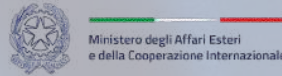




The European Institutional Summit on Sustainability Culture

MAIN INSTITUTIONAL PARTNERS



BY



5-6 JUNE 2025 - 6th Edition - WORLD ENVIRONMENT DAY - FREE ENTRY

MERCATI DI TRAIANO – MUSEO DEI FORI IMPERIALI - Salita del Grillo 32 – Rome – 10:00 AM to 9:00 PM

DAY 1 – THURSDAY, 5 JUNE 2025

- Opening and Institutional Welcome by the Minister for European Affairs, Tommaso Foti
- Sustainable Made in Italy Award 2025 to Renzo Rosso, Marco Bizzarri, and Leonardo Maria Del Vecchio
- Keynote Speech by Minister Adolfo Urso on the Promotion, Protection and Enhancement of Made in Italy
- Presentation of the Stella McCartney Project in collaboration with Polytechnic of Milan
- The Dark Side of Sustainability: Between Consumerism and Conservatism
- Scientific Research Presentation by Sapienza University of Rome and the Sustainable Fashion Innovation Society
- The Minister for the Environment and Energy Security, Gilberto Pichetto Fratin, opens World Environment Day
- An Integrated, Interconnected and Digital Energy Market – curated by ENEL
- Technology: An Industrial Strategy for a Competitive, Green and Digital Europe (CISCO)
- Interview with Giuseppe Conte about the "Omnibus" directive - by David Parenzo
- Minister of Tourism Daniela Santanchè interviewed by Italo Bocchino
- MIMIT Panel – Strengthening Made in Italy: Excellence and Strategic Supply Chains.
- Earth and Water Interaction: An Immersive Look into Textile Recycling and Other Production Processes
- Green Jobs: Opportunities, Skills and Challenges for a Resilient Economy

DAY 2 – FRIDAY, 6 JUNE 2025

- Social Justice and National Television Against Gender Violence
- Keynote Speech by SHEIN Global Head of Sustainability
- The Role of Finance in the Sustainable Transition: Strategies, Visions and Tools for Change
- Global Icons in Dialogue: Transformative Change Through the Digital and Cultural Economy
- FAO Panel – Italian Excellence for Ethical Fashion: Weaving Sustainability and Global Impact
- Transnational Partnerships for a More Stable and Resilient Trade: The Impact of New Global Tariffs
- UNAR Panel – National Office Against Racial Discrimination – Presidency of the Council of Ministers
- Efficient, Safe and Environmentally Friendly Transport Towards Carbon Neutrality: Utopia or Reality?
- Interview with the Minister of Family, Birth Rate and Equal Opportunities Eugenia Roccella:
- Strengthening economic flows: Growth of sustainable tourism and expansion of Made in Italy exports
- Editor-in-Chief GULF TIMES – Geopolitics and Media: The Gulf Voice in the New Global Order
- GRAZIA PHYGITAL AWARDS to Cristiana Capotondi, Gucci and Elena Salmistraro



European Institutional Summit on Sustainability Culture

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SAPIENZA
UNIVERSITÀ DI ROMA



Ministero degli Affari Esteri
e della Cooperazione Internazionale



BY



DAY 1

All panels are simultaneously translated from Italian to English and vice versa. Streaming on

Rai News.it TODAY.IT

10 AM

In an era where sustainability is no longer an option, but a global imperative, the **Phygital Sustainability Expo - European Institutional Summit on Sustainability Culture** stands as a beacon that unites innovation, culture and education to redefine the future of business.

This event is not merely a discussion platform, but a real laboratory of ideas, where the humanism of economic arts meets the urgency of systemic change, proposing a profound dialogue between ethics, creativity and progress.

At the heart of this vision is the awareness that culture and education are key drivers in guiding the transition towards a regenerative economic model. It is not just about adopting sustainable practices, but about promoting a genuine **culture of sustainability**, an ethos that permeates every level of society, from producers to consumers, from institutions to communities.

