

4 worlds of happiness

Future Vision Workshops 2023 / Program

CONSUMPTION TRENDS: THE GENERATIVE CHALLENGES | June 29, 2023

MORNING

- 9.30 – 10.00 **Introduction to the day. From Latin *Felicitas*: the happiness of bloom.** By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Smart & Sustainable paradigm:** sustainable regeneration phenomena, by Linda Gobbi.
- 10.30 – 11.45 **The 3 consumption trends that focus on the ancestral fertility of the earth (and of the female world):** Blooming Behaviours, Controverse Attitudes and Repair Conditions. By Linda Gobbi and Francesco Morace.
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 Testimony of Katia Da Ros (CEO Irinox) **The future of companies is female**, Raffaella Pollini (Kartell Communication Director) **Sustainable alliances** and Valentina Colombo (Global Chief Marketing Officer Acqua di Parma) **Sensory expansion.**
- 12.45 – 13.00 Questions
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.30 **Consumption expectations and sustainability.** Generational orientations and differences. Generational orientations and differences in the consumption scenario: the ProActives (25-34), the New Normals (40-54), the Singular Women (50-64). By Linda Gobbi and Francesco Morace
- 15.30 – 16.15 **The scenario of large-scale consumption** By Luigi Rubinelli (Retail Watch)
- 16.15 – 16.30 **Conclusions and map of consumption trends** by Linda Gobbi and Francesco Morace