



## ENGLISH

### New Consigliera: H el ene Molinari



It's a great pleasure to introduce H el ene Molinari as our new Consigliera for **sustainability** and **innovation**.

H el ene is the brilliant mind behind [Sumus](#), who have been our sustainability partner since 2021. As a French engineer and entrepreneur, she has an impressive track record in various fields, including finance, art, and philanthropy. At Sumus, H el ene has combined her passion for sustainability, innovation, and social responsibility to create a non-profit association that promotes co-creation among citizens, institutions, and businesses. She believes that by rethinking Venice, we can rethink the world and create a more inclusive and sustainable society that benefits all living beings.

#### **The absolute need for sustainability**

At the recent “**Venezia Turismo Sostenibile**” conference held during **Venice Fashion Week**, our CEO Paul Atkin set out the ethos behind our goals, not just for sustainable tourism, but for sustainability for Venice:

“Our fundamental conviction is that for as much as sustainability for Venice is certainly the goal, for it to be truly effective, it must be born out of a commercial reality: wherein, the success of our project will naturally result in a sustainable Venice.

In this sense, our ambition is for the Teatro San Cassiano to become the flagship of sustainable Venetian culture in the future.

This means **sustainable tourism**, **sustainable business** and of course a



**sustainable reconstruction.** All three are essential for the future of Venice and thus of the San Cassiano.”

It is for this reason, we've asked H  l  ne to join us precisely to hold us to account on our promises of regeneration, impact and sustainability. Quite frankly, we don't think we have a choice: we have to deliver these targets and we believe that with H  l  ne and Sumus we can and we will.

From the outset we have been clear, Teatro San Cassiano is as much about the future as it is the past. It is driven by an ethos for the long-term sustainable regeneration of La Serenissima, built on its tradition for art, culture and invention. By putting Venice and Venetians at the centre of this vision, the theatre will offer Venice a sympathetic contribution to a commercially secure and environmentally sustainable future.

By embracing its shared cultural heritage, but with a modern global outlook, the Teatro San Cassiano will deliver the perfect blend of employment, investment and regeneration to Venice that is simply unprecedented in modern times. This is an Impact project delivering long-term sustainability. Since its launch, the Group has targeted contracts to over 30 Venetian companies and the completed theatre will employ c. 300 direct and indirect staff.

The theatre itself will form the perfect example of "Historical New Build" using traditional methods blending with modern technology with the objective of a **carbon negative** contribution to the Venetian environment, flora and fauna both in its build and operation.

Thank you, H  l  ne, for your incredible contributions to the world, and for inspiring us to think differently and create a better future for all.