



Geronimo Emili

President CashlessWay, Global Hub for ePayment Culture

He was born in Paris in 1970, married, a son, grown in Milan and lives in Rome. He started working in the publishing industry: assistant at **Prima Communication** then in marketing at the newspaper “**La Voce**” di Montanelli. In 1994 he began working in corporate communication for several PR agencies as **Bonaparte48, Edelman, Weber Shandwick** for clients as **Fineurop, IGM Waste Management, Canal Plus, Elsacom, Ideal Standard, Enel, Alitalia, British American Tobacco, Philip Morris, ABM Merchant, Sony Playstation, MasterCard, Teleperformance, Mercedes**, etc.

In 2007 he is chief press officer at the **World Energy Council**, for the first global congress in Europe. In 2010 he started developing communication projects for “digital money” registering the “**No Dash Day**” format who started in summer 2011. In 2013 he founded CashlessWay, the first Italian Association for ePayment culture.

No Cash Day is it is the **first event against the cash** with the **sponsorship of Italian Premiership and Ministry of Economy**. It is a project launched in 2011 to raise public awareness on the use of digital payment, leveraging the negative aspects of paying with cash. Despite the complexity of the issues addressed, the strength of the event comes from the universality and linearity of the message, understood by all. The goal is to **spread the culture of the epayment** and stimulate the public to make a conscious choice when they make the payment.

The event yearly hosts actions to inform public and media about cash facts through conferences, interviews, surveys and communication activities to make the event unique. The 6th edition is scheduled on 5th April 2016 and will be for the first time european.