

PERSONAL INFORMATION

Dr. Lorenzo Orlandi
sustainability project manager

WEBSITE

-  LOCOM www.locom.it
-  ISO 20121 - www.iso20121.it
-  TEAMWORK 36 www.tw36.it
-  RIS NETWORK www.reteinnovazionesostenibile.it

SOCIAL

-  FACEBOOK <https://www.facebook.com/lorenזורlandi.vr.it>
-  LINKEDIN <https://www.linkedin.com/in/lorenזורlandi/>
-  INSTAGRAM <https://www.instagram.com/locom.it>

SKILLS OVERVIEW

MANAGEMENT SKILLS

- *Project Management* – Planning, management, verification and development
- *Corporate Social Responsibility* – CSR development and reporting projects
- *Marketing Communication* – Integrated strategic communication projects
- *Stakeholder Engagement* – Stakeholder relationship and interactions development
- *New Media* – Web communication, mobile Apps, Social Networks
- *ISO 20121 Sustainable Event Management* – Consulting and auditing

CURRENT PROFESSIONAL EXPERIENCES

- (2013-TODAY) **LOCOM** – Consulting firm - Verona
Owner, General Manager
- Corporate Social Responsibility: project management and consultancy services.
 - Sustainable Business Canvas Model: company analysis before planning sustainability roadmap.
 - Consultancy: supporting companies for sustainability integration into business strategies.
 - Brand Reputation: strategic communication projects and stakeholder engagement.
 - Teamwork 36 sustainability reports: planning, assessment, reporting, drafting, reporting.
 - ISO 20121 consultancy and internal auditing, for sustainable event management systems conformity.
- (2015- TODAY) **SEA - Sustainable Event Alliance** – Green Event professional association - Worldwide
Leadership Team Member
- SEA ISO 20121 Second Party Auditor
 - SEA Accredited Professional, for sustainable event roadmap.
- (2018- TODAY) **RIS - Rete Innovazione Sostenibile** – Social association network - Verona
President, Board of Direction management
- Management direction of the Association for Sustainability and Corporate Social Responsibility Culture development, University of Verona involvement in the Scientific Committee for studies, research and training activities projects.
 - Sustainable Development Goals (UN 2030 Agenda "SDGs") promotion through events, conferences, workshops, networking and training meeting organization.
- (2018- TODAY) **TW36 - Teamwork 36** – Sustainability Reporting Professionals
Teamwork projects management
- Sustainable Business Model Canvas company assesment
 - CRS report planning, reporting following the GRI standard.
 - Stakeholder engagement and materiality
 - CSR communication plans

EDUCATION & TRAINING

AGENDA 2030	ASviS - Alleanza Italiana per lo Sviluppo Sostenibile - Roma Online training "The 2030 Agenda and the sustainable development goals" Professional skills development over the 17 sustainable development goals.
SUSTAINABLE EVENT	SEA – Sustainable Event Alliance - Worldwide Leadership team member – ISO 20121 management and auditing skills development - SEA roadmap application for sustainable events management.
CANVAS BUSINESS MODEL	Cattolica Assicurazioni “Progetto di Vita” - Verona Visual canvas business model project representation skills development for startup value project framework creation.
ISO 20121 CONSULTANT	UNI - Ente Italiano di Normazione - Milano ISO 20121 standard application. Sustainable events according to ISO 20121.
AUDITOR ISO 20121	BSI - The British Standards Institution - Padova Sustainable events management according ISO 20121 standard. Implementing and Auditing ISO 20121.
MARKET RESEARCH	Assirm – Associazione Italiana ricerche di Mercato - Milano Qualitative and quantitative market research. Attended the 10th training edition.
MICROSOFT PROJECT 2000	Elea Tech Lab Master - Padova Project management and monitoring. Microsoft Project 2000 base and master course.
COMMERCIAL TRAINING	Helmut Rauch S.r.l. Advanced training - Verona Commercial Training. Base and advanced master course.
UNIVERSITY GRADUATION	University of Bologna Economy and Business degree. Thesis about industrial rights: “Internet and intellectual property”.
ENGLISH TOEFL™ TEST	F.I.U. Florida International University - USA Miami (Test Of English as a Foreign Language™) Standard academic test for the certification of knowledge of the English language valid for admission to US Universities and Companies.

LANGUAGES SKILLS

Main language Italian

Other languages	COMPREHENSION		TALKING		WRITING
	Listening	Reading	Interaction	Speaking	
ENGLISH	C2	C2	C2	C2	C2
SPANISH	A1	A1	A2	A1	A1

OPERATIONAL SKILLS

RELATIONSHIP SKILLS

- Professional Customers, Partners and Suppliers relationship direction.
- Interpersonal relationship management and specific needs analysis.
- Parties intermediation experience and working teams climate management.

MANAGEMENT SKILLS

- Working groups direction for project development and realization.
- Activities coordination: sustainability kpis settings and goals achievement.
- Organizational autonomy, ability to manage priorities and problem solving.
- Sustainable events management system planning and reporting.

IT SKILLS

- Mastery in use of: PC and Mac; MS Office professional in: Word, Excel, Power Point, Project.
- Professional experience in Internet application development: web 2.0 and new media.
- Social Networks, APPs and e-business technologies project.
- Web tools and marketing CRM applications knowledge.

PERSONAL SKILLS

OTHER SKILLS

- Corporate Social Responsibility company assessment.
- UN 2030 Agenda and Sustainable Development Goals (SDGs) knowledge.
- Green marketing skills and sustainability strategic communication.
- Circular economy and life cycle assessment assessments issues comprehension.

SOFT SKILLS

- Relationships management, team leadership, and stakeholder engagement.
- Projects analytic breakdown, problem solving, critical thinking, multitasking.
- In-depth curiosity, culture, innovation, continuous improvement.
- Precision, punctuality, spirit of initiative and results orientation.