The Phygital Sustainability Expo® is set in a millennia--old location to sink its roots in the Italian heritage, standing as a bridge between past and future, between physical and digital, celebrating the art of doing business in a responsible and inclusive way. An event that not only reflects on the present, but is committed to building a tomorrow in which sustainability is the beating heart of every action, project and vision.

Welcome to an experience that goes beyond the conventional, where sustainability becomes culture, and culture becomes a driver of transformation.

Moderates: **Fabiana Giacomotti**, *Curator of "Il Foglio della Moda"*

Introduction: **Valeria Mangani**, *President of Sustainable Fashion Innovation Society*

Institutional Greetings

Antonello Aurigemma, *President of Lazio Regional Council, delegated by the President of Lazio Region*

Tommaso Foti, *Minister for European Affairs, PNRR and Cohesion Policy*

Antonella Polimeni, *Rector of Sapienza University of Rome*

Massimiliano Smeriglio, *Councilor for Culture of Rome Capital City*

Carlo Corazza, *Director of the European Parliament Office in Italy*

Claudio Casini, *Director of the European Commission Office in Italy*



11:30 AM

SUSTAINABLE MADE IN ITALY AWARD

Made in Italy is not just a label of origin: it is a cultural, economic and productive vision that the world recognizes in us. Today, more than ever, we must be able to safeguard it, relaunch it and make it evolve, rewarding those who bet on Italy with concrete investments, strategic vision and respect for our manufacturing roots.

This award celebrates the Captains of Business who, with courage and foresight, continue to strengthen the value of our production system, through operations of relaunch, acquisition and valorization of the country's iconic brands.

But it also pays homage to those who, even as foreign investors, choose to invest in the heart of productive Italy, generating qualified employment, technological transfer and protection of our know-how. Because Made in Italy is a shared responsibility, and those who defend it and make it grow deserve our highest recognition.

Moderates

Fabiana Giacomotti, Curator of "Il Foglio della Moda"

Intervenes

The Minister of Enterprises and Made in Italy **Adolfo Urso** who confers the **Sustainable Made in Italy Award 2025 to:**

Renzo Rosso, Founder and President of OTB Group

Leonardo Maria Del Vecchio, President LMDV

Marco Bizzarri, President of Elisabetta Franchi

The SCIENTIFIC COMMITTEE of the Sustainable Made in Italy Award is composed of:

MINISTRY OF BUSINESS AND MADE IN ITALY:

Federico Eichberg, Chief of Staff MIMIT

Elena Lorenzini, Deputy Chief of Staff MIMIT

Amedeo Teti, Head of the Market and Protection Department MIMIT

Eva Spina, Head of Department for Digital, Connectivity and New Technologies MIMIT

Benedetto Mineo, Head of Department for Internal, Financial, Territorial and Supervisory Services MIMIT

Marco Calabrò, Head of Department for Business Policies MIMIT

Elvira Raviele, Head of the MIMIT Cabinet Office

SAPIENZA UNIVERSITY OF ROME: Alberto Pastore, Pro-Rector and Director of the Department of Management, Faculty of Economics

RAI: Roberto Natale, Board Director

SUSTAINABLE FASHION INNOVATION SOCIETY: Valeria Mangani, President

STELLA
Mc CARTNEY

12:30 PM

LIVING LABS: Open Innovation Ecosystems**Experiences and practices of co-design for sustainability in fashion: Stella McCartney and Polytechnic of Milan**

Sustainability requires a systemic and multi-stakeholder approach, but also open innovation processes in real contexts fueled by value co-creation processes. Living Labs represent new research and innovation ecosystems capable of involving citizens, businesses, institutions, territories and universities within co-design, experimentation and monitoring processes to tackle current challenges.

