

XIII Edition



THE FUTURE IS AN  
INVISIBLE PLAYGROUND

# WEWORLD FESTIVAL

26-27-28 May 2023

Base Milano



# 13 YEARS OF WEWORLD FESTIVAL



Tree days of talk, performance and exhibitions to increase the debate and the consciousness on women's rights, with particular attention to feminine empowerment, gender violence and to stereotype still tied to the role of woman.

**The 13° edition of the WeWorld Festival will be innovative**



# Location & Format





## BASE MILANO

BASE, in the center of Tortona quarter, is a project of cultural contamination between arts, enterprises, technology, and social innovation.

Today, the project result in 12.000 mq of labs, expositions' spaces, exhibitions, workshops, conferences, with a great study hall and an artist residence.

Within the ex-Ansaldo, one of the most important projects of urban regeneration in Europe, BASE conveys new life to a monumental industrial architecture, experimenting new models of cooperation between public and private.





# Themes & Contents

# WEWORLD FESTIVAL

21-23 MAGGIO 2021

## BASE\_MILANO

VIA BERGOGNONE, 34





# CONTENTS

PHOTOGRAPHIC  
EXHIBITIONS  
FILM & DOCUMENTARIES  
TALK  
BOOKS & GRAPHIC NOVEL

PERFORMANCE  
EXPERIENCE  
WORKSHOP



# KEYWORDS



**GENDER BARRIERS:** where they hide and how to overcome them

Talk Gender Barriers at Work:

*«You are good, but...»- «The worst thing someone told me»*

Talk Gender Barriers & Parenthood:

*“Fommy? It’s called father!”*

Talk Gender Barriers in Language and Culture

*"Schwa, asterisk and other doubts"*



# Opening







## First evening by invitation with the institutions.

*Aperitif buffet,  
exhibition opening  
curated by Renata  
Ferri*

# Film exhibition – examples (2022 edition)



# NOW

Direction of: Jim Rakete

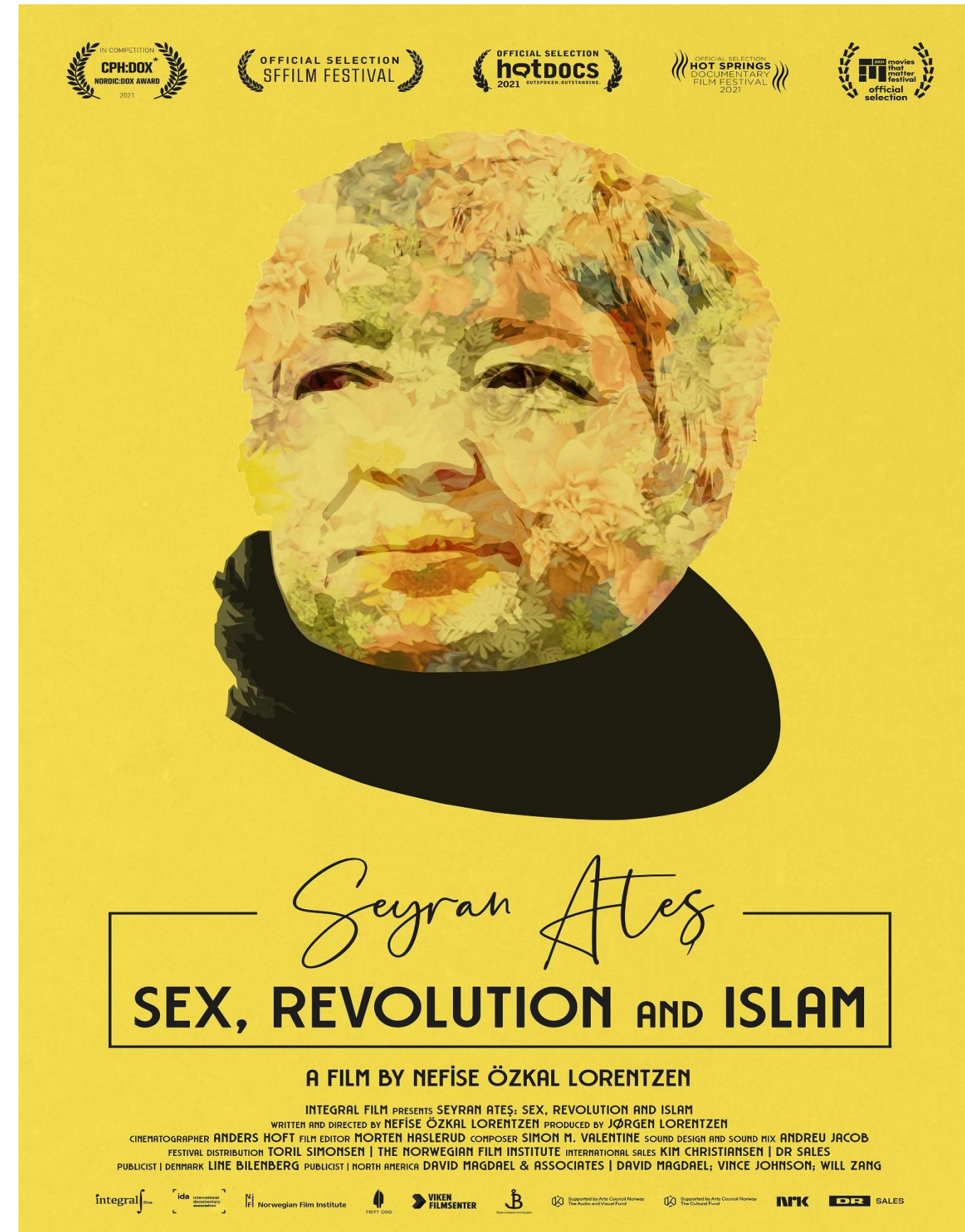
Young activists from all over the world illustrate their efforts with the aim to contrast the status quo and activate a social and political change to face the ecological emergency.



