

FUTURE SHAPERS
FUTURE FAB AWARD



INTRODUCTION

The Legend of Lamborghini

Few companies have the global appeal of Automobili Lamborghini; an international brand brought to life by a dedicated team of people who put their heart into creating iconic cars with an Italian soul.

It's a story studded with legendary cars that embodies innovation and speed, design and art; a groundbreaking story where the capacity to shape the future combines with the energy and passion of an authentic Italian experience.

Lamborghini's DNA is rooted in innovation and transformation, and the Future FAB Award will encourage a brighter future for everyone.

Lamborghini Female Advisory Board

The Lamborghini Female Advisory Board (FAB) was born from a forward-thinking vision of the modern world, and an appreciation of the vital contribution female thought leaders make to every industry. A group of successful women with a shared desire to make a differ-

ence, a passion for creating change and an unparalleled level of expertise in their fields.

Bringing together a network of strong, intelligent women, the primary goal of FAB is to support and inspire through shared experiences and knowledge, networking and friendship. FAB provides a forum in which to debate and build a sustainable and inclusive future.

Since its foundation in 2018, more than 100 influential women from all over the world have attended a series of FAB meetings, workshops and events. Creating a sisterhood and bonding over a desire to help shape the future.

Future Shapers. Future FAB

Following the unprecedented success of the Lamborghini FAB, the idea to open the network to bright young women who wish to shape our future through innovation and transformation evolved.

It is crucial for women in the workplace to have role models, and one of the best ways to build sustainable female leadership is through mentoring.

Mentoring is a tried and tested approach to helping people realise their potential, and this extension of the FAB family will assist tomorrow's female leaders by providing support, insight and help with career navigation.

By taking part the **Future FAB Award**, these rising stars will grow in confidence and realise how much they are capable of.

The goal of the project is to inspire and support the next generation of women, readying them for leadership and executive opportunities within existing organisations or their own entrepreneurial endeavours and to help them decide which opportunities are right for their career path.



ONE COMPETITION, 3 CATEGORIES

The **Future FAB Award** is a competition open to women under 30 from all over the world. It is divided into **sustainability, art and design, technology**, and entrants are invited to submit a paper to introduce their project or innovative idea in one of the three categories.

The categories were chosen out of a sense of duty to innovate and contribute to improving the society we live in through the discovery of smart **technology** which in turn will create a future of **sustainability**, while a focus on **art and design** will feed the imagination.

The winner of each category will receive training and the support of FAB members. This represents a unique opportunity to connect with the women that are currently shaping a variety of industries, with the backing of one of the world's most visionary and exclusive brands.



A

Sustainability

Focus on environmental sustainability

In a world where inhabitants will soon reach eight billion, where natural resources are precious and in short supply, it is crucial to respect and protect our planet. The future must be green which is why Automobili Lamborghini has dedicated one of the categories to projects that have a positive environmental impact, protect biodiversity, save energy, manage waste, or reduce pollution and promote a brighter, sustainable future. This wide-ranging subject includes intelligent design, business ideas, cultural, social and educational initiatives.

B

Art and design

The future is creativity

For over 50 years, Automobili Lamborghini has created design masterpieces. These automotive works of art are the result of a union between technology and extensive research and development. The second category is dedicated to projects with an artistic character - architectural projects, cultural initiatives, artworks, installations, handmade and creative compositions, and performances.

C

Technology

Founded in the pursuit of the perfect car

Lamborghini represents the highest and most impressive technological achievement in the automotive field.

Throughout history, technology has been a driving force in sparking human advances. Technology inspires us and influences our work, shaping the society we live in.

Lamborghini is synonymous with technology, which is why the third category of the **Future FAB Award** will celebrate projects that stand out for advanced technological content and the ability to impact positively on society and the planet. This could include product design, business ideas, inventions, technical solutions and devices.

