



Astra Press Office

Stella Polare

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TABLE OF CONTENTS

1 FROM IDEA TO PODCAST

Eugenio Serafini & Francesca Fabbri

3 PREMIERSHIP, TOWARDS A 3RD REPUBLIC?

Federica Leaci

5 THE FAST FASHION INDUSTRY AND ITS DARK SIDE

Elisa Baldi

8 STRAMILANO 2024

Consuelo Chioccarelli

10 WHY DO YOU LOVE SINNER?

Alberto Insardà

WRITTEN BY:

EUGENIO SERAFINI
FRANCESCA FABBRI



FROM IDEA TO PODCAST

A CONVERSATION WITH EUGENIO SERAFINI

Never thought about how exposure to innovative and brilliant ideas we see elsewhere inspires us to then implement similar initiatives back home?

Meet Eugenio: a driven and visionary student who embarked on a transformative journey as an exchange student at Harvard University where he discovered inspiration and motivation.

Witnessing the robust presence of motivations beyond the classroom stimulated him to bring back home a thriving idea to strengthen our community: a brand-new podcast directly to amplify the voices and stories of its illustrious alumni to give students the spark needed to motivate them.



First of all, how was your exchange experience? What was the atmosphere within the university?

As a Visiting Student at Harvard College for this past fall semester, I was surrounded by an intellectually stimulating and multicultural learning environment. I got the chance to deepen my academic understanding and expanded my global perspective. I both ventured beyond my field by enrolling in Computer Science and Behavioral Economics classes and strengthened my finance knowledge with Corporate and Personal Finance classes. Indeed, the true essence of my experience extended far beyond the classroom walls, thanks to my involvement in different communities like the "Harvard Poker Club" and the "Harvard Squash Club," allowing me to integrate myself into the campus community and discover new passions and motivations. Finally, being part of "Harvard Ventures," the largest entrepreneurship and innovation club on campus, inspired me profoundly. This experience made me wonder what I could bring back home to enrich the Bocconi community.



STELLA POLARE

He narrated to us he had the privilege to work on a podcast that hosted brilliant alumni who had an extraordinary work life, and how he felt stimulated. A compelling urge he felt to replicate it within our beloved Italy and University, which churns out brilliant minds every year, where such a transformative platform is yet to take root.

How did you come up with the idea of funding a podcast?

It was during my stay at the College that the idea of the podcast became really clear to me. I became a part of Harvard Ventures and was working on their podcast "The Bottom Line". It was a great opportunity to meet different entrepreneurs and learn about their journeys, challenges, and successes. Seeing that our "The Bottom Line" project had positive results, I understood that we could adapt a similar concept leveraging Bocconi's alumni network. I reflected on the fact that we have many students who are passionate about entrepreneurship and innovation, and I imagined how amazing it would be if we could connect them with successful individuals who could share their stories, tips, and insights. Therefore, I talked to Astra and Radio Bocconi about the possibility of starting our own podcast.

What's the purpose and the objective you envision for the podcast?

The purpose is to develop a place where we would interview different entrepreneurs, alumni from Bocconi, and other exciting personalities. We aim to enter their lives, understand their ways, and hear from them what it is that makes them successful. It is not about listening to



the success stories; it is about knowing the journey, the failures, the learning, and what the students can take from it to apply to their own lives. I am glad it will serve as a source of inspiration and education for our students. I want them to get feedback from individuals who have previously been in their situation and who have thrived and even accomplished great things. It's about proving that there are no standard roads to success and that they can break the barriers and grab the opportunities with the right attitude and approach.

We believe a strong Bocconi community, fostering a sense of belonging among students and facilitating connections with alumni and professionals from the job market must be created, with the hope to bridge what may seem like a distant gap. From that perspective, if it would ignite the spark, as it did to Eugenio, in just one student, we would have definitely done something significant.

Stay tuned! our exciting new podcast is launching soon, set to enrich and inspire our community like never before!



PREMIERSHIP, TOWARDS A THIRD REPUBLIC?

On March 2nd, the Constitutional Affairs Commission of the Italian Senate has expressed support for the so called “Ddl Premierato”, signed by the PM Giorgia Meloni and the Minister for Institutional Reforms, Elisabetta Casellati.