# Seyran Ates: Sex, Revolution and Islam

Direction of: Nefise Özkal Lorentzen

Seyran Ates' history, lawyer and one of the first imam women in Europe, talks about her personal and ideological battle for the modernisation of Islam, bringing the audience with her around the world.



# Guests of the past edition

we  
World

Samantha Cristoforetti,  
Roberto Saviano,  
Letizia Battaglia,  
Elisa di Francisca,  
Maria Grazia Cucinotta,  
Rossella Brescia,  
Simonetta Agnello Hornby  
Valeria Solarino  
Carlotta Vagnoli  
Alberto Malanchino  
Mammadimerda  
The Pozzolis Family





# Corporate partnership



The WeWorld Festival is an occasion for the enterprises to declare their commitment to CSR, give external and internal visibility about their work, reinforcing the relationship with their stakeholders and contributing to an awareness action on women rights, feminine empowerment, violence, and gender stereotypes.

## THE ROLE OF COMPANIES AT THE WEWORLD FESTIVAL

Weworld firmly believe in the potential of the enterprises to promote virtuous changes within the society. For this reason, during the WeWorld Festival there will be some moments aimed at encouraging an **open debate between companies daily engaged on women rights**.

Moreover, thanks to this CSR strategies, innovative plans of work and new business models, women are more and more protagonists in the **creation of virtuous paths on inclusion, leadership and feminine empowerment, fighting gender stereotypes and prejudices**.

Some of the event dedicated to the enterprises during the past editions of WeWorld Festival

### Oltre al profitto c'è di più

Un Workshop per le aziende per conciliare l'economia con l'etica organizzato da WeWorld in collaborazione con Newton S.P.A.

Venerdì 21 maggio dalle 10.00 alle 11.00

Evento online [previa prenotazione a: corporate@weworld.it](mailto:corporate@weworld.it)

Nel corso del Workshop saranno affrontati 3 filoni strategici per il mondo delle imprese:

Le attività di CSR realizzate all'interno di vari settori merceologici

6 grandi aziende si raccontano attraverso dei contributi video: Carrefour, Dell, Tupperware, Fater, Sodexo

Le attività di engagement per i dipendenti

Amazon e Bridgestone raccontano la Corporate Challenge sui diritti delle donne

La nascita delle società Benefit in Italia

Mauro Del Barba e Roberto Cociancich rivelano i segreti di un nuovo modo di fare business



**21 MAGGIO**  
ORE 16:00 - 16:45 | SOLO STREAMING

#### WOMEN & STEM

Con Paola Scarpa (Google), Gaela Bernini (Fondazione Bracco) e Sofia Maroudia (Snam).  
Modera: Mara Tanelli | Politecnico di Milano



**21 MAGGIO**  
ORE 18:00 - 18:45 | SOLO STREAMING

#### UN PASSO AVANTI

COME SFIDARE GLI STEREOTIPI DI GENERE

Con Ione Volpe (Fater), Stefano Piziali (WeWorld) e il contributo di Emma Marrone.  
Modera: Cecilia Lulli | Business People



# DONATION TO SPONSOR THE FESTIVAL:



Platinum → 50.000 €

- Online and offline visibility as Platinum sponsor
- Exclusivity on the product sector
- Two tailor-made contents at the Festival (ex. setting, talk, workshop, etc.)
- Customized communication contents (ex. dedicated post on LI, FB, IG)
- Designated stations for marketing activities (ex. product promotions and/or online reduction on certain products)
- Extra-activities of CSR (ex. corporate volunteering, company workshop)