CRITERIA



Every project submitted in all three of the categories will be judged using the same criteria:

- a** The ability to positively impact the world we live in and encourage positive social change and benefits for communities
- b** Innovative content with a vision for a better future
- c** Feasibility: however creative and visionary, each project should be designed to be realised

PRIZES

The three winners will enjoy the following benefits:

A shadowing/coaching experience with FAB members and Lamborghini C level executives to allow them to develop the skills to organise, analyse and communicate their project effectively

Ten days of learning sessions and specific insights, all expenses paid

A visit to Lamborghini to present their project to the Lamborghini Board, allowing them to evaluate the strengths and weaknesses of the proposal from several perspectives

A FAB membership

An invitation to a dedicated celebration to honour the winners

The winning projects will be published on the FAB Portal and shared through Lamborghini's media channels offering global exposure

An interview in the Lamborghini Magazine



JURY

Art Category



Katia Bassi

Automobili Lamborghini Chief Marketing Officer

Katia Bassi is Chief Marketing Officer of Automobili Lamborghini and the first woman ever to join the Lamborghini Board. She graduated in Political Science and Law and holds a Master's from Columbia University. Before joining Lamborghini, she was Vice President of Aston Martin Lagonda and Managing Director of AM Brands, Licensing Manager at Ferrari, Commercial Director of FC Internazionale as well as Country Director – Italy for the NBA.



Umberto Tossini

Automobili Lamborghini Chief Human Capital Officer

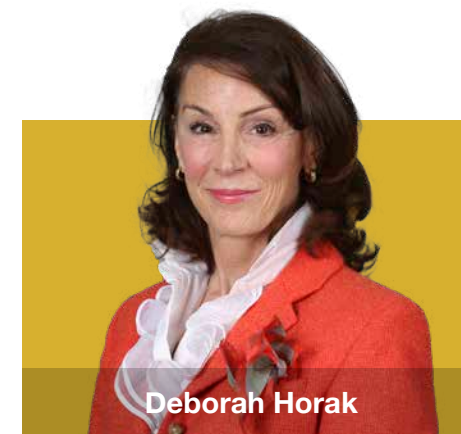
Umberto Tossini has been Director of Human Resources & Organization at Automobili Lamborghini S.p.A. since October 2006. He has made a successful proactive contribution to the company's growth, focusing on the career paths of its human resources and the processes associated with a modern leadership model and the promotion of a corporate culture based on shared values. His strategic approach to HR takes into account not only the business but also its sustainability in the community, leading to several acknowledgements and awards for the company, including Top Employer 2016, 2017, 2018. Mr. Tossini was born in Avellino in 1967 and earned a Law Degree at LUISS University in Rome.



Ursula Casamonti Tornabuoni

Executive Gallery Director

After decades spent working in the family art-dealing business, Ursula Casamonti founded the London branch of Tornabuoni Art in 2014. As one of the leading dealers of Italian Post-War art, Ursula draws from a wealth of experience not only to place top works into blue chip collections around the world, but she also works extensively with museums and foundations to promote Italian art through a variety of events, including non-selling exhibitions, scholarly catalogues, talks and symposiums. She also works with emerging contemporary artists, giving them a platform to show their work to a wider audience. She participates with her gallery in all the leading art fairs around the world, including Art Basel in Basel, Hong Kong and Miami; Frieze Masters, Tefaf Maastricht and New York, and Fiac in Paris.



Deborah Horak

Art Collector

An avid art collector and world traveler, Deborah Horak began her career studying fashion design and also completed art history and art analysis courses both at UCLA and Los Angeles County Museum of Art. She was honored to serve on the Docent Council for 12 years. Her interests in science led her to earn a Masters in Science from UCLA. She then completed a residency in Anesthesia, and continues in anesthesia private practice in Los Angeles.

JURY

Sustainability Category



Paolo Poma

Automobili Lamborghini Chief Financial Officer

Born in Bergamo on 22 June 1966, Poma received his degree in Engineering Management from the Polytechnic University of Milan. He began his career in the construction sector, where he worked in operations, then went on to earn his Master's in Business Administration from the SDA Bocconi School of Management. In 2000 he went to work for McKinsey & Co. in Milan and, after two years, was appointed Director of Planning and M&A for Ducati. In 2005, he took over the same position at the Tenaris Group in Buenos Aires. In 2007, he returned to Ducati, where he has been appointed CFO in 2011. In 2015, he was appointed Chief Financial Officer and Managing Director of Volkswagen Group Italia, from where he has joined Lamborghini.



