitable, and harmonious future for all planetary life.

'Humanism', born roughly half a millennia ago, refers to a set of social, artistic, and philosophical perspectives broadly based upon the egalitarian aims of widespread learning, intellectual freedom, and individual expression.

The 'Renewed Humanism' of TEDxFiesole investigates and extends those thought processes to the current context of the Anthropocene – a new geophysical epoch where all human, biological and terrestrial systems are defined by deep states of stress and fragility catalyzed primarily by human activity.

As viewed through the 'Fiesole lens', the way forward is via the routes described by of the United Nations Sustainable Development Goals (the 'Global Goals') and UN 2030 Agenda – which include empowering women and disadvantaged peoples; eliminating war and poverty, creating universal access to food, water and energy; and reversing climate change and ecosystem destruction.

TEDxFiesole is a forum for creation and revitalization—an ecosystem designed as an organic, creative, and collaborative organism to sustain the integrated flourishing of all life.

**A full day immersive  
experience**

# Program

## Section 1

- 14:00 Check-in
- 16:30 Music Start - **Scuola Fiesole**
- 16:45 Speaker N°1 - **Rebecca Bregant**
- 17:00 Speaker N°2 - **Matthew Norwood**
- 17:25 Speaker N°3 - **Marco Gervasi**
- 17:30 Archaeological tour with Darius Arya
- 17:50 Speaker N°4 - **Franco Traverso**
- 18:05 Music - **Scuola Fiesole**
- 18:15 Speaker N°5 - **Andrea Johnson**
- 18:35 Speaker N°6 - **Ryan Phillips-Page**
- 18:50 Speaker N°7 - **Sarah Roberts**
- 19:05 Speaker N°8 - **Dr. Renee St Jacques**

## Intervalus

## Section 2

- 20:15 Start second part
- 20:25 **Caccamo**
- 20:35 Speaker N°1 - **Manuel Pulgar-Vidal**
- 21:00 Speaker N°2 - **Ralph Chami**

## Intervalus

## Section 3

- 22:00 Start third part
- 22:05 Speaker N°1 - **Alisa Cohn**
- 22:20 **Caccamo**
- 22:40 Speaker N°2 - **Sennait Ghebreab**
- 22:50 Speaker N°3 - **Juan Chang**
- 23:00 **Caccamo**

**With great minds**

# Speakers



## Rebecca Bregant



Co-founder and CMO of PineBerry & President and Chairwoman of the Board of Directors at the Alliance for Rural Electrification.

*“If you do what you love, you won’t work a single day in life.”*

### How you can change the world - with Blockchain technology

Have you ever considered donating money to a charity - but then didn't? Because you were afraid your money would be wasted or not really helping people in need? There is a problem of trust and transparency.

This is where Blockchain comes in. Blockchain is not only about “Bitcoins” – it is a technology that creates full transparency of money flows. It helps us actually see where our money goes and what impact it creates for people in need. Blockchain technology can help us create the change we wish to see in the world – at the tip of a finger.



## Matthew Norwood



Activist- Program Development and Implementation

### We Have The Food

Matthew is an activist with experience in team building, Business Analysis and also in technology. In this edition of TEDxFiesole he will talk about issues of food, insecurity and global inequity.



# Speakers



## Marco Gervasi



Renewable Energy Expert.

*“There will be no ecological transition without a proper education system on green skills. Access to Energy, water and education is the first step stone for proper sustainable development.”*

### Sustainability is a Joke!

The ‘sustainability’ culture is part of our lives; it is marketing, policy and investment. But are we sure of what sustainability means? In this talk, Marco Gervasi will explain that sustainability is not as easy as we think and that we need awareness, education and actions to build a sustainable future.



## Franco Traverso



Chairman, CTO & co-founder of Genius Watter, Chairman & co-founder of Silfab Group.

*“Unlike the ‘80s, everybody can do solar nowadays. However, the technology itself is not enough to meet needs without a truly inclusive approach and renewed cooperation based on a deep understanding of the other’s value and dignity.”*

### The key to making dreams come true

Solving energy and water poverty with sustainable, solar-powered technologies in emerging countries are possible but insufficient: an inclusive approach based on respect and recognition of other people’s value and dignity, community involvement, and knowledge transfer to young people are needed. In 1981, Franco Traverso dreamed that the Sun would become the future energy source. In his 41-year career in photovoltaics, he has pursued and lived his dream under the banner of inclusivity, which has made it possible to realise sustainable projects, joining forces toward common goals. Renewed cooperation for an authentic, sustainable future.



# Speakers



**Andrea Johnson**

**Executive Director and Green Empowerment**



*“We need to shift the power paradigms in order to build a more equitable world where all people can thrive.”*

## **Shifting power for a more equitable world**

Rural communities across the globe have been left out of decision-making roles in the global pursuit of water and energy for all. The lack of basic services limits their ability to thrive and be resilient to the increasing impacts of climate change.

Success depends on a dramatic shift in who holds the power to design, fund and implement clean water and renewable energy solutions. In this talk Andrea shares how individuals can reimagine new power structures to advance greater impact.



**Ryan Phillips-Page**

**Founder and CEO of Operation Water.**



*“Sometimes, it is precisely the things we take for granted that create the most significant inequalities in people’s lives on this planet.”*

## **Evolution Through Inclusion**

For the first time in history, we have the global resources, knowledge, and capacity to do seemingly anything: extend our life spans, send rockets to Mars, develop Artificial Intelligence, and eradicate poverty! Everyone can have water, power, food, shelter, education, telecommunications, and basic healthcare if we, as humans, collectively agreed that this was of strategic, global importance. The next cure, discovery or technological breakthrough is that much likelier and sooner when more people are able to contribute their unique talents to collaborate with the greater human diaspora.

