



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



4C LEGAL

# LEGAL DAY LEGAL MARKET 4.0

**JUNE 27, 2019**

PALAZZO DEL BO, PADOVA

THE FUTURE OF LEGAL  
MARKET IS HERE



# From the legal market to Legal Market 4.0

The term **legal market** generally refers to the ratio of demand to supply of legal services: the phenomenon for which those who need legal assistance (typically the "**client**") rely on a qualified subject (typically the "**lawyer**") to receive it for a fee.

Therefore, it refers to a client who "**entrusts**" a task to a lawyer or, looking at the issue from a different perspective, of a client who "purchases" a legal service.

Our point of observation, here and today, concerns the legal market c.d. "**Corporate**", in which the customer is an organization (private or public), that **purchases** a legal service serving its business.

The legal market is a complex and constantly changing phenomenon, with progressive developments, with irregular and unpredictable trends influenced by a plurality of **incidental factors**:

- **the interests**, partially or totally changing due to the content and priorities of the client and the lawyer, driven both by professional tendencies and human beings' preferences;
- the **rules** and **practices**, the **available information**, the **communication channels**, the **common opinion**, the **cost/benefit evaluation schemes**;
- changes affecting the **content** and method of delivery of the legal service, strictly related to **technology** and the **organizational dimension**.

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Today is the time to focus attention on some key elements for the present and the future of the legal market: "**legal procurement**", **compliance and sustainability**, **law firms acting like enterprises**, role of **technology**, new **communication models**, **individual** and **social perception** of the lawyer/legal service.

These are the elements leading to the "**Legal Market 4.0**": a **legal market** created by **4cLegal** and projected towards the future without prejudice, in a way that is as critical as it is proactive, a market in which all stakeholders are called to provide their creative contribution in terms of ideas, proposals, criticisms and solutions.

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Based on these assumptions, the **Legal Day** organized by **4cLegal** and the **Law School of Padova** will be held in the superb backdrop of **Palazzo del Bo**, on 27 June 2019.

The prestigious University of Padova, founded **on freedom of thought** and the **knowledge sharing**, becomes the capital of the **Legal Market 4.0**, in an attempt - without precedent - to combine tradition and excellence in academic education with the concrete knowledge of the operators and the world of work, with the technology in its most disruptive dimension but also with the aspirations of students and recent graduates in Law faculty, true protagonists of a future in the "drafting phase".

The University of Padova is one of Europe's oldest and most prestigious seats of learning. A qualification from the University of Padova is a symbol of having achieved an ambitious objective, one that is recognised and coveted by both students and employers alike. Following a red thread that ideally links two students of the University of Padua - **Elena Lucrezia Piscopia Cornaro** (the first graduated woman in history in 1678) and **Silvia Bernardi** (the winner of the 2019 edition of 4cLegal Academy, the first dedicated talent of the legal market).

The event features numerous experts including academics, business jurists, lawyers, legal procurement specialists, pioneers of legal communication, head hunters specializing in the inclusion of lawyers in the world of work and graduates.

Four **round tables**, numerous **thematic desks** for further study during the event dedicated to the entire legal community.

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# The program

9:00: **Greetings and opening speech**

Rosario Rizzuto, Rector of the University of Padova

9:20 **The new training courses at the Padova Law School: tools for the future**

- Giuseppe Amadio, School Of Law, University of Padova
- Andrea Gattini, School Of Law, University of Padova
- Patrizia Marzaro, School Of Law, University of Padova
- Paolo Moro, School Of Law, University of Padova
- Marco Speranzin, School Of Law, University of Padova

9:40 **The Legal Market 4.0: summary of the trends that are changing the vision of the legal departments of companies and professional firms**

- Alessandro Renna, Founder and CEO 4cLegal
- Susanna Tagliapietra, School Of Law, University of Padova

10:00 **The 1st Round table**

**The legal market seen by companies: the legal procurement, the company lawyer/manager and the new paradigms of the demand for legal services. Nothing will be as before**

Presented by: Alessandro Renna

Speakers:

- Silvia Bernardi, winner of 4cLegal Academy
- Matteo De Poli, School Of Law, University of Padova
- Francesco Paolo Francica, Partner Carnelutti Studio Legale Associato
- George Ottathycal Kuruvilla, Co-Founder & General Manager Prima Assicurazioni
- Elisabetta Racca, Head of Legal Affairs IBSA Institut Biochimique SA

10:40 **The 2nd Round table**

**The legal market seen by the professionals: communication, marketing and business development as essential skills. An 'in' or 'out' perspective**

Presented by: Alessandro Renna

Speakers:

- Gianpaolo Accossato, Senior Vice President General Counsel Magneti Marelli
- Eugenio Bettella, Managing Partner Rödl & Partner Padova
- Giovanni Caruso, School Of Law, University of Padova
- Mario Alberto Catarozzo, CEO MYPlace Communications, Business Coach and Trainer
- Sara Filiberti, 4cLegal Academy participant
- Marcello Maggiolo, School Of Law, University of Padova