Ranieri Niccoli

Automobili Lamborghini Chief Manufacturing Officer

Ranieri Niccoli was born in Bologna on November 12, 1968, and earned a degree in Aeronautical Engineering from the University of Rome in 1995. He began his career at FIAT Automobili, where he held a number of positions of increasing responsibility in the Production area before becoming Head of Assembly at the Mirafiori site. He continued his career at Bonfiglioli Riduttori. In 2008 he became Industrial Director at Lamborghini, where he is in charge of Production, Logistics, Industrial Technology, and Infrastructure.



Jaime Nack

President of Three Squares Inc.

Jaime Nack is an environmental consultant and marketing specialist who is known for her role as Director of Sustainability and Greening Operations for the 2008 Democratic National Convention in Denver, Colorado and who subsequently managed the plan for the 2012 Democratic National Convention in Charlotte, North Carolina. Marking the first time in DNC history where measures were taken to reduce the environmental impact of the event on the host city, the 2008 greening effort was unprecedented in scale and has evolved into an industry case study for best practices in producing sustainable events. In April 2011, Nack received a federal appointment to serve a three-year term on the National Women's Business Council. The same year, Nack was also named a Young Global Leader by the World Economic Forum.



Paola Ferrari

President Accademia di Gagliato delle NanoScienze

Paola Del Zotto Ferrari is a global activist and social entrepreneur. She is the founder and CEO of Nanashapes LLC, a jewelry venture inspired by nanotechnology. Its collections, the NANOS, support the Accademia di Gagliato and Nanopiccola, two non-profit ventures based in Calabria, Italy, devoted to use frontier science to bring opportunities to underserved children and communities. Paola received a Master in International Affairs from Columbia University through a Fulbright Scholarship. She worked at the United Nations, and is one of the founders of the Equality Moonshot, a global initiative aimed to increase the number of women millionaires and billionaires as a way to achieve the Sustainable Development Goals by 2030.

JURY

Technology Category



Maurizio Reggiani

Chief Technical Officer

Maurizio Reggiani was born in San Martino Spino in northern Italy, and studied mechanical engineering at the University of Modena. He has been the Research & Development Director for Automobili Lamborghini since 2006. Maurizio and his team manage every phase of the vehicle design and testing, ensuring that the products they create and develop are highly innovative and of elite quality, in keeping with the company's DNA. He began his automotive career in 1982, and came to Automobili Lamborghini in 1998 as a Project Leader for Murciélago where he worked until 2001, when he was appointed Manager of the Powertrain and Suspensions division.



Serenella Sferza

Co-director MIT-Italy Program

Serenella Sferza received her PhD from MIT and is currently is Co-Director of the MIT-Italy Program and an affiliate at the Harvard Center for European Studies. At the MIT-Italy Program Sferza builds partnerships between the MIT community and the its Italian counterparts in industry, research and education. Her interests include the formation and representation of political cleavages, cross-cultural communication, and education and a lifelong passion for France.



Beverly Macy

Educator, Author, Strategic Advisor, Los Angeles Blockchain Lab

Beverly Macy is a respected and highly-sought after professional speaker on real-time digital technology strategy, blockchain, big data and analytics, as well as marketing and branding. A recognized influencer and thought-leader in emerging technology and media she draws on her experience as author, educator and industry expert on the evolution of digital technology. She is the co-author of *The Power of Real-Time Social Media Marketing*. Beverly is an educator at UCLA Extension and the MEMES Center for UCLA Anderson School of Management, as well as Kelley School of Business, UI. She was awarded the prestigious Distinguished Instructor Award in 2010. She has worked with Fortune 500 companies such as IBM, Toyota, The Walt Disney Company, Xerox Corporation and more. She spent over a decade at Xerox Corporation as an executive.



