

Bocconi



Within our reach.
Together for a new vision of the future.

Campaign 2015-2020.

Bocconi

Is there a vision
of the future
we can believe in?



Investing in young people: our vision of the future.

We ask you to join us in an effort not simply to improve the quality of the education we offer and the research we produce, but to contribute to improving the world in which we live by pursuing fair, sustainable and practical solutions to the challenges facing today's society.

Our goal is to raise 120 million euros by 2020, from private and corporate donors, individuals and foundations in support of this effort.

We believe that investing in talented young people regardless of their background, in research and in human capital in general, will stimulate economic growth, social mobility and equitable development in Italy and Europe. We ask you share this vision with us. As a university specializing in economics, management, law and the social sciences, and grounded in truth and reality, we can confidently say that this vision is

within our reach.

What does
the world need
today?



A new vision of the future.

Universities are the intellectual centers where modern societies construct their future. They play a fundamental role in helping the communities of which they are a part become more competitive and confront the unknown rather than fear it. For over 110 years, we at Bocconi have provided rigorous and scientifically based answers to crucial questions of our times, and have promoted an entrepreneurial and innovative culture while anticipating trends and adapting to change.

Today we are being called to do more. Italy and Europe are still not realizing their full potential in terms of growth and development. To address this phenomenon of global importance, the European Commission's "Europe 2020" strategy identifies universities as vital to the solution, as they are the center of the intersection between the creation and diffusion of knowledge as a stimulus to innovation. For Bocconi this is an unparalleled opportunity to strengthen our role in higher education and in the advancement of knowledge.

The question isn't
whether to change;
change is inevitable.
The question is
how to lead
change.



The leaders of the future
must combine creativity and
common sense.

Our aspiration for the future is to harness the best minds and the necessary resources to promote economic growth and development for a more equitable and sustainable society.

We intend to realize this ambition through a multi-year investment program that will deepen our impact, directly support teaching, learning and research activities, create a stimulating campus environment, and open the University to the brightest and most motivated researchers and students.

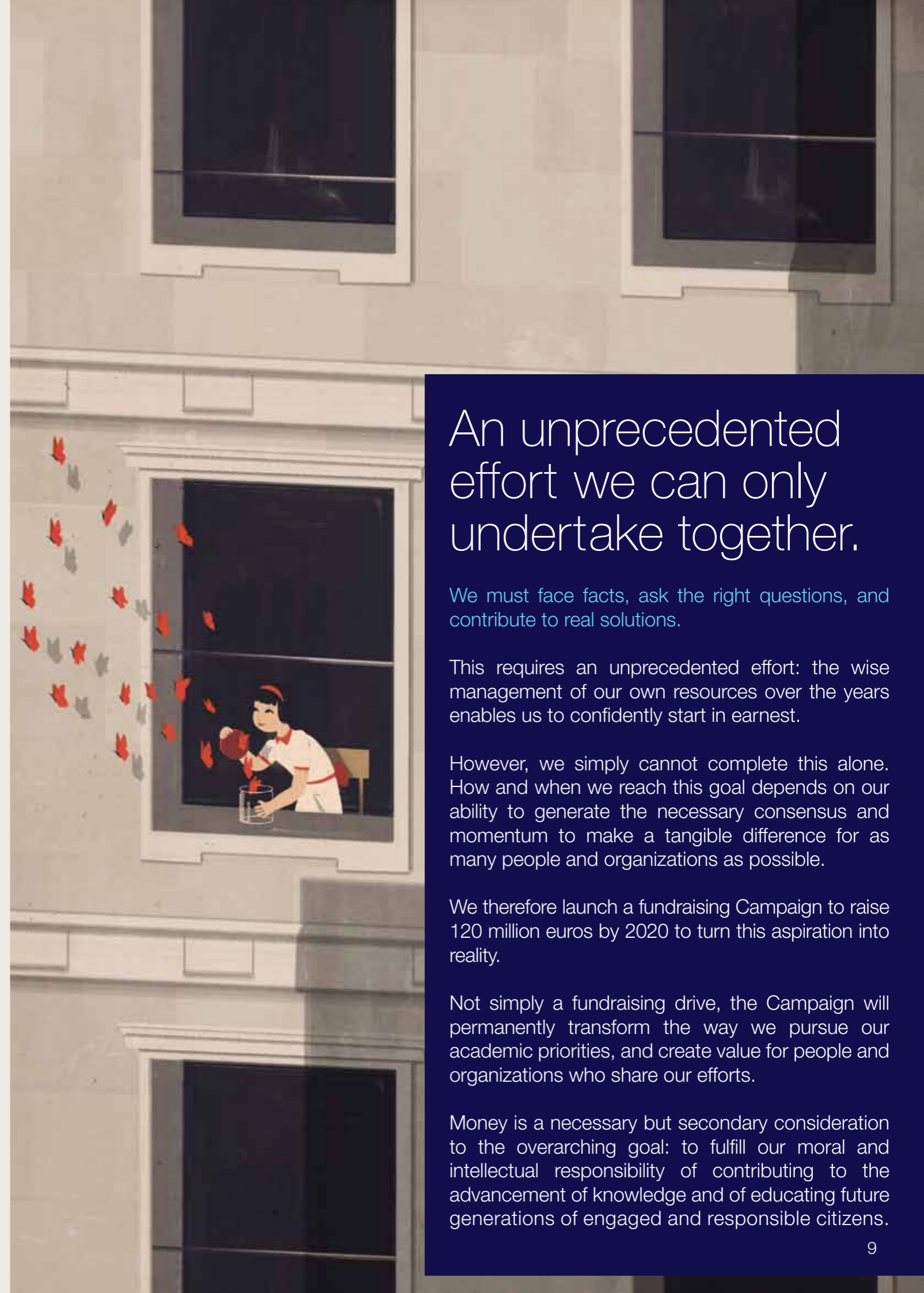
We need answers to complex questions.