During this speech we will present the new Living Lab: Too Cool To Go Wasted. Strategies and means for the integrated and circular valorization of textile goods, born as one of the goals of the Polytechnic of Milan within Spoke 3 of the PNRR MUSA. We will also showcase design experiments developed in collaboration with the iconic brand symbol of conscious and sustainable luxury fashion Stella McCartney.

Introduces and moderates

Valeria Iannilli, Full Professor of the Department of Design of the Polytechnic of Milan. Scientific Coordinator (Design Department) Living Lab SPOKE 3 and SPOKE 5 (PNRR-MUSA)

Intervene

Pasquale Coppolella, Chief Operating Officer and Chief Sustainability Officer of Stella McCartney

Alessandra Spagnoli, Associate Professor of the Department of Design of the Polytechnic of Milan. Project Manager (Design Department) Living Lab SPOKE 3 and SPOKE 5 PNRR-MUSA)

1 PM

Fabio Rampelli, Vice President of the Chamber of Deputies

1:30 PM

The "dark side" of sustainability: Between Consumerism and Conservatism

An unfiltered dialogue on the contradictions of greenwashing, environmental politics and market strategies. We will explore how sustainability is often bent to economic or ideological interests, turning into a tool. Between opposing visions and uncomfortable truths, we will question what future we want to build.

Moderates

Eleonora Tomassi, "Il Tempo Quotidiano", Host and Podcaster (@eleonora_tomassi)

Intervene

Rudy Giuliani, Former Mayor of New York, Attorney and Lawyer for the President of the United States of America Donald J. Trump (USA - @therudygiuliani)

Marco Rizzo, Coordinator of Democrazia Sovrana e Popolare (@marcorizzo.dsp)



2 PM

Presentation of the Scientific Study Results conducted by Sapienza University of Rome and the Sustainable Fashion Innovation Society

Altruism: The True Frontier of Sustainability and Digitalisation. The green and digital transition, together with technological innovation and the circular economy, is essential to achieving sustainability goals. The findings of the joint study conducted by the Sustainable Fashion Innovation Society and Sapienza University reveal that the Digital Product Passport enhances transparency and sustainability—particularly in the fashion sector and within the “Made in Italy” context—by improving environmental management and raising consumer awareness.

Introduces

Valeria Mangani, *President of Sustainable Fashion Innovation Society*

Intervenes

Idiano D’Adamo, *Full Professor of Industrial Engineering, DIAG – Sapienza University of Rome*



MINISTERO DELL’AMBIENTE
E DELLA SICUREZZA ENERGETICA

2:30 PM

Opens the World Environment Day with a Government Delegation, delivered to him by the President of the Council of Ministers, Hon. Giorgia Meloni

Gilberto Pichetto Fratin, *Minister of Environment and Energy Security*

A fully integrated, interconnected and digitalised energy market

Ecology teaches us that our true Homeland is the World. Today more than ever it is important to support those who decide to aim for change and even more so to invest in research on materials, processes, finishes, systems, waste disposal, recycling and reuse. Where are we at on this?

Moderates

David Parenzo, *La7 Journalist, Conductor of “L’aria che tira” (@davidparenzo)*

2:45 PM

Technology: The industrial strategy for a competitive, green and digital Europe

Innovation has always been an driver of sustainability, supported and enhanced by technological solutions capable of optimizing processes and reducing consumption and waste. New digital services, AI, AR, RV, NFT, Blockchain and Metaverse will create new professions that will project us into a very near, or rather sudden, future.

