



LIFEBILITY: A WRAP-UP IN A NUTSHELL

The service was born in 2009 in the club Milano Bramante-5 Giornate (Lions' district 1081b4). It has been in a first time a MD's service and is now one of the few services sponsored by MD. The reason to launch such a service was the conviction that the 2007/08 economic and financial crisis was the (bad) outcome of a lack of ethics in business and the idea that Lions had a marvelous instrument to offer (the code of ethics).

The service was a just-in-time solution because, shortly thereafter, the market developed a strong interest for the so-called ESG (Environmental, Social, Governance) companies. The basic concept of the service was:

TO GIVE PRIZE AND BUSINESS EDUCATION TO BUSINESS IDEAS AT THE START-UP STAGE, DEVELOPED BY YOUNG PEOPLE (18 – 35 YEARS OLD) AND WITH A STRONG ETHICAL BIAS, SOMETHING WHICH HAD TO BE IN THE FRAME OF THE LIONS' CODE OF ETHICS.

After 15 years the service is still the r and has been judged very interesting by several professional judges. In October 2024 the 15th edition will start. Meanwhile the service has branched out in other directions and, thus far, they are four:

- The traditional business contest for new business ideas;
- The development in foreign markets (Marocco, Tunisia, France, etc.);
- The social entrepreneur who is voted every year, in order to show that it is possible to make business in an ethic way;
- The lifebility for humanities (presently at the 3rd edition) where the humanistic side of the business takes center stage. Competitors are young people who write a novel that represents one of the principles of the Lions' code of ethics.



LIFEBILITY
2024



The cumulated numbers, from 2009 up today, are impressive and show the strength of this service:

- 220,000 visits to the internet site (www.lifabilityaward.com);
- The whole Italian territory;
- 50 universities;
- About 1.200 projects;
- 2.200 youngsters participating;
- 240 got to the final lap and were taught how to do a business plan;
- 18 prizes to start-ups;
- 34 stages (50% ended-up with a job contract);
- 38 scholarships and 12 prizes “social plus”,
- More than 100 Lions members working for the service each year;
- 2 notaries;
- 44 institutions membership or patronage;
- € 500,000 the grand total;
- 5.000 days given “free of charge” by professional people (mainly Lions).