

ANNUAL CONFERENCE

MSM

**Master in
Sustainability
Management**



16.10.2024
ORE 14.30

**TECHNOLOGY
NEUTRALITY AND THE
EUROPEAN GREEN DEAL:
WHICH SOLUTIONS
FOR A COMPETITIVE EU
AUTOMOTIVE SECTOR?**

LOCATION: MILANO

SDA Bocconi
Via Sarfatti, 10 • Milano

AUDITORIUM GRANDE

This conference is dedicated to prospective MSM candidates, MASEM Alumni, SDA Bocconi and Bocconi University students as well as companies, institutions and enthusiasts within the field of sustainability.

14:30 • WELCOME SPEECH

Enzo Baglieri, Associate Dean at SDA Bocconi, Professor of Technology, Innovation and Operation Management, Bocconi University

14:40 • CONFERENCE INTRODUCTION

Matteo Leonardi, Executive Director at ECCO think tank
Christian Hochfeld, Executive Director at Agora Verkehrswende

14:50 • BACKGROUND SPEECH

Beatriz Yordi, Director, Carbon Markets and Clean Mobility, DG Climate Action, European Commission

15:05 • CONFERENCE PAPER PRESENTATION - Critical assessment of technology-neutrality regulation approaches for climate policies. The case for the transitioning to zero-emission road mobility.

Massimiliano Bienati, Head of Transport Programme, ECCO think tank
Carl-Friedrich Elmer, Senior Economist, Agora Verkehrswende

15:25 • DISCUSSION PANEL A - Technology neutral vs technology specific regulations in the perspective of the economic theory

Chair: Matteo Di Castelnuovo, Master in Sustainability Management Director, SDA Bocconi
Speakers

Lucia Visconti Parisio, Full Professor of Public Economics, Università Milano Bicocca
Alfredo Di Tilio, Associate Professor of Economics, Bocconi University
Daniel Gros, Director of the Institute for European Policymaking, Bocconi University
Enrico Giovannini, Full Professor in Economics Università Tor Vergata and former Italian transport Minister
Daniel Sperling, Founding Director, ITS-Davis and Co-director, ITS-Davis European Transport and Energy Research Centre

16:25 • COFFEE BREAK

16:45 • IMPULSE SPEECH

Sigrid De Vries, Director General of the European Automobile Manufacturers' Association (Acea)

17:00 • KEYNOTE SPEECH - The Green Deal in the perspective of the new EU Single market
Enrico Letta, President at Jacques Delors Institute and former Italian Prime Minister (Video message)

17:15 • DISCUSSION PANEL B - Policies to be addressed for a competitive transition of the EU automotive industry in the new Single Market in the context of global market dynamics

Chair: Giulio Piovaccari, Correspondent at Reuters News Agency, international service
Speakers

Christoph Hinrichsen, VP Public Affairs Enlarged Europe Stellantis
Thomas Becker, VP Sustainable Mobility at BMW Group
Jean-André Barbosa, VP European Affairs & Regulation at Renault Group
Enzo Baglieri, Associate Dean at SDA Bocconi, Professor of Technology, Innovation and Operation Management, Bocconi University

18:15 • Q&A AND CLOSING REMARKS

Francesco Perrini, Associate Dean for Sustainability and Professor of Management, Bocconi University

18:30 • NETWORKING COCKTAIL