Franklin College Switzerland

is pleased to announce the

Spring 2012 Lecture Series

The Spring 2012 Lecture Series offers exciting and diverse topics coupled with esteemed speakers who will inspire new perspectives and challenge previously held opinions.

Topics include the World Wildlife Fund, architectural marvels of Havana, the current financial crisis and the impact of public health on diverse cultures.

Each lecture will take place on a Thursday evening from 6:30 -7:30 pm in the Franklin College Auditorium.

After each lecture there will be a small reception for participants where the audience can meet the speaker and discuss the evening’s topic.

Please join us for the series.
The lectures are free of charge and open to the public.

For updates or changes please check our website: www.fc.edu

For more information on the series or to update your mailing information please contact:
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Consuelo Grieo
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American anthropologist Margaret Mead said it best: “Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.” The history of environmental activism proves Mead right. In the 50 years since the foundation of the WWF, incredible progress has been made. The mindset of people and governments around the world has changed. Awareness of environmental challenges has never been so high. On the other hand, environmental problems themselves have never been so acute. Sergio Savoia will speak about the threats and the opportunities facing our modern societies as he tries to convince you that you, too, should be a part of that (not so) small group of committed citizens.

Sergio Savoia, is the Director of the WWF European Alpine Program, an international organization of the WWF that coordinates conservation work in the Alps carried out by the WWF Austria, WWF Switzerland, WWF Italy and WWF France. A journalist and author, he worked for the Swiss Radio and Television Company (SRG-SSR) for 17 years. Savoia, who is also President of the Verdi del Ticino (the Green Party, a political party dedicated to ecology), is currently working on a new book about environmental challenges and opportunities.
Financial Innovation for Society

MARIA PEREIRA
Member of the Economics & Society Working Group for the National Commission of Justice and Peace, Portugal

The financial crisis has intensified debate about our financial system and has reinforced initiatives and action relating to biosphere economy, social enterprise, impact investing, microfinance, ethical finance and sustainable capitalism, among other things. The challenge that society faces is to provide for an ever-expanding population in a world of increasing shortages of resources, including financial capital. Jobs have to be created, goods and services provided, the natural capital preserved and social harmony ensured. Financial innovation has thus to veer away from financial engineering and aim toward providing real economic value to society in a sustainable fashion. Focus needs to shift from the short-term to the long-term, necessitating collaboration among different sectors in an innovative and integrated approach to solutions. This presentation will be enhanced by one or two case studies.

Maria Pereira works independently and globally to promote sustainable practices in business and finance. She is a member of the Economics & Society Working Group for the National Commission of Justice and Peace, Portugal, and is involved in pro bono work with other think-tanks and organizations promoting necessary transformations in business and financial practice. She is currently working on an inquiry into Conscious Finance at the Sophia University Institute in Italy. In 2008-2009, Pereira worked in Hong Kong with the Clinton Climate Initiative (CCI), a part of the William J. Clinton Foundation, to facilitate adoption of clean energy investment to reduce carbon emissions. CCI is the exclusive implementing partner for the C40 group of cities, with the focus in Hong Kong on building and lighting energy efficiency, as well as on electric vehicles (EV). She continues to volunteer at CCI on the EV project. Previously, Pereira was Managing Director of Brown Brothers Harriman & Co. (Private Bankers) in New York and Hong Kong and, subsequently, an independent investment advisor. Geographically, her business experience spans the United States, Canada, Europe, Brazil and Asia. Pereira was awarded an MSc Environmental Technology from Imperial College, London, and an MBA Finance from the University of California, Berkeley. Born in Macau, she speaks Cantonese, French and Portuguese in addition to English.
Settled by the harbor in 1519, Havana, capital of Cuba, is a city full of magic and poetry, a city with a spirit, *genius loci*, that gives life both to people and place. Its exceptional geographic position and the increased commercial activity of its harbor soon granted Havana a distinguished status among overseas colonies as ships stopped there either to be repaired or to wait for departure for Spain carrying cargoes of gold in convoy. The city’s urban landscape was early defined by the stone fortresses, churches and palaces built by European military engineers and artisans on an irregular grid of narrow, shaded streets and a network of piazzas and piazzetas defined by tightly woven city blocks that would announce its polycentric character. Over four centuries different architectural styles informed the city’s image making it a living museum. Havana proudly exhibits a collection of fine buildings ranging from Renaissance fortresses to Moorish-style mansions, Baroque palaces and Neoclassical temples; from Art Nouveau and Art DÉco to International Style buildings that include the work of both Cuban and international architects, including a mansion with interiors by French designer René Lalique, public buildings by Belgian architect Paul Belau, an early twentieth-century hotel and a club by U.S. architects Schultz and Weaver, the 1953 American embassy by U.S. architects Harrison and Abramovitz, the famous De Schulthess residence by Richard Neutra and a 1958 hotel by Welton Becket and Associates, to name but a few. Many fascinating stories attach to every building as living proof of the intangible values of Cuban culture.