Moderates

David Parenzo, *La7 Journalist, Conductor of “L’aria che tira”*

Intervene

Brando Benifei, *Member of the European Parliament, President of the Delegation for Relations with the United States*

Tiziana Catarci, *Director of the Institute of Cognitive Sciences and Technologies of the CNR, President of the Italian Society for the Ethics in Artificial Intelligence*

Gianmatteo Manghi, *CEO Cisco Italy*

Antonio Squeo, *CEO Hevolus Innovation*



3:40 PM

Exclusive interview «Green Confidential»

Interview with **Giuseppe Conte**, *President of Movimento 5 Stelle*

4:30 PM

Exclusive interview «Green Confidential»

Italo Bocchino interviews **Daniela Garnero Santanchè**, *Minister of Tourism of the Italian Republic*

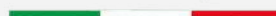
4:45 PM

Exclusive interview «Green Confidential»

Italo Bocchino interviews **Nicola Procaccini**, *Member of the European Parliament and Member of the EU Commission for Industry, Research and Energy*



Ministry of Enterprises
and Made in Italy



5 PM

Panel MIMIT - Ministry of Business and Made in Italy
Strengthening Made in Italy: Excellence and Strategic Supply Chains

Among the well-established strategic sectors – fashion, food, design, automotive, aerospace, etc. – new players are emerging in the services sector, such as cultural, creative and tourism enterprises.. Launch of the «Made in Italy Houses» Technology

Introduces and moderates

Alberto Pastore, *Pro-Rector and Director of the Department of Management at Sapienza University of Rome*

Intervene

Federico Eichberg, *Chief of Staff MIMIT*

Luca Sburlati, *President of Confindustria Moda*

For Industrial Policy:

Marco Calabrò, *Head of Department for Business Policies MIMIT*

Paolo Quercia, *Director of the Study and Analysis Centre of the Department of Business Policies - Office III - MIMIT Study Centre*

For Made in Italy Policies:

Amerigo Splendori, *General Director for Territorial Services MIMIT*

Elvira Raviele, *Head of the MIMIT Cabinet Office*



6:30 PM

Earth and Water interaction: Immersion in the production processes of textile recycling

This panel addresses the critical issue of how climate change is impacting various industrial sectors, both in terms of mitigation measures adopted and how companies are adapting to such a profound transformation. The textile recycling sector is particularly affected by new environmental regulations, such as those concerning water and chemical usage, and sustainability-related policies. The Ministry of Sea Policies, with the aim of protecting marine and coastal resources, poses direct challenges to sectors such as textile recycling, which may need to revise their production processes to reduce environmental impact and comply with new regulations.

Moderates

Sergio Barile, Full Professor of Economics and Business Management, Sapienza University of Rome

Intervene

Mario Furore, Member of the European Parliament, Member of the Commission for Culture and Education

Antonio Franceschini, National Manager CNA Federmoda

Michele Priori, General Manager Cobat Tessile

Elisabetta Scaglia, Sustainability Manager UNIC - Concerie Italiane

Sandrah Tobobereni, Founder of "Tubo Woman" Brand (Nigeria)

7:45

PM

Green Jobs - Opportunities, Skills and Challenges for a Resilient Economy

Green Jobs represent the future of sustainable work and are a key lever to address the environmental and climate challenges of our time. In an ever-changing world, sustainability-related professions are playing an increasingly central role in various sectors, ranging from renewable energy to waste management and the circular economy.

The opportunities offered by the green labor market will be discussed, analyzing how the skills required are evolving and what the outlook is for companies, institutions and professionals. The way in which environmental policies and investments in sustainability are transforming the global economy will be explored.

Introduces and moderates

Marco Gisotti, Journalist, Co-conductor "Gigawatt. Everything is Energy" La7

Intervene

Matteo Masini, Director of Consumer Goods Office Italian Trade Agency

Carlo Palmieri, Vice President of Confindustria Moda with Delegation to the South, Vice President of Pianoforte Holding (Carpisa, Yamamay)

Stefano Armenia, Telematic University of Studies (IUL), President of SYDIC - Italian Chapter of the System Dynamics Society, Member of the Club of Rome

8:30

PM

End of Day One

European Institutional Summit on Sustainability Culture

MAIN INSTITUTIONAL PARTNERS



European
Commission

ROMA

Assessorato ai Grandi Eventi, Sport, Turismo e Moda



SAPIENZA
UNIVERSITÀ DI ROMA



Ministry of Foreign Affairs
and International Cooperation



BY



DAY 2

All panels are simultaneously translated from Italian to English and vice versa. Streaming on **Rai News.it** **TODAY.IT**

