

# LIFEBILITY EXPLAINED

Ethics in action





# WHAT

- Lifability is a contest among business ideas in order to give a prize (some 5,000 euro) to the best of them;
- Stage: seed and pre-seed;
- Multi-district service;
- First year 2009.



# WHY

- To create a **springboard** and **blow in the wind** the Lions' code of ethics
- Three pillars: first and foremost **ETHICS**, thereafter JOB AND FREEDOM.

FREEDOM because it is at the root of everything, the spark of ideas; JOB because it is in the job that people learn how to create new things and be respectful (Hannah Arendt); ETHICS to close the magic triangle with the strength of the moral law (Kant)



# WHO

- Youngsters between 18 and 35 years old



# WHERE

- The whole multi-District 108 (Italy);
- France as the second european strategic partner;
- Expanding in Africa (Morocco 2022 – contacts underway in Tunisia and Algeria);
- Africa in the spotlight.



# HOW

- Contacting professional associations;
- Web marketing campaign;
- Contacting universities;
- LION Magazine;
- Mouth to ear;
- Using high level professionals;
- Contaminate, contaminate, contaminate ..... **Lifability for humanities.**



# WHEN

- Yearly. First year 2009. Presently 15th edition



# CUMULATED NUMBERS (1 of 2)

- 220,000 visits to the internet site ([www.lifabilityaward.com](http://www.lifabilityaward.com));
- The whole italian territory across the board;
- 50 universities;
- About 1200 projects;
- 2200 youngsters participating;
- 240 got to the final lap and were taught how to do a business plan.





# CUMULATED NUMBERS (2 OF 2)

- 18 prizes to start-up;
- 34 stages (50% ended up with a job contract);
- 38 scholarships and 12 prizes «social plus»;
- More than 100 Lions members working for the service each year;
- 2 notaries;
- 44 Italian institutions' sponsorship or patronage;
- € 500,000 the grand total;
- 5,000 days given «free of charge» by professional people (mainly Lions)



# BUSINESS AREAS

- Nutrition and life quality;
- Transportation and smart mobility;
- Communication and design;
- Tourism and cultural goods;
- Energy and environment;
- Biotech;
- Social innovation;
- Health
- ecological transition .....



# TRIP TO BRUXELLES (EU)

- Each year those who get to the final lap are offered a trip to Bruxelles in order to understand the international dimension of the business;
- The trip is offered both to those who are in the final lap of the business competition and to those who are in the final lap of «Lifability for humanities»;
- It is organized by the european (particularly Italian) managers and civil servants working there.



# LIFEBILITY FOR HUMANITIES

- Two years ago a «Lifability for humanities» was launched. The focus here is the **humanistic culture**, the backbone of our civilization;
- The competition is among novels which best represent the Lions' code of ethics, by counting true episodes of people's life.
- The winner gets a prize of 1,500 euro.
- The novels that get to the final are gathered in a book which is distributed to the students of high school.

The basic idea here is that a good mix of soft and hard skills is the ideal education,



# THE ETHICAL ENTREPRENEUR

- Each year an ethical entrepreneur is voted, i.e. somebody who makes business respecting the Lions' code of ethics. And therefore can show the way;
- The idea behind this is to have a showcase where business people can see «ethics in action», making real business.



# WORLD'S POPULATION (millions – estimated)

	<u>2025</u>	<u>2050</u>	<u>2075</u>	<u>2100</u>
Africa	1512	2466	3347	3917
Latin America	672	749	729	649
Nord America	382	421	440	447
Asia	4801	5290	5148	4685
Europa	741	704	637	587
Oceania	46	58	65	69
GRAND TOTAL	8156	9687	10365	10355



# Source: Kate Raworth «the doughnut economy»

## The doughnut economy

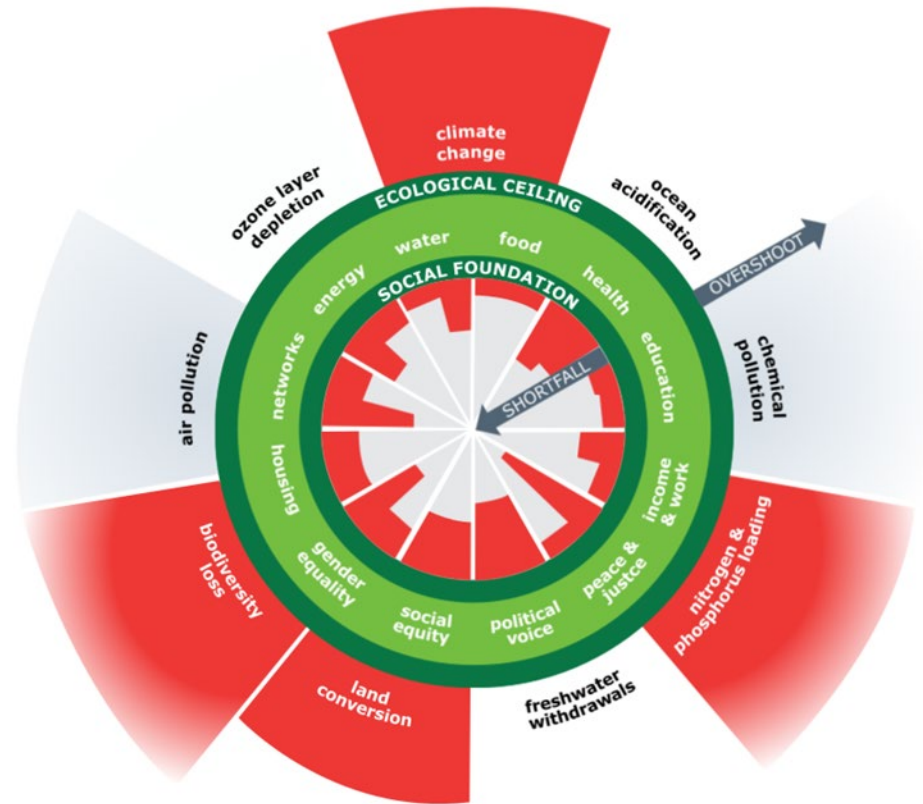
- Living between an ecological floor and an economic ceiling is what we need to do in order to respect the future of our children

## Safe and sustainable





# Today's plight







# WHY ETHICS

- Because it engages our highest human faculties;
- Because the Lions' code of ethics is our flagship, highly appreciated all over the world.



# Mr. ETHICS

## KANT (german)

## KANT (english)

Der gestirnte Himmel über mir  
und das moralische Gesetz in mir

The starry sky above me and the  
moral law in me