What resources will we rely on?

What jobs will we have? What kind

of future are we

leaving behind?



An unprecedented effort we can only undertake together.

We must face facts, ask the right questions, and contribute to real solutions.

This requires an unprecedented effort: the wise management of our own resources over the years enables us to confidently start in earnest.

However, we simply cannot complete this alone. How and when we reach this goal depends on our ability to generate the necessary consensus and momentum to make a tangible difference for as many people and organizations as possible.

We therefore launch a fundraising Campaign to raise 120 million euros by 2020 to turn this aspiration into reality.

Not simply a fundraising drive, the Campaign will permanently transform the way we pursue our academic priorities, and create value for people and organizations who share our efforts.

Money is a necessary but secondary consideration to the overarching goal: to fulfill our moral and intellectual responsibility of contributing to the advancement of knowledge and of educating future generations of engaged and responsible citizens.

In such an
interconnected
world,
who will accept
the responsibility
to offer possible
solutions?



Bocconi will.
Leadership is in our DNA.

Bocconi was born thanks to a visionary gesture made by a philanthropist ahead of his time. In 1902 Ferdinando Bocconi founded the University in memory of his son Luigi with a significant endowment gift to create an institution that would “build harmony between academic study and practice.” He strongly believed that Bocconi would become a protagonist in the development of a national culture and provide young people with the opportunity to contribute to the future of the country. This ambition has become reality.

As the leading economics and management university in Italy, we have played a central role in fostering the economic modernization of our country, from postwar reconstruction to the economic miracle, to the establishment of the European Union. Our success has been possible thanks to the dynamic partnerships developed with many influential individuals, organizations, foundations and corporations, that share our values and look to us for leadership.

Culture. Research.
Economic growth
and development
for all.
Can they coexist?



Our ambition is to realize this dream drawing upon the values that have always guided us.

Bocconi continues to be inspired by its founding core values of integrity, fairness, independence, pluralism and passion for achievement, as it gains recognition as a leading European research university with a world-class faculty and an increasingly diverse student population.