10 AM

Social justice and national TV against gender violence

Social justice, the fight against gender violence and sustainability are essential pillars for building a just and inclusive society. This panel will explore how institutions, businesses and civil society can collaborate to promote equal opportunities, protect human rights and integrate social responsibility into sustainability strategies. Through testimonies, analyses and good practices, the connections between women's rights, social inclusion and environmental protection will be explored, highlighting the importance of a holistic and systemic approach to generate a positive and lasting impact for the benefit of future generations.

Introduces and moderates

Claudio Togna, Notary and Journalist, member of the Board of Directors of the Colosseum Park

Intervene

Susanna Ceccardi, Member of the European Parliament, Member of the Commission for Civil Liberties, Justice and Home Affairs (@susannaceccardi)

Giusy Princi, Member of the European Parliament, President of the Delegation for Relation with Central Asia

Roberto Natale, RAI Board Member

Jessica Hailé Selassié, Global content creator & Opinion leader (@jessyselassie)

11 AM

SHEIN, often criticized for its environmental and social practices, now faces the challenge of transforming its fast fashion business model into a more sustainable one. Lalani acknowledges the complexity of this task, but also sees a unique opportunity to set new standards in the fashion industry. With his experience and vision, Mustan Lalani is well-positioned to lead SHEIN towards a more responsible and sustainable future.

Moderates

Eleonora Tomassi, "Il Tempo Quotidiano", Host and Podcaster (@eleonora_tomassi)

Keynote Speech

Mustan Lalani, Global Head of Sustainability SHEIN



11:30 AM

The role of finance in the sustainable transition: Strategies, visions and tools for change

In an era marked by epochal transitions, finance is once again at the center of the debate on the future: no longer a mere tool for performance, but a strategic lever for generating positive impact. This panel brings together complementary visions from the highest spheres of public and private finance, savings management, promotion abroad, and new technologies for climate neutrality.

It will be a comparison between those who lead institutions that combine cultural and infrastructural development with social inclusion, those who support Italian companies in responsible internationalization, those who orchestrate impact investments oriented towards ecological transition, those who guarantee the financial balance of one of the most important economic institutions in the country, and those who design innovative solutions to accompany companies and territories towards carbon neutrality.

Introduces and moderates

Ida Claudia Panetta, Full Professor of Economics of Financial Intermediaries at Sapienza University of Rome

Intervene

Fabio Massoli, Chief Financial Officer Cassa Depositi e Prestiti - CDP

Marco Cantalamessa, Manager of Strategy and Sustainable Innovation SIMEST

Eugenio de Blasio, CEO Green Arrow Capital

Michele Milan and Claudia Lubelli, Neutralia SRL Managers

12:45 PM

Global icons compared: Transformative change through digital and cultural economy.

***Panel also streaming on the Instagram profile of @mr.thank.you (44 million followers on Instagram)**

A discussion on the future of the digital and cultural economy in an era of unprecedented global connections. The panel explores the impact of social platforms, creativity and global influence in redefining cultural values and economic dynamics. In an increasingly interconnected world, innovation and inclusiveness become essential tools to shape new opportunities, break down barriers and build a more equitable ecosystem.

Moderates

Ludovica Pagani, TV Presenter (@ludovicapagani)

Intervene

Lucia Pecorario, Public Relations and Social Media - European Parliament in Italy

Nicola Paparusso, CEO of Paparusso Communication

Mr. Thank You, Global opinion leader, 55+ million followers (UAE - @mr.thank.you)

Nick Cannon, TV presenter and global opinion maker, 10+ million followers (USA - @nickcannon)

Valentina Vignali, Basketball player and creator (@valentinavignali)



Anniversario

2 PM

PANEL FAO - Italian excellence for ethical fashion: Weaving sustainability and global impact

This panel will explore how Italian experiences in ethical fashion are extending beyond its borders through an international collaboration between the Italian Development Cooperation and FAO's Mountain Partnership. Key stakeholders involved in this and similar initiatives will share perspectives, demonstrating how multistakeholder partnerships can deliver positive and concrete contributions to the ethical and responsible global fashion industry. The discussion will highlight how these collaborations can help preserve valuable cultural heritage and promote environmentally sound practices in fragile ecosystems in participating countries, including Kyrgyzstan, and Uganda.