ETHICAL VALUES

- Education, respect, loyalty, commitment.
- Integrity, reliability, responsibility, transparency.
- Passion, precision, resourcefulness.

PROJECTS & RESULTS

RSE & TVS

EVENT RATING

Event Sustainability Rating & Tool

Concept, realization and application of the a methodological process that allows to evidence of sustainable management good practices. TVS is the sustainability evaluation tool to monitor and compare the sustainable management of heterogeneous events.

SBMC

CSR ASSESSMENT

Sustainable Business Model Canvas

Concept, realization and application of the company sustainability analysis canvas model, planning the sustainable development path project in accordance with the Agenda 2030.

Zuegg spa - Food and Agriculture

Extrema srl - consumer goods

Maikki srl - IT device merchandising

FABA srl – entertainment and education

STAKEHOLDER

ENGAGEMENT

Sustainability Report

Sustainability report project management according to the GRI Standard, planning, reporting, contents drafting and communications. Stakeholder engagement on materiality.

▪ ZUEGG spa - Food and Agriculture

▪ Quadrifoglio Group – Forniture

▪ Assiteca Group - Insurance Broker

Social Report Solatrix – Health Clinic

The Social Report of the nursing home was developed with the University of Verona.

Document report graphic layout development and design for stakeholders delivery.

Sustainability Report Communication - AGSM Group - Multiutility

Communication project of the responsibility report EQUILIBRO, stakeholder highlights content engagement communication.

CSR Project - Veneto Banca Group - Bank

CSR project design, development and management. Sustainability actions maps, materiality analysis, stakeholder identification, communication strategy.

Teamwork 36 – Professional consulting

Working team management of professionals and Companies for planning, reporting, drafting of corporate sustainability report.

ISO 20121

Training, consulting, auditing, reporting, managing event sustainability

ISO 20121 Sustainable event management

▪ CULTURE – [Tocati International Festival](#) – UNESCO intangible heritage

Management consulting according to the ISO20121 standard: drafting manual; objectives, kpis and policy definition; internal and external auditing management.

Stakeholder engagement planning and management every annual festival edition [since 2015](#).

ISO 20121 Sustainable event management:

▪ SPORT - [Lago Maggiore Marathon](#)

▪ SPORT - [Lago Maggiore Half Marathon](#)

▪ ENTERTAINMENT – [Tones on The Stones](#)

▪ ENTERTAINMENT – [Cross Festival](#)

▪ MUSICA – [Festival del Lago Cromatico](#)

▪ MUSICA – [Stresa Festival](#)

▪ SPORT AGENCY – [Master Group Sport](#)

▪ EVENT AGENCY – [Pro Meet](#)

▪ EVENT AGENCY – [More Comunicazione](#)

▪ CONFERENCE – [Phygital summit](#)

▪ CONFERENCE – [Real Estate](#)

OTHER EVENTS

Conference “Il Salone della CSR e Innovazione Sociale” stages organization

With RIS, Koinetica and the University of Verona, planning the CSR and IS exhibition.

Sustainable Event Alliance - Leadership Team Member & Accredited Professional

Leadership Team management of the ISO20121 Global Registry, ISO 20121 second party auditor

Accredited Professional: new professionals members skills assessment.

Positive Impact Events – Ambassador

Participate in an accelerator programme for The Race to Zero global event sector.

TEACHING
TRAINING

Tutor for BSI British Standard Institution learning program: ISO 20121 Introduction and requirements; Implementing sustainable event management with ISO 20121
Teaching Class ENAC LAB
 Training on Marketing strategies for green economy communication management "
Teaching course University of Verona
 Sustainable communication and ISO 20121 lessons with Professor Paola Castellani
Seminar Chamber of Commerce Verona
 "Green Tourism communication" seminar to introduce new strategies for green tourism.

UNIVERSITY
RESEARCH

Research University of Verona
 "Sponsorships in Italy" with the University of Verona was presented at the International Marketing trend congress in Paris.
Research University of Verona
 "Sustainability and communication" In collaboration with the Department of Business Economics of the University of Verona, Prof. Paola Signori.
Sponsorship effectiveness measurement
 Public interviews and online surveys at big events (Giro d'Italia, Fiat Freestyle, Rossignol Demo Tour) to evaluate the sponsorship activities effectiveness.

NEW
MEDIA

Web site
 Website design, landing pages and intranet portals for corporate communication and stakeholder engagement. Social media communication projects integration.
Social media
 Lead generation campaign planning with main social networks content production on the: Facebook and Google Ads channels.
Tool informatici
 SDM- Sponsorship Data Management: online database for sponsorship data collection and management.
 ISO - Italian Sponsorship Overview: Italian sponsorship market online data management.
Survey e test
 Quantitative surveys questionnaires development, stakeholder engagement and feedback gathering tests, platform customization management, results quantitative processing.

COMMUNICATION
MARKETING

Alta Badia Orienteering
 Press office and media partnership management for Orienteering events, content production and communication before, during and after the event.
Hellas Verona Calcio
 Marketing office management, public relations, brand image, business partnerships and merchandising. FARE (Football Against Racism in Europe) to raise public awareness of racism.
MentalitaSportiva.it
 Editorial project development dedicated to people living according to the ethical values of sport, partnership management, community development and social media communication.

START UP
PROJECTS

Start CUP Veneto - UNIVR
 Collaboration with the Technical Scientific Committee as Business Angel.
RIS - Rete innovazione Sostenibile
 President of the multi-stakeholder network creation for the dissemination of the sustainability culture and corporate social responsibility good practices. Involvement of the Business Economics Dep. of the University of Verona with scientific committee.

MY WORD
CLOUD



Thank you for your attention.