



**“Wake Up Innovators”**  
**With Connexia and BVA DOXA**  
**Save the date: A Discussion on Social Innovation**  
**Guest: Lucia Dal Negro**

*Fans of innovation are invited to participate in a new event on 26 February which is part of the "Wake Up Innovators" series organised by Italo Marconi, Chief Innovation Officer at Connexia. A chance to meet and discuss "Social Innovation" with Lucia Dal Negro, the co-founder and CEO of De-LAB S.r.l.*

**Connexia**, an independent marketing and communication agency, and **BVA DOXA**, a leading market research and analysis company, host the **15th “WAKE UP INNOVATORS”** event, part of series focusing on digital culture, science, innovation and disruptive communication.

"Social Innovation: from a nice-to-have to a need-to-have". This first talk in 2020 will

be with **Lucia Dal Negro**, co-founder and CEO of De-LAB S.r.l. **Italo Marconi**, Chief Innovation Officer at Connexia will moderate, further exploring the issue of Social Innovation. This will include looking at initial theoretical approaches from the world of European development policy to considering concrete impacts on CSR, brand reputation and the internationalisation of corporate ethics.

Discussion will centre on examples of projects and services which target low-income communities and marginalised actors while applying Inclusive Business and Social Innovation models. The evolving role of private profit within society will also be considered in terms of moving beyond merely generating profits to actively creating measurable value -- including social value-- in communities.

WAKE UP INNOVATORS

Wednesday, 26 February

Time: 8:30 to 9:30

@Terrazza Connexia

Via Bartolomeo Panizza, 7 - Milan

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.