The proposal is at the core of Meloni’s political campaign and is centered around the direct election of the Prime Minister, with the intent of overcoming the bureaucratic issues of the Italian political system, that delay governmental processes and reduce the efficiency of the Italian system as a whole. Italy in fact, has a rate of government survival equal to slightly under 18%; very far from the average 46% for developed parliamentary democracies.

More specifically, the reform focuses on five key points:

- **Direct election:** with the modification of art.92 of the Constitution, the Prime Minister will be elected directly by the voters;
- **Cap on the mandate:** the PM will be in power for 5 year, with the possibility of being reelected once or, if the previous mandates were interrupted anticipately and the PM has not been in charge for more than 7 years and six months, the possibility of a third reelection is allowed;

- **Electoral reward:** a reward on a national basis is granted to the PM’s party or coalition in order to ensure the majority in the two chambers;
- **Appointment of ministers:** the PM appoints the ministers and can, eventually suspend them;
- **White semester:** currently the President of the Republic cannot call for early elections in the last six months of the mandate, in order to avoid strategic elections aimed at ensuring the support of the Parliament for the incumbent. With the proposal, the white semester is revoked.

ISRAEL: THE ONLY EXAMPLE OF A PURE PREMIERSHIP

As of now, there is no state that has adopted a premiership form of government; however, in 1992, the Israeli Knesset adopted a new electoral law that allowed for the direct election of the PM, with the intent of ensuring higher stability to the government and prevent smaller parties from obstructing the Parliamentary process.

However, the system was used only for three electoral rounds (1996, 1999 and 2001), as, differently from what was expected, smaller

parties did not merge in an attempt to have more chances at presidency, and no effect was registered on the number of minor parties. More recently, the current President, Benjamin Netanyahu, has tried to introduce a slightly modified version of the pure premiership, allowing for the direct introduction to government of the PM, with no confidence vote.

WHAT ARE THE PROS AND CONS OF A PREMIERSHIP?

Firstly, it could be argued that the direct election of the PM gives “legitimacy” to the politician. In governments where the PM is elected indirectly, in fact, it is not uncommon for there to be raised questions about the legitimacy of the incumbent, especially in those cases where a PM or President has been elected after the sudden death of the previous one; an example could be the election of President Bush in the US, which was surrounded by a lot of controversy.

However, while some would think that legitimacy can be directly related to the popularity of a politician, this might also mean that he or she could just be linked to popular people or policies and not be legitimately elected.

Secondly, as already proven in Israel, the direct election of the PM does not encourage voters to “straight-ticket” vote, that is to vote for their preferred candidate’s party, allowing for the strongest parties to gain a defined majority; quite the opposite, voters tend to vote for their preferred candidate, regardless of the party of origin.

Thirdly, while the power of the cabinet might

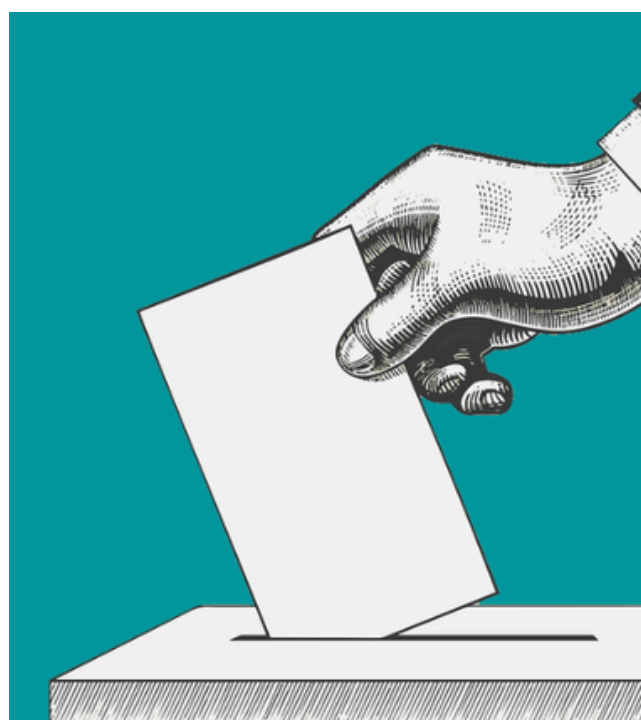
be reduced, since it is the PM to appoint the ministers, a more homogeneous executive would cause less problems. In addition, the leading party would still need to form coalitions in order to pass bills.

