

Spoke 4 – Economic Impact and Sustainable Finance

Finance is an essential element for improving the sustainability of the growth of the Italian economy, understood as a possibility of meeting our needs without compromising the possibility of future generations to meet their needs. But how to contribute to this important result? The Spoke combines the best skills of MUSA partner Universities and business partners in order to have an impact in particular in the Milanese and Lombardy area. Only a participatory approach that involves all the relevant stakeholders is in fact able to produce research capable of creating innovative products and services that can bring the objective of sustainability closer. The essential ingredients of the Spoke are the use of the partners' best research skills for technology transfer to the community as a whole, but in a particular way to civil society and businesses. The Spoke is not aimed at carrying out basic research, but at finding innovative ways of using frontier models and ideas to change things and improve them.

Among the issues addressed by the various Universities we find socialtech, with a reflection on how impact investing tools can help the operations of businesses with social objectives such as new benefit corporations, financial education for sustainability, to ask how to increase awareness of the financial choices of retail investors also considering the social and environmental impact of the same, the measurement of the sustainability of the choices of businesses, in particular of Italian SMEs, caught between the demands of investors and the future demands of impact accounting, the relevance of new technologies, which precisely in the context of financial intermediaries and non-financial players of various dimensions and sizes is learning about ideas and start-ups able to change the operations of all companies and the possibility of having innovative products and services. In order to achieve these ambitious objectives, it is necessary to cooperate, to go far and not just fast, with all stakeholders. The presence of university researchers, private businesses, research foundations and media is essential to be able to really innovate and change the behaviour of the community as a whole in the long term.

In particular, the opportunity to work with Corriere della Sera will make it possible for the community involved to amplify its ideas and trigger a debate in line with the great objectives set by the National Recovery and Resilience Plan.

Participants:

PUBLIC ENTITIES

PRIVATE ENTITIES

UNIVERSITY OF MILAN-BICOCCA, POLYTECHNIC UNIVERSITY OF MILAN, UNIVERSITY OF MILAN	BOCCONI* , RCS MEDIAGROUP – CORRIERE DELLA SERA, BRUNO KESSLER FOUNDATION
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