Every community on Earth needs sustainable access to clean water and power to evolve, and we need to rethink how best to align our economic systems with the betterment of humanity and the natural environment.



# Speakers



## Sarah Roberts

CEO of Practical Action NGO



*“Practical action’s mission is to help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality.”*

### Can Big Change Start Small?

Have you thought you had made a terrible decision after starting a new job?

Sarah Roberts leads a development organisation with a history of building change up from the grassroots level. But can we grow sustainable approaches quickly enough to make the shifts that the world needs? Do small changes matter or are we perpetuating a damaging narrative that fails to build sustainable alternatives to current world systems?

Sarah’s talk addresses her concerns and draws upon examples from her professional and personal life to show the importance of taking action and what it takes to turn small changes into big impact.



## Sennait Ghebreab

Programme Leader BA Business PGCE, SFHEA Sustainability Business Mentor.



*“Talents shine no matter what gender, colour or background. A voice for equal opportunity, diversity, hope, immigration, integration and female resilience.”*

### Show her: it is the first step to women’s empowerment.

Gender equality is far from being reached. And yet, it is so much more than a basic human right. It is a necessary condition for a world that is stable, prosperous and sustainable. Sennait Ghebreab was inspired by her mother to be the change she wants to see - and hopes to inspire women to share their experiences and build support networks to empower themselves. She tells a story of hope, immigration to Milan and London, integration and female resilience.

Because girls and women need to see that they can be whatever they want to be.



# Speakers



## Manuel Pulgar-Vidal



**Global Leader, Climate & Energy, WWF-International**

*“Seven years after the Paris Agreement: where are we and what’s the way forward with climate action.”*

Manuel Pulgar-Vidal is the global leader of Climate & Energy at WWF. He has 35 years of experience in environmental law and policy and served as Minister of the Environment of Peru (2011 to 2016) and President of the Twentieth Conference of the Parties to the United Nations Framework Convention on Climate Change – COP20 in 2014. Pulgar-Vidal was the Executive Director of the Peruvian Society for Environmental Law, an influential institution in Latin America. He has a law degree from the Pontificia Universidad Católica del Perú, where he is a professor, and has completed studies for a master’s degree in Business Law at the Universidad Peruana de Ciencias Aplicadas. He is a board member of Forest Trends, Amazon Conservation Association and Peruvian Society of Environmental Law and a member of the Assembly of the World Wide Fund for Nature – Colombia. He is part of the Aspen Institute Management and Leadership Advisory Group, chairman of the evaluation

read +



## Ralph Chami



**Assistant Director, IMF. Financial Economist, Co-Founder, Blue Green Future & Rebalance Earth.**

*“A sustainable future needs a new nature-positive economic paradigm: If we stand up for nature, nature will continue to stand up for us.”*

### **If Nature Could Speak, If Humans Could Listen**

Dr. Chami will showcase the value of a living and thriving nature to our health and economic well-being. The current economic system only values a dead or extracted nature, while assigning zero value to a living nature. A living nature is not only intrinsically valuable, but it also delivers ecosystem services that are invaluable to our economy. This includes blue and green nature, flora and fauna. Dr. Chami will show how we can integrate a regenerative nature into our lives and economic system, and then describe how we can build a new paradigm that is Nature Positive, and that will deliver sustainable and shared prosperity.



# Speakers



## Dr. Renee St Jacques



Licensed Psychologist and Certified Exec Coach.

*“Radical ownership, an exploration of self-awareness and personal accountability, is essential to sustainability, equity, and harmony.”*

### Radical Ownership: Why Impact Matters more than Intentions

In a world brimming with overwhelming division, climate collapse, trauma, racism, and inequity, something is fundamentally missing. Psychologist and Executive Coach Dr. Renee St Jacques believes every global problem has a question of accountability. In a powerful mix of stories and case studies, Dr. Renee St Jacques brings her expertise in human behavior to discuss her theory of Radical Ownership. She offers a simple, three-step framework that will inspire and equip us with practical steps to break cycles of unawareness, defensiveness, and inaction so we can heal our relationships, transform our leadership, and help build a more sustainable, equitable and harmonious future.



## Alisa Cohn



Author, *From Start-up to Grown-up* and Executive Coach.

*“Solving all the world’s toughest problems requires a new kind of global collaboration, a new way of thinking for all of us. We need to learn to deal with our differences to be able to find common ground.”*

### Try This If You Hate Disagreement

Her TEDx talk “Try This If You Hate Disagreement” will teach you how to increase your “Disagreement Quotient” – your ability to tolerate disagreements - so you’ll be able to have more productive conversations and unlock your ability to work better with others. And, with any luck, help you be a force for solving the world’s most intractable problems.



# Speakers



## **Juan Chang**

**Head of Technical Operations Permian Global.**

*“Protect and restore our world’s forests, and biodiversity is our best chance to address climate change.”*

### **Protecting forests is protecting humanity**

Forests play an essential role for humanity, nonetheless, these have been historically destroyed to give way to other activities. While there are many reasons behind deforestation, one of them is a market failure that doesn't recognize all the benefits we receive from forests, thus there isn't an economic incentive to keep them standing, nor broad public awareness about their connection to our daily lives. Us as people, corporates and politicians need to engage in all possible efforts to protect and restore forests. The solutions could include demanding deforestation-free commodities whilst unleashing the immense potential of carbon markets to provide the financial incentives for communities to protect and restore forests and re-defining our global development model.



# TEDx Fiesole

x = independently organized TED event

## Powered by



## Partners



## Sponsors



## With the patronage of



## Powered by



## Academic & Education partners

