



British Embassy  
Rome

## ***“Financing the green challenge”***

**Wednesday 12 September 2012**  
**Villa Wolkonsky, Rome**

### **Programme**

09:00-09:30 Registration and coffee  
Welcome address by Christopher Prentice CMG, HM Ambassador

### ***First session: A view from academia***

#### ***Green Investment: a look at the evidence***

Moderator/introduction ( Sergio Andreis, Director, Kyoto Club)

09:35-09:55 **Clare McNeil, Research Fellow, Institute for Public Policy Research**

09:55-10:15 **Stefano Pogutz, Senior Lecturer, Bocconi University, Milan**

Open Session

### ***Second session: A view from government***

**Intervention by Minister Gregory Barker, Minister of State, Department of Energy and Climate Change**

**Intervention by Minister Corrado Clini, Italian Environment Minister**

Open Session

11:10-11:30 *Coffee Break*

### ***Third session: A view from investors***

***What is the role of the financial institutions and what are their principles of investment? Who are the businesses who can most benefit from green investment? Are there any obstacles to overcome? And if so, what are they? What are the options for green investment and how can these be turned into reality?***

Moderator/introduction

11:30-11:50 **Giuseppe Perna, Project & Commodity Finance, Unicredit SpA**

11:50-12:10 **Anna Lambiase, CEO, Vedogreen**

12:10-12:30 **George Smith, Business Development Manager, Intertek METOC**

12:30-12:50 **Paolo Rocco Viscontini, President and CEO, Enerpoint SpA**

Open Session

13:00-14:00 *Buffet Lunch*

14:00-15:00 Two break-out groups/round tables

**A. Theme: *How can the EU ETS encourage more investment in green technology? Can it be better structured? Views from Italian and British businesses.***

*Presentations: ENEL (Giovanni Bertolino), Foreign and Commonwealth Office (David Matthews)*

*Moderated by: Representative from the Foreign and Commonwealth Office*

*Venue: Sala Rosa*

**B. Theme: *Maximising the potential for Green Business.***

*Presentations: Confederation of British Industry (CBI, Michelle Hubert)*

*Moderated by: representative from the Foreign and Commonwealth Office*

*Venue: Grande Salotto*

15:00-15:30 Conclusions and end of seminar