Lastly, since for the parliamentary to remove the PM, it would need to hold new costly elections, there might be less incentives to defy the executive.

Overall, due to the fact that there has only been one case of a pure premiership, these remain all theoretical arguments.

WHAT NOW?

According to the opposition, the body of the proposal should be revisited, as there seem to be some interpretation issues with respects to the white semester. However, it appears as if the text will be fully analyzed within April 23rd and its last version will not be modified.





THE FAST FASHION INDUSTRY AND ITS DARK SIDE

In the last decades, consumption has become a habit felt as a necessity by the majority of industrialized countries in a society firmly defined by the values of capitalism. Because of globalization, a new phenomenon known as fast fashion, a model of mass production of clothing at extremely affordable prices, has transformed consumer behaviors. However, as one of the world's most polluting activities, it resulted in disastrous consequences for both the environment and its employees. According to the United Nations the fast fashion industry has been classified as "greenhouse intensive", having emission percentages ranging from 2% to 8% of the global total. Moreover, it is also responsible for the release of tons of microplastics into the ocean every year, which are associated with environmental and health problems (UN, 2018). Moreover, people working in this sector are exposed to exploitation on top of severe and dangerous working conditions caused by hazardous processes of production (UN, 2018).

Looking at this problem from an ecological point of view, it is clear that fast fashion is responsible for considerable energy usage and CO2 emissions in Asia, where fast fashion clothing is primarily produced. On top of being necessary during the processes

of production, distribution, and consumption, it has been shown that carbon emissions peak during the phase of fiber extraction, both organic and synthetic such as acrylics. This business is also characterized by a high consumption of water, which is mostly needed for the growth of natural fibers such as cotton and wood, as well as wet and laundry operations such as bleaching and dyeing. In addition to worsening water scarcity, the garment industry has a polluting impact on local water supplies. Untreated wastewater entering neighboring groundwater may destroy entire habitats as some of the chemicals used in production are harmful. In Cambodia, for instance, the garment sector was responsible for 60% of the contamination of water and 34% of chemical exposure to humans.



Fast fashion can also be considered unethical from a political point of view. Fast fashion manufacturers can continue their mass production of clothing by taking advantage of the lack of regulations and controls typical of underdeveloped countries. Unfair labor conditions such as child labor, poor salaries, and excessive working hours are the key social issues that lie behind this huge industry. Indeed, it exploits the manufacture of low-cost countries to satisfy its customer's need to follow the latest fashion trends (Arrigo, 2020). Due to the lack of strict control, fast fashion industries are encouraged to make use of environmentally destructive activities, as they exploit lax rules on the consumption of natural resources, causing environmental damage. Moreover, the complexity of global supply networks makes it difficult to properly monitor and enforce ethical standards. Concurrently, the fast and costly production of a considerable amount of clothing exacerbate the economic issues connected to this phenomenon. Despite these expenditures, low prices are typically maintained, resulting in unsustainable business models and significant economic consequences such as lower salaries for workers (Behera, 2022).

The international and complicated supply chain of the fast fashion business represents an example of environmental injustice: “a globalized phenomenon of unequal risks and effects” (Byrne et al., 2002, pg 3). Fast fashion is based on highly globalized and sophisticated logistics that must adapt quickly to the newest clothing design, which abuses developing-country labor causing an unequal distribution of environmental and social harm. While developed countries benefit from accessible and fashionable

clothing, developing countries, where the majority of the rapid manufacturing of fashion happens, endure the industry's environmental and social risks, including pollution, resource depletion, and unsafe conditions at work. In addition, fast fashion's promotion of overconsumption generates huge volumes of non-biodegradable textiles both during the production processes, and after the sale of the products, which then travel to countries that are not even involved in this process, such as African countries, and are deposited in landfills. Lastly, fast fashion clothing is also responsible for releasing fiber fragments into the oceans after every washing. When these micro-fibers reach the seas, they impact the marine ecosystem as they are likely to be eaten by fish and consequently consumed by humans.

