



PRESS RELEASE - 10 NOVEMBER 2021

Educating the next generation to create an ethical future through marketing

H-FARM Campus event, on 26 November, focusses on young people and sustainable marketing

Speakers at the event will include Fabrizio Gavelli **CEO at Danone Company Italy and Greece**, Enrico Santarelli **CMO of Clementoni**, Anna Micossi **Head of Group Communications di Fedrigoni**, Giorgio Carafa Cohen, **Head of Marketing and Communication di Iliad**, Francesco D'Antini **Chairman of NWG Italia**, Marcella Manzoni **Head of Global Customer Marketing & Customer Operations in Safilo Group** and **Gabriele Carboni co-founder of Weevo and co-author of Essentials of Modern Marketing**. With a streamed or video message from Fahim Kibria **CMO of Kotler Impact** and **Philip Kotler, the father of modern marketing**.

'Educating the next generation to create an ethical future through marketing' is the theme of the event, organised with the support of H-FARM College, the H-FARM university and postgraduate training institute. It will take place on **26 November** from 3 p.m. until approximately 5 p.m., in one of the biggest – completely sustainable and self-sufficient - innovation hubs in Europe.

Follow the streamed event on the H-FARM Plus platform, by clicking this link: <https://plus.h-farm.com/it/eventi/creare-un-futuro-virtuoso-attraverso-il-marketing-live> (registration is required to access the event).

'I cannot think of a better place to speak to young people and start-ups about the future. A future that today already demands a clear change towards marketing with more than just profit as an objective. Instead its aims should focus on the environment and community. Through the book, Essentials of Modern Marketing, we want to guide students, young managers and entrepreneurs to work towards a sustainable and considerate economy,' states Gabriele Carboni who is the keynote speaker. He will discuss how companies and young people can **harness digital media to move into a new post-pandemic era**.

Carboni will be presented with a copy of the book, 'Essentials of Modern Marketing – Made in Italy edition' by Kotler & partners during the event, and it will be available to buy from Amazon worldwide. With the support of the e-commerce giant, **every single copy of the book**



will be printed on demand and in the closest possible location to the delivery address, **avoiding paper waste and long-distance transport.**

Kotler Impact, the global publisher of the book alongside Weevo - the company supporting the project in Italy - have decided to **make the book available at a very low price** with the aim of **introducing young people to ethical marketing: €25.00** instead of the usual €65.00.

The publication contains **more than 30 case studies about outstanding Italian companies.** It is the **first marketing book in the world** to present success stories focussed on one country. The companies included in the project are: **Danone, Clementoni, Aboca, Bauli, Bormioli Pharma, Iliad, GEA, IMA Group, IRIS Ceramica Group, Knauf, Automobili Lamborghini, NWG Italia, OCMIS, Safilo Group, 360 Payment Solutions, Curti Lamiere, D-Orbit, Felsinea Ristorazione, Flashpoint, Integra Fragrances, Kopron, M.T., Distilleria Petrone, Rejoint, RGR Comunicazione, SB Impianti, Tapì Group, Tecopress, Top Automazioni, Trenton, Ugolini, Fedrigoni, Sitma, Ilsa.**

The Italian Journal of SMEs has dubbed the work **'The bible of modern marketing'**, while the Daily Times calls it **'The book of the 21st Century for business, marketing and management'**.

Project participants

Weevo Srl is a digital B2B communication agency, which since 2012 has combined web marketing with globalisation coining in the term Digital Export. The company specialises in Digital Corporate Communication and is led by David Rimini and Gabriele Carboni from their offices in Italian Pesaro, near Vignolo in the Molise region, and in Castiglione delle Stiviere near Mantua.

Kotler Impact Inc is a Canadian business and part of the World Marketing Summit group founded by Professor Philip Kotler, father of modern marketing. A strategic marketing community, it seeks to operate sustainable economic development.

H-FARM is an innovative platform which supports the creation of new business models and the transformation and education of young people and Italian companies giving them a digital perspective. Established in January 2005, as the first start-up incubator in the world, it has reinvented itself and adapted to market demands without ever losing sight of its core values – seizing opportunities generated by digital innovation and maintaining a human-centred approach. Today it is the only company globally to bring together investment, business services and training in one location. Structured like a campus, in the outskirts of Venice, H-FARM extends over 51 hectares, including 20 hectares of woodland. It is the largest innovation hub in Europe and has more than 600 employees working in Italy, making it unique internationally.



H-FARM College is the university and postgraduate training institute belonging to H-FARM. It offers degree, masters and executive courses to deepen knowledge of the digital economy with the aim of teaching management skills as well as helping to develop new companies and understanding how technological innovation changes business, habits, markets and opportunities. Bachelor's degrees, master's degrees and executive courses are designed in partnership with some of the world's best universities and business schools and in close collaboration with sector leaders to create courses that prepare individuals for the world of work.

Press accreditation for the event

To apply for press accreditation for the event, please contact serena.gasparoni@h-farm.com You will be required to present your Green Pass on entry.

Contacts

Weevo: informazioni@weevo.it

H-FARM: serena.gasparoni@h-farm.com

Media pack

<https://drive.google.com/drive/folders/1rEfRsEx9aadSBFXQ6ouNMzjrxBTMBdE?usp=sharing>

Useful links

<https://eomm.bebrilliant.it/>

<https://bebrilliant.it>

<https://www.weevo.it/>

<https://www.h-farm.com>

<http://www.kotlerimpact.org/>