

## INVITATION TO CERUSI WEBINAR N° 2

# SOCIAL INNOVATION: BRIDGING THE NO MAN'S LAND BETWEEN PRIVATE AND PUBLIC



FRIDAY | 16 JULY 2021 | 03:00 – 4:15 P.M.

With the second webinar of the CERUSI webinar series we will take a look at the undisclosed land of the public-private-people partnership as a methodologic tool to overcome the gap between marginalized areas (geographical and social) and the advanced ones. It often happens that the opportunities provided by a deep interaction between public and private are poorly explored and exploited. Therefore, it is necessary to create a shared and functional language allowing a proactive and fruitful synchronization of the targets and the setup of a joint perspective between multiple actors.

The webinar will contribute to creating this shared language by introducing a best practice case of a PPPP and highlighting the overarching financial and regulatory framework necessary to implement such a case.

On **Friday, 16. 7. 2021** our speakers will talk about:



03:00 **Introduction & words of welcome**

By Wolfgang Haider, ZSI-Zentrum für Soziale Innovation GmbH



03:10 **MILD HOME when social housing became an unexplored trade**

By Davide Fava, Democenter Foundation



03:25 **"The People-Public Private partnership as an administrative procedure"**

By Elisa Valeriani, University of Modena & Reggio, Emil Banca Credito Cooperativo Management Board Member



03:40 **"Social innovation as new financial paradigm"**

By Mario Noera, Bocconi University, Cariplo Foundation-Member of the Consulting Committee for Investments

03:55 **Q & A**

04:15 **Closing**

When? **16. 7. 2021, 03:00 - 04:15 p.m.**

Where? **Online**, please **register [HERE](#)**

After the registration you will receive a confirmation mail with the link and details for the webinar.

*In its efforts of reaching out to rural change-makers in Central Europe the CERUSI Partnership set up a series of three webinars (online courses) dedicated to the topic of the "Borders of Rural Social Innovation". If you want to learn more about the project, you can visit our [website](#) and subscribe to our [newsletter](#) or check out the [RSL Academy](#).*