Gold → 30.000 €

- Online and offline visibility as Gold sponsor
- One tailor-made content at the Festival (ex. setting, talk, workshop, etc.)
- Marketing activities (ex. poster, flyer) and/or online reduction on certain products
- Extra-activities of CSR (ex. corporate volunteering, company workshop)

Silver → 20.000 €

- Online and offline visibility as Silver sponsor
- Extra-activities of CSR (ex. corporate volunteering, company workshop)





# Visibility





# WeWorld Festival numbers

- 3.260 participants in presence
- 83 guests
- 15 talk
- 9 Performance/concerts/dj set
- 1 photographic project
- 1.500 visitors for the photographic exhibition
- 9 film





# VISIBILITY

- Posters across the city
- Spot on local and national radios
- Adv on national media
- National digital campaign





# PRESS REVIEW 12th EDITION

- 103 articles
- More than 22 millions of opportunity-to-see
- 188.592€ total economic value



# SOCIAL

- MORE THAN 2 MILION IMPRESSIONS
- 14.400 CLICK ON LINK
- 695.709 REACH
- +207 FOLLOWER ON FACEBOOK
- +184 LIKES
- +378% NEW INSTAGRAM ACCOUNT REACHED
- +642 NEW FOLLOWER ON INSTAGRAM

**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**23 MAGGIO**  
ORE 10:30 - 11:15  
SOLO STREAMING

**GIÙ LA MASCHERA.**  
IL NUOVO LIBRO  
DI ELISA DI FRANCISCA

Con la giornalista Gaia Piccardi e la campionessa olimpica Elisa Di Francisca



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**22 MAGGIO**  
ORE 14:30 - 15:15  
SALA LOUNGE  
E IN STREAMING

**COME NASCE UNA MUSA.**  
L'IMPRENDITRICE DIGITALE VERONICA @SPORA BENINI RACCONTA IL DIETRO LE QUINTE DEL **9 MUSE**

con le parole di: Michela Murgia, Cathy La Torre, Cristina Fogazzi | L'Estetista Clinica, Andrea Delogu, Mammadimèrda (Sara Malnerich e Francesca Fiore), Michela Giraud, Sara Ventura, Nausicaa Dell'Orto.



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**21 MAGGIO**  
ORE 15:00 - 15:45  
SOLO STREAMING

**LA DITTATURA DEL CORPO**

Con la star del fumetto Josephine Yole Signorelli/Fumettibrutti e la disability right advocate Sofia Righetti.  
Modera: Jennifer Guerra (giornalista)



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**22 MAGGIO**  
ORE 19:00 - 19:30 | CORTILE (SOLO DAL VIVO)  
PRENOTAZIONE OBBLIGATORIA CHIAMANDO UN POSTO A BASE 392 9977049

**GENITORI (A)NORMALI**  
"CRESCERE FIGLI SERENI E NON INFLUENZATI DAGLI STEREOTIPI, È POSSIBILE?"  
"NON LO SO, PASSAMI UN GIN TONIC"

Performance live The Pozzolis Family



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**23 MAGGIO**  
ORE 13:45 - 14:15 |  
SALA LOUNGE  
E IN STREAMING

**CIAO PER SEMPRE**  
PRESENTAZIONE DEL ROMANZO D'ESORDIO DI CORINNA DE CESARE

Modera: Carlotta Vagnoli



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**22 MAGGIO**  
ORE 12:45 - 13:15  
SALA LOUNGE  
E IN STREAMING

**EVERYDAY.**  
LE STORIE E LE VITE DI UN CONTINENTE IN CONTINUO MOVIMENTO

Con l'attore Alberto Malanchino, il musicista David Blank.  
Modera: Kibra Sebbat



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**23 MAGGIO**  
ORE 19:30 - 20:00 |  
SALA LOUNGE  
E IN STREAMING

**CONVERSAZIONE CON VALERIA SOLARINO E MARINA SPEICH |**  
GIORNALISTA DI GRAZIA



**WEWORLD FESTIVAL**  
IDEE, RACCONTI E VISIONI

**23 MAGGIO**  
ORE 15:30 - 16:15  
SALA LOUNGE

**MODELLI DI MAMME E MAMME MODELLE**

Con le blogger di "Mammadimèrda" e l'antropologa Benedetta Barzini.  
Modera: Cristina Sivieri Tagliabue (editorialista Sole 24 Ore)



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# PATRONAGE



Senato della Repubblica



Città  
metropolitana  
di Milano



Comune di  
Milano

# SPONSOR OF THE PAST EDITIONS



Veuve Clicquot



Festival  
dei Diritti  
Umani



# Thank you

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Representative Corporate Fundraising Area

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