One common misconception among the consumers of fast fashion regards the belief that the huge amount of clothing being dumped around the world is caused by failure to appropriately recycle materials. The actual reason behind these polluting landfills is overconsumption. Numerous clothing pieces are indeed made from blends of different textiles and are therefore difficult to recycle. However, “recycling” has a very broad meaning so when talking about clothes one must distinguish between “downcycling”, which refers to the recycling process of low-quality materials, like fast fashion clothes, and “upcycling”, which refers to the practice that uses wastes to produce new objects. Even if these two recycling techniques can give new life to fast fashion waste, fast fashion brands are producing more than they can sell in the shortest period possible, while consumers at the same time are compulsively buying clothes that they are

STELLA POLARE

more than once. This behavior characterized by the overproduction of clothes, driven by the need for overconsumption of customers, leads to an accumulation of textile waste too large to be managed, redistributed, and then recycled.

What has emerged from this analysis is that fast fashion is a serious problem, from both the environmental and social side. The problem behind the fast fashion market comes from the overconsumption of consumers. The solution to this is a radical change in the way of shopping, to more responsible consumerism, to stop this phenomenon. People should be encouraged to embrace sustainable shopping practices such as “eco-efficiency” which refers to the intensified use of the clothes we already possess in our wardrobe, or “even sufficiency”, which alludes to a more intelligent and moderate consumption. Through the development of educational campaigns aimed to inform consumers about the environmental and social impact of fast fashion, it is possible to guide consumers towards a more sustainable buying style and to increased attentiveness to fair working practices. This solution, however, presents great challenges: convincing customers to abandon their entrenched fast fashion behavior remains a difficult task, particularly when sustainable alternatives are seen as less accessible or not accessible at all. The complexities of the market by fashion giants and the scarcity of sustainable trends could make their adoption even more difficult. Furthermore, cultural influences, industry stakeholder resistance, and the possibility of greenwashing impede the shift to a more ethical fashion business (Nguyen, 2023). To overcome these obstacles, extensive efforts

are required, including addressing affordability problems and strengthening campaigning to change existing regulations. Overcoming educational gaps and shifting cultural and environmental norms are critical components of this revolutionary process, which requires consumers, industries, and politicians’ engagement to build a sustainable and ethical fashion future.



WRITTEN BY:

CONSUELO CHIOCCARELLI



STRAMILANO 2024

A CELEBRATION OF TRADITION, PASSION, AND ATHLETIC EXCELLENCE

On March 24, 2024, Milan's historic streets buzzed with the spirit of Stramilano, marking its 51st edition. This emblematic race has woven itself into the fabric of Milanese culture, evolving from a simple "non-competitive walk" initiated by Renato Cepparo in 1972, into a significant sports event that attracts over 62,000 participants, including professional athletes, amateurs, and families. The Stramilano, renowned as Italy's most beloved race, underscores the city's transformation through sport, turning routine urban haste into a shared experience of joy and community.

The event traditionally unfolds in three segments: the Stramilano 10 Km, the Stramilanina 5 Km for families and children, and the pivotal Stramilano Half Marathon. Each offers a unique perspective on the city's streets and landmarks, fostering a deep sense of connection among participants and spectators.

The Half Marathon stands out as the crown jewel of the event, drawing athletes from around the globe to compete on Milan's flat and fast course. This year, the Half Marathon was marked by exceptional performances that underscored the event's global stature. Antony Kimtai from Kenya clinched victory in

the men's category with a remarkable time of 1:00:31. Hot on his heels were Vincent Kimutai Towett and Simon Mwangi Waithira, finishing in 1:00:41 and 1:00:43, respectively, showcasing the intense competitiveness and high standards of the race.

In the women's category, the prowess of Ethiopian runner Anchinalu Dessie Genaneh was on full display as she crossed the finish line in 1:07:55, setting a benchmark for future competitors. Following closely were Morine Gesare Michira and Matea Parlov Kostro, completing the race in 1:08:13 and 1:11:14, respectively. These performances highlighted the international appeal and competitive edge of the Stramilano, attracting elite athletes to its course.