Claudia Persico

Vice President Sales&Marketing at Persico S.p.A

Claudia Persico is Vice President Sales & Marketing of Persico S.p.A., a leading company in the production of molds and turnkey plants in the automotive sector and beyond. She graduated in Business Communication with a specialization in the International Marketing in Milan. She started her career in the USA, in a competitor company. Before becoming Vice President Sales & Marketing of Persico S.p.A., she developed, within the company, the business area focused on the production of molds and machinery for rotational technology, developing and patenting Smart, the first electric machine for rotational molding with a completely automated cycle.

CALENDAR



14TH
JUNE 2019

REGISTRATIONS OPEN

14TH
OCTOBER 2019

MATERIAL SUBMISSION DEADLINE

21ST
OCTOBER 2019

JURY SUMMONING

02ND
DECEMBER 2019

RESULTS ANNOUNCEMENT

SUBMISSION MATERIALS

In order to make a correct submission to the competition, each candidate must send before 14th October 2019 at 12 p.m. (midday), an archive file (in .rar/.zip* format) of a maximum size of 10 MB including the following documents:

one A4 folder (297 mm x 210 mm) in .pdf format (maximum size 5MB), vertical orientation, that must contain all the information necessary for the understanding of the project. Each paper, as regards each category, must describe as clearly as possible:

- a. the field of application for the project and background of reference (where the need of the project came from, in which context it fits, to whom it is addressed);
- b. project description (all the necessary information to understand the nature and the characteristics of the project);
- c. the purposes of the project (what goals it sets, what results are expected, what problems it resolves);
- d. methods of project implementation (elements necessary for project realisation, in which way it is thought to be realized);
- e. innovative elements of the project (what are the innovative aspects of the project, what makes it unique);
- f. benefits (how it impacts on society, what problems it solves, in which way it makes the world we live in a better place).

Name of the file: A4_category_surname.pdf (i.e. if the

candidate Jane Smith submits her paper for the section 'Sustainability', the name of the file will be: A4_sustainability_Smith.pdf).

Candidate's CV;

Name of the file: CV_category_surname.pdf (i.e. if the candidate Jane Smith submits her paper for the section 'Sustainability', the name of the file will be: CV_sustainability_Smith.pdf).

A copy of identity card

Name of the file: ID_category_surname.pdf (i.e. if the candidate Jane Smith submits her paper for the section 'Sustainability', the name of the file will be: ID_sustainability_Smith.pdf).

** Name of the zip/rar file: name_surname_category.pdf (i.e. if the candidate Jane Smith submits her paper for the section 'Sustainability', the name of her zip/rar file will be: Jane_Smith_sustainability.pdf).*

HOW DOES IT WORK

Participating in the contest is easy:

- a. Prepare the material as indicated in the "submission material" paragraph;
- b. Send the material to the following e-mail address future.fab@lamborghini.com within and not later than 14th October 2019 at 12 p.m. (midday)
- c. The subject of the email must include name and surname of the candidate and project title: for example, if Jane Smith submits her project entitled 'green city', the subject of the email will be: 'Jane Smith - green city';
- d. Besides the specification of the e-mail subject and the attached file, no other elements are required for the submission e-mail.
- e. Within 48 hours from the receipt of the submission, Lamborghini staff will send a confirmation email.

* It is highly recommended to be early on deadlines with submissions.

** Please, check whether the files are attached before sending the email.

*** Please, check that the attached files correspond to the requirement of format, name file and size, as described in the "submission material" paragraph.

RULES

GENERAL RULES

- a. The participants must respect the deadlines and the submission procedure;
- b. The participants must follow the instructions regarding the required materials.
- c. Students, graduates, freelancers may participate in the competition; it is not mandatory to be a member of professional associations.
- d. The only eligible participant for this competition are women under 30.
- e. The participants cannot organize teams: the project must be developed individually.
- f. There are no restrictions regarding country, city or university of origin.
- g. The eligibility of papers will be assessed by a technical staff appointed by Lamborghini.
- h. The jury's verdict is incontestable.
- i. It is forbidden for competitors to get in touch with any of the jurors to gather information about the competition.
- j. It is forbidden for competitors to publish their own proposal material before the official announcement of winners has been made.
- k. It is forbidden for competitors to join the competition in case they have or had business collaboration or blood-relations with jurors.