Our Faculty is increasingly international and very active in both pure and applied research. Since 2008 our professors have won a significant share of the prestigious European Research Council (ERC) grants awarded in the social and economic sciences. Thanks to these achievements, Bocconi is second among the European universities receiving grants in the area of economics, management and finance. Our scientific community comes from 44 countries and includes 149 international professors who think of Bocconi as home and work collaboratively across research centers, departments and schools.

With equal conviction we strive to provide our 14,000 students with the best and most relevant educational experience, bridging theory with practice and ensuring that they live a stimulating life on campus and in the city of Milan. Students come from all over Italy and the world, from the most diverse backgrounds, to enjoy a fulfilling and rewarding experience at Bocconi, knowing that academic rigor and excellent student services are the key ingredients of a solid education and a passport to the world of work in a global economy.

Our network of more than 90,000 Alumni based in over 70 countries represents Bocconi in the world. These ambassadors play a vital role as they help to maintain high the value of a Bocconi degree across continents, recruit new students, mentor and promote the careers of fellow graduates, and disseminate the University's values and expertise to businesses, academia, individuals, organizations, foundations and corporations around the globe while enjoying strong connections with their Alma Mater.

While proud of our achievements, we are not complacent. We have gained the confidence to grow at an increasing pace, fully aware that the world around us is changing.

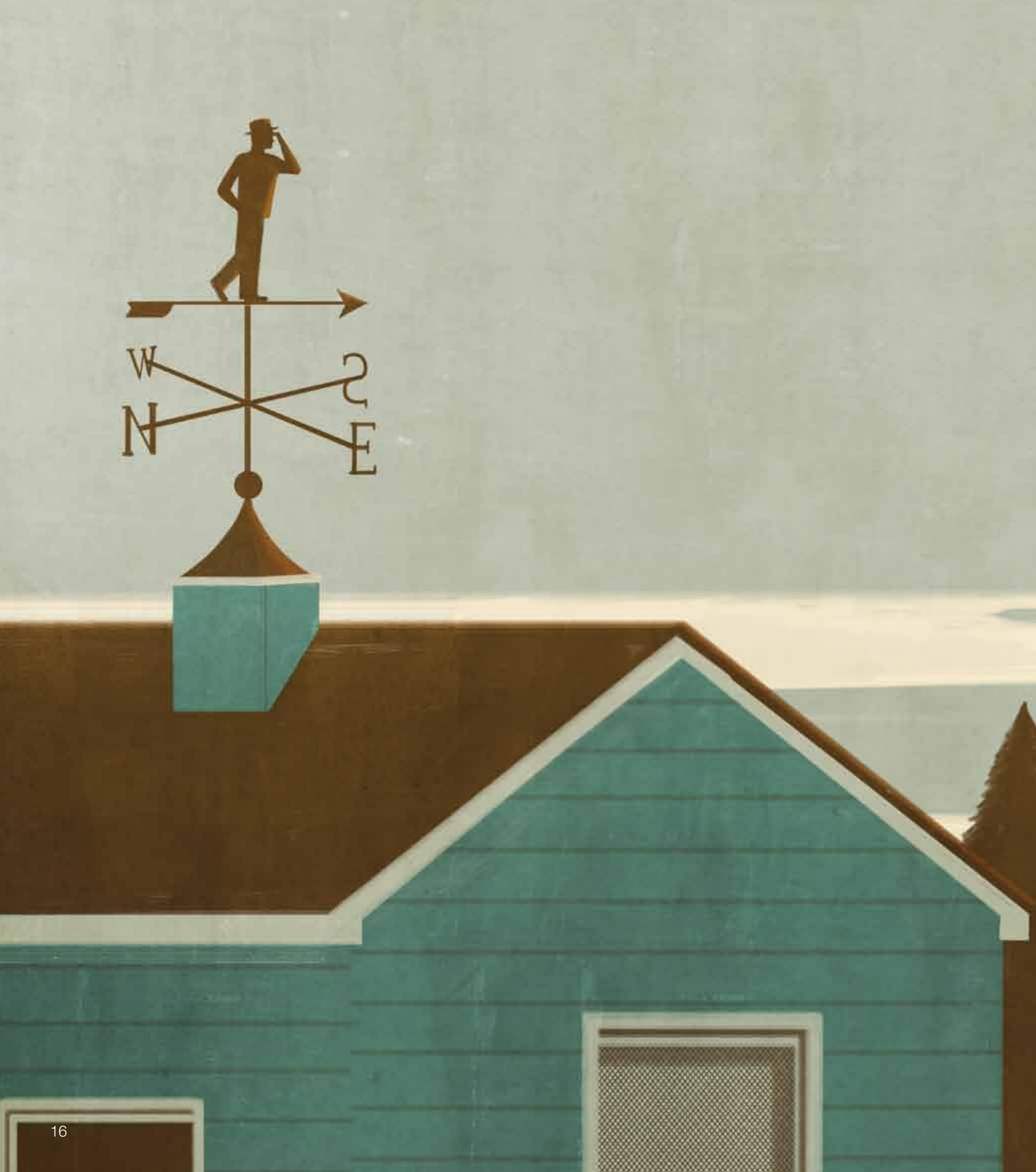
How can
man-made solutions
address
larger-than-life
problems?