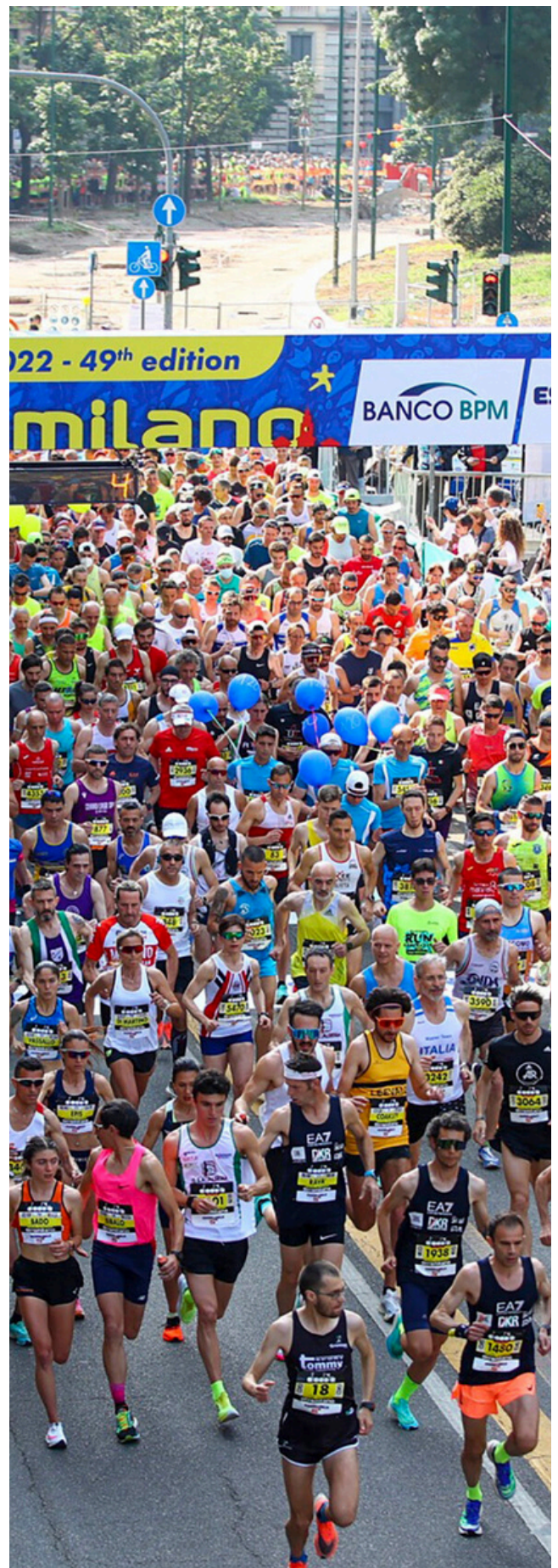


STELLA POLARE

The historical evolution of Stramilano from its humble beginnings to a significant athletic spectacle mirrors the changing landscape of long-distance running in Italy and worldwide. From its inaugural race night in 1972, which saw a surprising turnout of 6,500 participants, to the present day, Stramilano has been a barometer for the growing enthusiasm for running as a form of exercise, competition, and communal activity.

This year's edition not only celebrated athletic achievement but also continued Stramilano's tradition of fostering community spirit, inclusion, and solidarity. The race supported various charitable organizations, underlining the great social impact of this iconic event.

As Stramilano looks ahead to its 52nd edition on March 30, 2025, it remains a beacon of inspiration, challenging athletes to surpass their limits while uniting a city in celebration of its vibrant running culture and communal bonds. The race against time on Milan's historic streets continues, with each stride marking a step toward a future woven with the threads of tradition, passion, and athletic excellence.



WRITTEN BY:

ALBERTO INSARDÀ



WHY DO YOU LOVE SINNER?

Jannik Sinner is the strongest tennis player ever born on Italian soil, and there isn't much doubt about that. Positioned in second place in the ATP ranking, and with 22 matches won out of 23 played, in 2024, he no longer seems to have any limits, and some are rightly wondering whether he will rewrite all the records in tennis history.

Is this why the public loves him so much?

Obviously, but not only. Sinner is loved by the public and sponsors because he is a so-called “good guy”. It seems paradoxical, but villains in sport are no longer celebrated. Times of MMA-style rivalries, where opponents hate each other (or pretend to hate each other) are over. Indeed, dramas within sports are no longer tolerated, like the occasion where McEnroe railed against the chair umpire, pronouncing the famous: “You cannot be serious!”

Indeed, Sinner’s biggest rival is Carlos Alcaraz, who also is perceived as a “good guy”, reminiscent of the friendly rivalry between Federer and Nadal, who were opponents on the court but friends off it (though some claim their off-the-court



friendship was merely for marketing reasons). Maybe Rune, or who knows who else, will take care of being the third wheel, in this dualism that has already warmed the hearts of enthusiasts, and which will be talked about between now and the next 20 years. Like Djokovic, who interfered in their splendid rivalry, which had already been given a name: “Fedal”.