Professor Julio César Pérez Hernández is a practicing Cuban architect, urban planner and designer, and author of the books *Inside Havana* (2011) and *Inside Cuba* (both published by Taschen Editions) and *A Master Plan for XXI-Century Havana*, a comprehensive urban plan for the future development of the capital of Cuba. A Loeb Fellow at the Harvard University Graduate School of Design in 2001-2002, he received his degree from the School of Architecture of Havana in 1982; he was an adjunct professor there from 1998 to 2006. His work includes the design and building of private homes and public buildings and the master planning of new communities and neighborhoods that have earned him numerous awards. Hernández has been guest lecturer and visiting scholar at many prestigious academic institutions in the U.S., Europe, Canada and Cuba, including Harvard, MIT, the J. Paul Getty Museum and McGill University in Montreal. His works and projects, which have been exhibited in Cuba and at the Harvard University GSD, have been published by the *New York Times*, the *Journal of the Royal Institute of Architects in Ireland*, *Arquitectura Cubana* and *Caribbean Design* magazine, among others. The founding Chair of the Cuban Chapter of the Council for European Urbanism (C.E.U.) and the International Network for Traditional Construction, Architecture and Urbanism (I.N.T.B.A.U.), he is also a member of both the Union of Writers and Artists of Cuba and the Union of Architects and Engineers of Cuba. Hernández is currently working on a new book, *The Magic Landscapes and Urban Design of Havana*, a comprehensive essay about the history and evolution of the capital city of Cuba.
International Public Health: Culture, Faith and Social Justice

NHAN TRAN
Manager, Implementation Research Platform (IRP), World Health Organization, Geneva, Switzerland

Before joining the World Health Organization, Dr. Tran worked as a health systems researcher at Johns Hopkins University, where he led the development of an HIV surveillance system in Afghanistan and conducted studies on improving road safety interventions in Russia, Cambodia and Vietnam. He also spent 10 years working with the U.S. Department of Health and Human Services, where he designed and managed research studies to inform national strategies for the delivery of family planning services. Over the years Tran has acquired vast experience dealing with people from different cultures, religions and political systems. He will speak about the influence that culture and faith have on health outcomes and the role of public health policies and programs in addressing these issues.

Dr. Nhan Tran is currently Manager of the Implementation Research Platform (IRP) of the Alliance for Health Policy and Systems Research (AHPSR) within the World Health Organization. In this capacity, he oversees work carried out in the three focus areas of the IRP: evidence-to-policy, capacity strengthening and programmatic research. He is also responsible for the coordination of activities among the IRP partners within and outside of the WHO. Tran completed his undergraduate training in International Relations and French Literature at Pacific University and the University of Paris Sorbonne. He earned his graduate and postdoctoral qualifications in International Public Health at the Johns Hopkins Bloomberg School of Public Health.