11:20 **Break**

11:40 **The 3rd Round table**

**The legal market for public operators: innovation, values and legal principles. When the law meets ethics and civil society**

Presented by: Alessandro Renna

Speakers:

- Federico Anghelè, Campaigner / Institutional Relationships of Riparte il Futuro organization
- Antonella Cupiccia, General Counsel MM S.p.A.
- Manuela Guidi, Responsabile Area Legale e Affari Societari, Prevenzione della Corruzione e Trasparenza Veneto Sviluppo S.p.A.
- Federico Martino, Secretary General ELSA Italia - The European Law Student's Association
- Francesco Volpe, School Of Law, University of Padova

12:20 **Alessandro Renna interviews Chrissie Lightfoot: the future of legal profession**

12:50 **The 4th Round table**

**The legal market and technology: the future has arrived. Concrete ideas, application cases and trends. What is the future of legal profession?**

Presented by: Alessandro Renna

Speakers:

- Riccardo Borsari, School Of Law, University of Padova
- Mario Alberto Catarozzo, CEO MYPlace Communications, Business Coach and Trainer
- Stefano Delle Monache, School Of Law, University of Padova
- Carlo Gagliardi, Managing Partner Deloitte Legal Italia

13:30 **LSR – The fundamental values of a community differentiate future development**

Giovanni Lega, President of ASLA (Associated Law Firm Association)

13:40 **Summary and conclusions: the role of the Law School in the Legal Market 4.0**

Alessandro Renna and Susanna Tagliapietra: a summary conversation

## Thematic Desks

In the splendid framework of the inner courtyard of Palazzo del Bo, **thematic desks** are assigned to law firms, companies, trade associations, legal head hunting experts, communication, marketing and business development professionals in the legal sector, PR experts, representatives of the territorial high schools and representatives of the Law School of Padova. Documents and materials will be available for the public to stay up-to-date with from the legal market and the labour market.

## Live streaming

The event will be broadcasted live in a special version conducted by **Andrea Cabrini**, Managing Editor for *ClassCnbc*, *ClassLife*, *ClassTv* and *MilanoFinanza* Co-director, with live interviews to the protagonists of the event and the audience. The transmission will be available on [www.4clegal.com](http://www.4clegal.com) **starting from 8:55 am**.

## #SchoolOfLaw4\_0

In a legal market that is going to change in the next years more than it has in the last centuries, the real challenge is to define **the new role of the School of Law**. What do you think? Tell us, with a 20 second video, your ideas and your proposals about how you imagine the School of Law of the future. Send your video to [bit.ly/SchoolOfLaw4\\_0](http://bit.ly/SchoolOfLaw4_0)

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# SUPPLEMENTARY SHEETS

## University of Padova: a story intrinsic with values

### *Universa universis patavina libertas*

The freedom of the University of Padova is for everyone. The motto "**Universa universis patavina libertas**" originates from the concept of "patavina libertas", linked to the flowering, in the thirteenth-century, of the free Municipality of Padua, which, in that period, was one of the most important in Italy. A freedom that must be interpreted as "**freedom from**", rather than "freedom of": the University of Padua in fact was not established ex privilegio, with the approval of the Pope or the Emperor, but **thanks to the aggregation of teachers and students, who migrated from the University of Bologna looking for greater autonomy of study and research**. Since the constitution of the Studium, the University of Padova always exercised this desire of openness and inclusiveness, which was demonstrated in practice, for example, by admitting into the University even non-Catholic students - such as Jews, who were normally confined to ghettos - and this attitude was confirmed through the centuries until today. "A beautiful motto," states **Magnifico Rettore Rosario Rizzuto**, "because it explains that openness of knowledge and freedom are guaranteed to everyone. Freedom means freedom of study but also of life, of being who you are, with your civil opinions and yours religious beliefs. It seems like a simple concept nowadays, but there have been times when it was not obvious and the University of Padova has always defended it for eight centuries".

### **From *Universitas iuristarum* to the Law School**

Formally established in **1222**, the University of Jurists - *Universitas iuristarum* - represents the founding core of the University of Padova. Founded within the framework of a more general articulation of "**juridical knowledge**" within the free Municipality of Padua, the University of Padova immediately became known as a "free" university, an internationally renowned center for study and research, which saw a flowering during the sixteenth century, gathering up to 22 nationes - the associations that brought the students together according to their origin - right at the law school. The Faculty of Law, established in **1872**, has always kept up the name of legal studies in Padua, becoming the protagonist of a story - as former **Magnifico Rettore Giuseppe Zaccaria** recalled at the opening of the 789th academic year - "of cultural as well as technical-legal commitment", based on the



search for "a knowledge capable of understanding the dynamics of interpersonal relationships in depth", fueled by "**a tradition of high juridical knowledge, a weave of legal technique and humanistic culture that still connotes legal studies in Padua**". The academic experience of the Faculty of Law ended on 31 December 2011 to continue with the **School of Law**, which includes Department of Public, International and Community Law and the Department of Private Law and Critique of Law. A renewal aimed at a necessary reorganization and which, however, starting from the particular denomination, unites present and future with a long tradition of excellence.