Sinner is loved for being humble, a virtue that is increasingly appreciated by the public. Despite having a fortune of tens of millions of euros, he has never been seen flaunting luxury goods. Moreover, he remains humble about his tennis career: you will never hear him boast about being the “strongest”, even after inflicting the worst defeat of Medvedev's career. Jannik sets an example as a dedicated athlete, never stepping foot in pubs or clubs.

What mother wouldn't want him as a son?

Moreover, Sinner has won over millions of fans for his conduct on the court. Not only is he always fair with his opponents, but he has also never broken a racket (although, one might ask, how this affects the morals of a human being), and he is always extremely available with his fans, especially children. But the real reason why he has generated a "Sinner-mania", is his perceived flaws (as some might call them).

Indeed, Sinner is perceived as shy and insecure in front of the public and the media, although one of the reasons for this might be the language barrier. What captivates the public about Sinner is the contrast between his on-court eagerness, capable of nullifying three match points against Djokovic in the Davis Cup, and his off-the-court persona: a normal guy, who shies away from catwalks and television, dedicating himself solely to tennis.

Why do sponsors compete to get him?

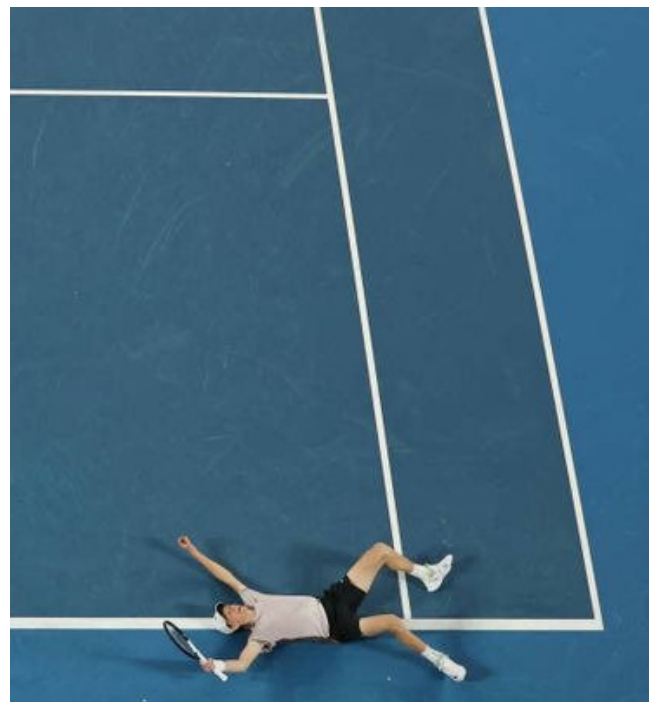
Sponsors are willing to pay him as much or even more than the legend Djokovic, who also has 23 more Slams.

Firstly, he is seen as an investment, with many believing he is capable of reshaping the history of tennis in the coming years. Furthermore, what primarily attracts sponsors is his non-controversial character. In contrast, a polarizing figure like Djokovic, who publicly announced his choice not to get vaccinated, has led brands to distance themselves and not renew his contract or has been photographed at dinner with Milan Jolovic, a Serbian nationalist politician. Sinner understands the importance of separating sport and politics.

Apart from formal meetings with Prime Minister Giorgia Meloni and President of the Republic Sergio Mattarella, he has never been seen in the company of a politician, nor has he expressed his political views. He keeps his personal life and political opinions private by avoiding social media (his profile is managed solely by his management) and limiting his public appearances to post-match press conferences. This strategy also helps him avoid questions on thornier topics, such as the residence in Montecarlo, who willingly glides.

What is his fate?

It's too early to say, but he is carrying out a mission that very few have succeeded in, namely that of converting people to tennis. After football, which is seen as unattainable in Italy, tennis is the sport that is currently gaining the most popularity. Valentino Rossi, Schumacher, or even before Alberto Tomba, Jannik's idol.



CONTACTS

EDITORIAL DIRECTOR: *FRANCESCA FABBRI*

SOCIAL MEDIA DIRECTOR: *ARIANNA ALFONSO*

DESIGN EDITOR: *ARIANNA ALFONSO*

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