



KONTIKI incentives in Italy

BIG SUSTAINABLE EVENT IN MILAN

Kontiki Incentives conceives and organises the first edition of "Milan: no more words – take action" on the 28th and 29th of September 2010: a sustainable event part of the Exhibition of the CSR policies organised with the support of the Economics University Bocconi in Milan. The event invites citizens and in particular university students to discover shops, show rooms, restaurants and bars whose main business is related to sustainability. A journey inside the sustainable commerce: participants can choose where to stop, attend interesting initiatives and at the end of the 2 days could win 2 weekends in a Green European Capital and contribute to create a green area in town.

The main objective of the event is to make clear what the concept of sustainability and respect of environment refers to, with examples, small or big efforts, made by young entrepreneurs in order to be more sustainable and to improve life quality.

The event's organisation practice obtained the BSI 8901 international certification for sustainable practice by BSI.

The event has the patronage of Milan Council.

Kontiki has been added to the International Year of Biodiversity partner list and the event is part of the Celebration Calendar.

"Milan: no more words – take action" is supported by the sponsorship of AkzoNobel, Asus, Oracle and Oracle Foundation.

www.daldirealfare.eu

Kontiki Incentives Srl
Via G. Previati, 32 - 20149 Milano
Tel. +39 02 89059159 - info@k-incentives.it
<http://www.k-incentives.it>