By applying
our formula:
collaborate
with the best
to educate better
citizens and
create a better
society.

We are committed to focus our attention on key initiatives that will transform the way we provide education and enable us to continue to advance knowledge in economics, management, law and other social sciences.

To this end, we have identified three strategic priorities built around our core strengths: our Faculty, our students and the community and environment in which we live.



Priority 1: generate new ideas

Advance knowledge for a better society.

We strongly believe that research in the social sciences plays a key role in nurturing economic and social development and provides strategic guidance to policy makers.

We seek to strengthen the quality and depth of our research, with an emphasis on interdisciplinary work that can inform decisions of today and tomorrow. Our strength lies in our Faculty, in the brilliant and innovative teaching and research minds that make us who we are. These are the influential experts to whom business and government leaders, professionals and the media turn for new ideas and the latest business thinking. We know that in order to affect change, we need to focus. We have therefore identified three relevant areas which touch all aspects of our society and future:

1. **New models of governance and institutions.** Our research will contribute to policy makers' ongoing debate on modernizing the governance of economic and social structures, designing better legal and regulatory frameworks, fostering economic growth in Europe and the world, and improving the architecture and the rules of the financial sector.

2. **Firms and entrepreneurship.** We will continue to apply our research and expertise to enhance management and governance processes within firms and corporations, encourage entrepreneurship and the development of new firms, and advance corporate innovation.

3. **Development and sustainability.** Our researchers will supply new knowledge to equip government and business leaders to develop solutions to nurture sustainable economic development, propose effective public policies, strengthen welfare systems in light of demographic and social trends, and alleviate poverty and underdevelopment.

Targeting our efforts and generating philanthropic support for these areas will ensure that we make a significant impact on the way our society is run and managed.

Priority 2: educate responsible citizens.

Make talent a shared value.

First, merit must be rewarded. We educate outstanding students in five schools: the Undergraduate School, the Graduate School, the School of Law, SDA Bocconi School of Management and the PhD School.

On campus, students also learn how to become responsible, well-rounded citizens within a dynamic multicultural community. With a student population drawn from over 80 countries and international partnerships with over 230 universities and business schools, our commitment to attracting talented individuals from all over the globe is clear.

Drive social mobility through education.

We aim to open the University's doors to any bright and motivated student regardless of his/her economic condition and provide him/her with the knowledge and tools to realize his/her full potential.

We were born, we operate, and are growing based on the values of an open society with social mobility and a culture of legality, solidarity, and equal opportunity. By encouraging our students to contribute their time and talents to organizations benefitting the local community, we educate them to face a complex and changing environment and to interpret it with good judgment. Their experience at Bocconi equips them with the intellectual, ethical and social capital necessary to face new challenges, and play an effective role in tomorrow's world.