- l. By violating the rules, competitors will be disqualified from the competition.
- m. Joining the competition implies accepting terms and conditions of competition announcement without any exception.
- n. Each participant can take part in more than one category of the contest by submitting more papers.
- o. Each candidate can submit only one paper per category; it is not accepted to submit the same paper for different categories.

INELIGIBILITY

- a. Papers showing texts bodies not written in English will not be accepted.
- b. Papers showing names or referrals to the author's name or identity will be banned; the Team ID is considered as a referral to the competitors and can appear on the file name only, since jurors will not be allowed to see it.
- c. Files named not according to the prescriptions of the competition will not be accepted.
- d. Incomplete materials or materials that do not correspond to the criteria of the competition will not be accepted.
- e. Material which is submitted on different times or by

different procedures from those of the competition will not be accepted.

- f. Participants who try to get in touch with any of the jurors to gather information about the competition will be disqualified.
- g. Participants who have or had business collaboration or blood-relations with jurors will be disqualified.
- h. Participants who spread their own proposal material before the winner of the competition is chosen will be disqualified.
- i. Participants who will not respect gender or age requirements will be disqualified.

FAQ

During the whole contest, until submission deadline, competitors can address any question to the email address indicated on the website. Lamborghini staff will individually answer the competitors by e-mail and will publish updates in the FAQ section of the competition website weekly. Answers will be published in English. Lamborghini staff will be providing support in case of technical and functional problems during the submission procedure.

RULES

NOTE

- a. All the papers, implying also any (available) intellectual and/or industrial property right on those, of participants that will win a money prize for this competition are definitively acquired by Lamborghini. Lamborghini acquires also the exclusive right of economic exploitation of the paper and the right to reproduce the paper in any way or form, including the right to use, realize, adapt, modify, publish in every media, display, reproduce and distribute the paper also for marketing and advertising purposes, review the editorial, create works based on the project or giving the paper or parts of it to third parties in any means, way or through any technology also including the freedom of panorama without any limitation in time or place.
- b. The project can be reviewed or modified by Lamborghini – upon consultation with the candidates in order to enhance its performance and economic feasibility.
- c. Lamborghini has the rights to publish and exhibit all the papers of participants.
- d. Papers must be new and original and the result of the intellectual activity of the participants who cannot present works that do not comply with these requirements. For this reason, Lamborghini will not be responsible in case the projects are not the result of the candidate's creativity or if the candidate is not the owner of the right of exploitation including the right to take part in a competition like this one.
- e. The available and necessary material for the competition can be found in the download section of the competition site <https://future.fab.lamborghini>

- regardless of the registration in the competition; it is allowed to use additional material collected by each member.
- f. Lamborghini has the right to change dates or other details in order to improve or fix aspects of the competition, a notice will be given within a reasonable time through all Lamborghini's media channels.
 - g. Lamborghini is not responsible for web malfunctioning or technical difficulties due to servers or non-receipt of the materials; it's highly recommended to submit required material, fees and subscription with a good advance of time on the deadline and to report any technical problems via email.
 - h. The processing of personal data of the candidates made manually and electronically, will take place only at the end of the competition in compliance with the regulation of the Legislative decree No. 196/03 and by Lamborghini. It will process the data as independent holders. The provision of data is optional but without accepting it the candidate cannot take part in the competition
 - i. This competition is not event in accordance with Article 6 of the Italian D.P.R. 430/2001.
 - j. Candidates will be held accountable for the personal data they provide and Lamborghini does not assume any responsibility for wrong data provided. Lamborghini, according to privacy policies, has the right to verify candidates' data by requesting a copy of an identity document regarding the data of the registration.
 - k. Lamborghini is not responsible for false data provision made by candidates.
 - l. By entering the competition, the candidates accept the competition's terms and conditions.

- m. Italian law regulates this regulation. Controversy arising shall be of exclusive competence of the Court of Bologna.