## Elena Lucrezia Cornaro Piscopia

**Elena Lucrezia Cornaro Piscopia**, born in Venice in **1646**, fifth of seven children, was the daughter of the noble Giovanni Battista Cornaro, prosecutor of San Marco, and the commoner Zanetta Boni. She soon showed great interest in studying, and was tutored by her father, who soon recognized her daughter's brilliant intellectual talents, and by prestigious teachers in every subject. Elena Lucrezia studied theology, philosophy, mathematics, astronomy, geography, music, learned classical and modern languages, from Latin to ancient and modern Greek, from Spanish to French to Hebrew. On Saturday 25 June 1678 she was proclaimed "magistra et doctrix in philosophia". She was **the first woman in the world to graduate and the first to boast the title of Doctor, becoming an important symbol and example of freedom and feminine authoritativeness**, and was able to overcome the threshold of recognition of women's ability to think and teach. A personality of substance, also honored by a precious gift: in 1773 Caterina Dolfin gifted to the University of Padova a statue depicting Elena Cornaro, which is now placed at the bottom of the Cornaro staircase, in the Ancient Courtyard of Palazzo Bo. A tribute to the first graduated woman in the world, but also a symbol of **female emancipation**.

## Scuola di Giurisprudenza: i nuovi percorsi formativi

In the context of a legal market in radical evolution, the University of Padova School of Law presents the **five courses** that compose the new training offer:

1. Course for legal professions
2. Course for public institutions
3. Business and market course
4. International course
5. Critical historical course

Other new features: the activities of each course include the "**legal clinics**" and "**trial simulations**", training activities that pay particular attention to the practical aspects of the jurist's activity through special exercises and simulations.

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## 4cLegal: the Legal Market innovation 4.0

### The constitution of 4cLegal

4cLegal was founded by **Alessandro Renna**, who graduated in 2003 with a mark of 110 cum laude at the University of Genoa, discussing a thesis on Company Law with Prof. Avv. Franco Bonelli as supervisor (conferred the dignity of printing). Former **lawyer** at Bonelli Erede, Dewey & LeBoeuf, Grimaldi, Gattai Minoli Agostinelli, after a secondment abroad (Chicago) and experiences as a consultant in Allianz SpA, in 2014 he founded 4cLegal, of which he is **CEO** and **Chairman of the Board of Directors**.

### The founding principles

4cLegal has been founded in an attempt to innovate the legal market in a useful and concrete way, at the Italian level in the first place and internationally in the second place. 4cLegal's mission is to create a legal market whose founding principles are: **openness, transparency, competition, meritocracy, symmetry information**. This is possible thanks to the use of **technology** as an **enabling factor of change**.

### The marketplace [www.4clegal.com](http://www.4clegal.com)

The **first digital marketplace for corporate legal services in the world** was born in 2014 with 4cLegal: through the [www.4clegal.com](http://www.4clegal.com) platform, companies can carry out comparative procedures (so-called "**digital beauty contest**") inviting specialized law firms to formulate professional assistance offers containing information about experiences, skills, organization of the law firm and costs of professional assistance. It is the company that chooses which law firms to invite to their digital beauty contests and to choose, among the participants, the one to be entrusted with an assistance assignment (often with personal meetings in-depth study). Each studio benefits from a dedicated space in the platform where it can present its own activities and distinctive aspects. **Several hundred companies and professional studios** are currently part of the marketplace [www.4clegal.com](http://www.4clegal.com).

## Activity in the public sector

The digital beauty contest developed by 4cLegal realizes key principles for all organizations, such as **transparency, traceability, competition, impartiality**. These principles are binding for public operators, for which 4cLegal has developed customized platforms for the creation of lawyers registers and beauty contests (eg Metropolitana Milanese S.p.A., ANAS, GSE, Umbra Acque, Friuli Venezia Giulia Strade, ISMEA).

## The community in the legal market

In 2017, 4cLegal published a new website creating the **Talks** section (4cLegal Talks) and enhances its communication on **social networks** (especially LinkedIn, recently adding Facebook and Instagram).

These operations led to the creation of a **vertical community** - interested in legal market issues - which grows from month to month and includes many tens of thousands of followers.

## 4cLegal Academy

4cLegal launched in 2018 the first Talent dedicated to the legal market. **Five young law graduates** faced **eight concrete cases** regarding four primary companies (Sorgenia, Magneti Marelli, ANAS, IBSA Institut Biochimique) and four leading professional firms (Deloitte Legal, Nctm Studio Legale, Carnelutti Studio Legale Associato and Puccio Giovannini - Penalisti Associati). The winner of the Talent has been awarded **Legal Talent of the Year**.

The initiative - the web serie is accessible at [academy.4clegal.com](http://academy.4clegal.com) - focuses on a new legal market in which a healthy competition on concrete cases lets bright and promising young people approach an **important** and **beautiful** market, represented in a **completely new narrative form**.

The first winner was **Silvia Bernardi**, graduated at the School of Law at the University of Padova.