Nearly 20% of current students receive financial aid, but we must do more. Our goal is to significantly increase the number of young people we provide with tuition assistance in order to ensure that the most deserving students – whatever their nationality and economic condition – consider us as their university of choice. We put a high value on diversity in every form and we see extending it as a primary objective.



Priority 3: improve places for learning.

Enhance campus and academic life at Bocconi.

We want our students and our whole community to have a life-transforming experience at Bocconi studying and working in an environment that fosters a vibrant campus life.

Bocconi views life at the University as an integral part of academic training. The campus is home to cultural, sporting, and social events that provide important occasions for students to socialize, broaden their horizons, cultivate their interests and be immersed in a truly international community.

The goal is to create an environment that best meets the needs of learning and research, a place whose lively cultural and academic activity is a reference point not just for the University community but for the city of Milan as a whole.

To complement our international recruitment activities, we must provide an open environment where students, Faculty, staff, Alumni and the community learn to live and work together enhanced by diverse languages, cultures and experiences. Given strong international competition, the richness and attractiveness of a university campus play a key role in a student's choice of where to spend his/her most important formative years, and in the ability to attract outstanding faculty.

Because of its relatively small urban campus and its limited facilities, in the last ten years Bocconi has struggled to provide a competitive environment to ensure that one's wellbeing is cared for as much as one's academic progress. The time has come for Bocconi to make another significant investment in a new campus and create a flagship infrastructure that will best respond to today's new learning and teaching methods and truly enhance the students' experience.

The fundraising program that will help us generate the financial resources to make these plans happen will create a better Bocconi, one that students, Faculty, Alumni and friends will be even more proud of, and one that will be recognized for pushing the agenda for social change.



The promise
of the future
must be shared.
Is this a vision
we can believe in?



Yes.
We invite you
to join us in creating
a more innovative
and sustainable
society.

Universities are no longer ivory towers: they are open and dynamic organizations where change happens and where people gather to nurture new ideas and new approaches to everyday challenges.

As a not-for-profit institution, we have invested in our own future for the past 110 years and will continue to do so. The quantum leap we intend to make, however, can only be achieved with your help.

Asking the private sector to finance a university through philanthropic donations represents a cultural innovation for Italy. We strongly believe that investing in education leads to growth and prosperity. Indeed, our aspiration for the future is a collective goal, based on shared values and aimed towards the development of an open and pluralistic society.

But above all...

We invite you
to join us in a pact
between
generations:
those who
come before
must support
and encourage
those who follow.

The Campaign aims to involve all those who believe in our plans and share our ambitions; your support in funding academic posts, financing scholarships and research programs, and investing in innovative technology and new spaces on campus, will ensure that we realize our goal of delivering relevant knowledge and good citizens for the benefit of society as a whole.



This is the
essence
of our vision.
This is what
brings it within
our reach.

Everyone – Alumni, students, parents, Faculty, researchers, companies and foundations – now has the chance to contribute to the University's future development and play a meaningful part in the future of Italy and our society.

As a not-for-profit institution, we are able to provide tax advantages for gifts at all levels and guarantee transparent management of all donations.

