



Prot.n. 606/2024

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Subject: Resolution for consideration at the 2024 Europa Forum – Bordeaux

Establishing a European Lions LIFEABILITY Working Group

“Lifeability” is a service that hinges on two cornerstones, pillars of the Lions vision: **ETHICS** and **FREEDOM**. The lack of ethics was at the origin of the economic and financial crisis of 2008/09, from which the idea of spreading the values preached by the Lions code of ethics as the only way to create real and sustainable values was born.

The idea was to launch a concourse of business ideas (start-ups and even those in a less developed phase) whose founding principle was to be the respectful observance of the principles set out in the Lions code of ethics. It was aimed at young people aged 18 to 35.

To date, this still constitutes the backbone and main pillar of the service, the first edition of which dates to 2009 (work is underway on the 14th edition in 2024). Over time, three further pillars have been added:

- (a) The "social plus" award assigned to the ethical entrepreneur, i.e. the one who presents the most ethical business ideas. The winner receives a plaque.
- (b) “Lifeability for humanities” (currently in its second edition) where the competition is between short novels, based on one or more principles of the Lions code of ethics. The idea is that young people understand the practical side of ethics and behave accordingly: see, for example, the online bullying they will fight, or the arrogance or the lack of solidarity.
- (c) Expansion of the service abroad, where a prize was awarded for the first time in 2022/23 in Morocco to a young engineering graduate: 3,000 euros. The second edition is nearing completion. There is a strong possibility that other countries will join.

The Moroccan experience was very important and represents a turning point in the history of the service. In fact, it demonstrates that “Lifeability” is both **replicable** and **scalable**, two decidedly positive characteristics for the development of the service outside Italy. It also shows that it is quite **flexible**, as the Moroccan environment is very different.

The prizes have changed over the years. This year (XIV edition) three prizes were awarded to ethical business ideas, worth 5,000 euros each; the “social plus” company plaque goes to the most voted business idea on Facebook. Additionally, over the years companies have offered free internships and business consultancy. A very valuable “good” that the participants get is the tutoring by the senior managers during the three weeks in which, with the help of the tutor, they develop the business plan in a much more professional way than it was at the beginning. Finally, every year an ethical entrepreneur is chosen because he represents living proof that it is possible to do business in an ethical way.



A prize of 1,500 euros was awarded to the winner of both the first and second editions of "Lifebility for Humanities".

All the competitors who reached the final stage of the competition will participate in a cultural and business trip to Brussels to experience first-hand the opportunities offered by the EU. Furthermore, the winner of the "Lifebility for Humanities" award will take part to the "Lions Day with the United Nations" in New York or in Europe (LDUN).

Some cumulative numbers (see also www.lifebilityaward.com):

- 14 years this service is done.
- One year chosen as a multiple district service.
- Currently among the few services of national interest
- 230,000 visits to the internet site
- Widespread throughout Italy
- 50 universities involved.
- More than 1.200 projects
- 2.300 youngsters have presented a project.
- 18 prizes to help start-ups.
- 33 stages (50% ended-up with a job contract)
- 42 scholarships and 12 prizes "social plus"

More than 100 Lions collaborate as promoters, tutors, selectors, judges. 2 notaries to guarantee transparency and meritocracy; 48 institutions, companies, associations, patronage; 530,000 euros in total (75% Lions and 25% Sponsors).

Approximately 5,000 days provided by professionals in 14 years for "Lifebility"

The service has been presented several times at the Europa Forum and at the Mediterranean Conference.

MD108 propose to establish a European Lifebility Working Group to further disseminate the service in Europe and coordinate the action of the countries that apply the service. Attached is the draft REGULATION of the Working Group.

The above motion was unanimously endorsed at the MD108 National Convention held on May 17-19, 2024, in Genova, Italy.

Would you please be so kind to propose the motion to the vote of the European Council at the 2024 Europa Forum?

Many thanks in advance.

Sincerely

Claudio Sabattini
Council Chairperson of MD108

Appendix XXX:

Lifability Working Group:

1. Mission Statement:

ETHICS and FREEDOM are important values in Lions and in life, and it is of paramount importance to develop young people's longing for socially oriented, innovative and sustainable ideas. The overall mission of "Lifability" is to create the spark which will ignite the desire to jumpstart ethical business.

The mission of the Lifability Working Group is to coordinate international cooperation for Lions "Lifability" programs.

Therefore, they will identify, evaluate, and support "Lifability" projects with the focus on co-operation of European countries by using the network of Lions, as well as the professional experience of Universities, Institutes and Research & Development Associations.

The motto should be "Europe for business ethics".

2. Organization and Membership:

Every MD or Single District is invited to nominate one delegate.

The Lifability Working group is chaired by a Chairperson, a Vice-Chairperson, and a Secretary. elected by the Working Group Members for a term of 3 years. One re-election is possible for the Chairperson and Vice-Chairperson.

3. Meetings:

Regular closed and open meetings shall be held during each Europa Forum. Online conferences shall be held as necessary.

4. Financial aspects:

The construction of this Working Group is self-financing something which is a basic presumption for the final implementation of the project, with no financial burden to any European Lions entities. Expenses of all members of the Working Group will be covered by their Multiple District /Single District or undistricted area, according to their Regulations.

5. Miscellaneous:

MD108– Italy is hosting their website under: www.lifabilityaward.com