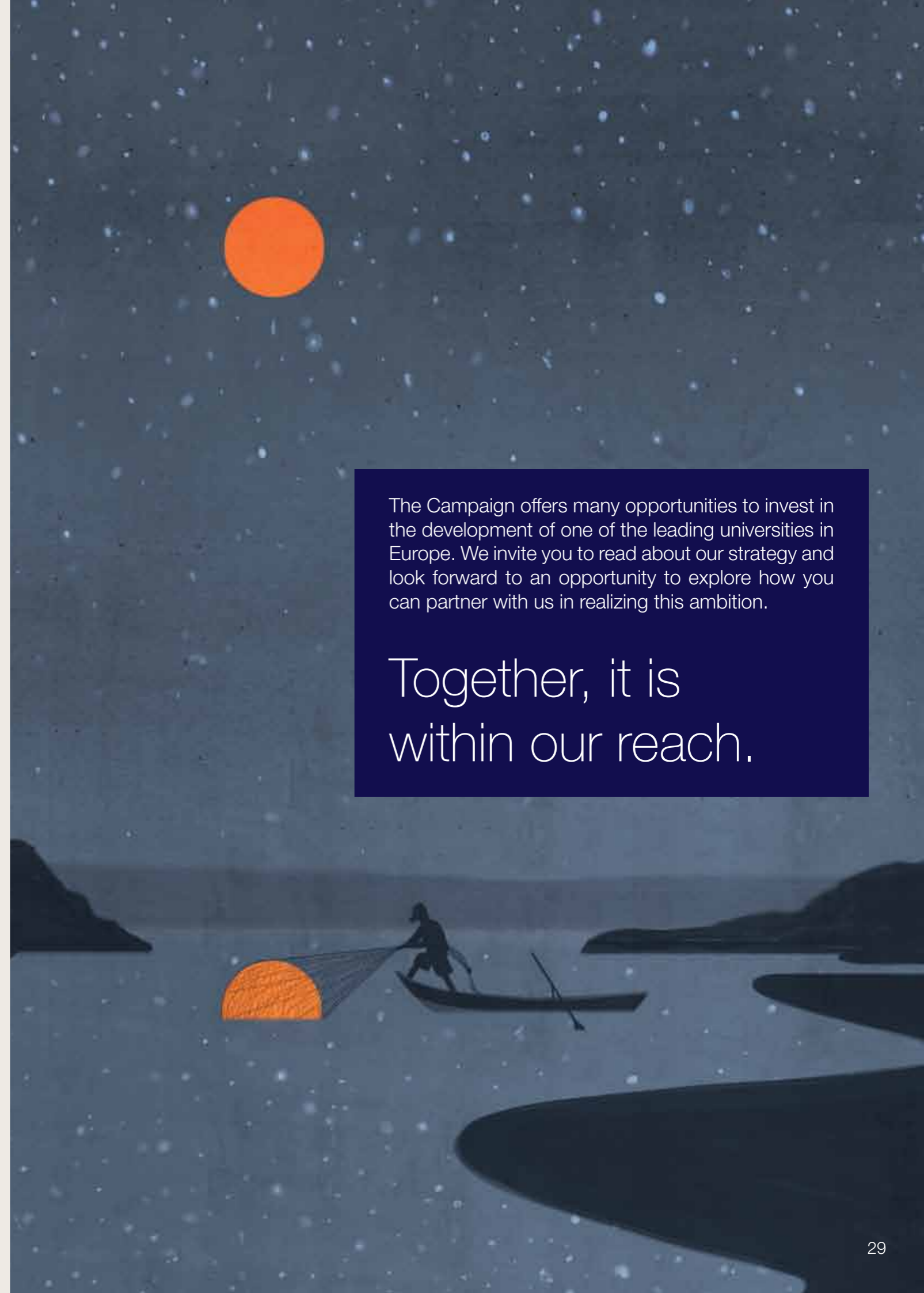
By making a gift to Bocconi, you are supporting the processes that drive innovation and economic growth for a more equitable and sustainable society.

We welcome a dialogue with you and all who share our vision.

Thank you.



How can
we be part
of this vision?



The Campaign offers many opportunities to invest in the development of one of the leading universities in Europe. We invite you to read about our strategy and look forward to an opportunity to explore how you can partner with us in realizing this ambition.

Together, it is
within our reach.

Italian Tax Advantages

According to Italian law art. 10 comma 1 letter I-quarter of DPR 917/1986 (TUIR), contributions and donations made to universities by individuals can be deducted in full from their gross income. For businesses, contributions and donations are deductible for an amount not exceeding 2% of the company's declared taxable income according to art.100, comma 2, letter a) of DPR917/1986 - RM of 17 October 2008, n. 386/E. Contributions and donations from businesses to universities specifically in support of research are fully deductible from their taxable income according to art. 1, comma 353 of Legge Finanziaria 2006.

The information contained in this document is correct as of November 2014

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