Moderates

Eleonora Tomassi, *"Il Tempo Quotidiano"*, Host and Podcaster (@eleonora_tomassi)

Intervene

Alessandra Di Pippo, Head of Office II - DGCS - Ministry of Foreign Affairs and International Cooperation of Italy

Taalai Bazarbaev, Ambassador, Permanent Representative of the Kyrgyz Republic to FAO

Maureen Anino, Principal Environment Officer, Ministry of Water and Environment of the Republic of Uganda

Giorgio Grussu, Mountain Partnership Secretariat at the Food and Agriculture Organization of the United Nations

Stella Jean, Fashion designer and FAO Mountain Partnership Goodwill Ambassador (@stellajeansj_)

3 PM

Transnational partnerships for more stable and resilient trade: The impact of new global tariffs and the strategic role of the European Union

The Transatlantic Trade and Investment Partnership (TTIP) is a proposed trade agreement between the United States and the European Union that aims to reduce trade barriers, facilitate investment, and harmonize regulations.

Moderates

Maria Pia Ebreo, Journalist of "L'Espresso"

Intervene

Lorenzo Galanti, General Director of Italian Trade Agency

Beniamino Quintieri, President of Institute for Sports and Cultural Credit

Marco Minniti, President of Med-Or-Italian Foundation

Giuseppe Bertuccio d'Angelo, AKA «Progetto Happiness», International YouTuber and human rights activist (@progettohappiness)

4 PM

UNAR PANEL - Presidency of the Council of Ministers of the Italian republic
Global opinion leaders with migrant backgrounds: Inclusion in the age of social media

We will explore how, with their voices, opinion leaders with migrant backgrounds are redefining cultural narratives, identities and belonging, promoting a more equal and representative society. We will delve into the challenges they face, the opportunities offered by social media and the transformative power of creativity as a tool for inclusion and change.

Moderates

Ludovica Pagani, TV Presenter (@ludovicapagani)

Intervene

Mattia Peradotto, UNAR Director

Kine Ndoye, Author (@kine__ndoye)

Gilbert Nana, Sportsman, Record holder and Global influencer (@gilbertnana11)

Aida Diouf, Actress and Creator (@aidaadiouf)

5 PM

Efficient, safe and environmentally friendly transport towards carbon neutrality: utopia or reality?

Circular economy, energy efficiency, green mobility and sustainable finance are essential elements through which to develop innovative value chains that are strongly oriented towards protecting the environment and people. Sustainability is not just another fad destined to last a few years, but must generate significant changes in consumer trends, in the reconfiguration of supply chains, in management and governance models.

Top managers and experts in the sector will discuss the challenges and opportunities related to the world of mobility, understood as a driver of change to promote the development of solutions with a view to the circular economy.

Introduces and moderates

Livio De Santoli, Pro-Rector for Sustainability, Full Professor of Energy Management, Faculty of Engineering, Sapienza University of Rome

Intervene

Ilaria Giannoccaro, Director of the Mechanics, Mathematics and Management Department of the Polytechnic of Bari

Lorenzo Orsenigo, President and General Director of ICMQ and President of A.I.S. - Associazione Infrastrutture Sostenibili

Lorenzo Pireddu, General Director Uber Italy

Lucio Tropea, CEO Smart Italy



5:30 PM

Exclusive interview “Demography and Sustainability: the fewer we are, the worse we feel”

Italo Bocchino interviews **Eugenia Maria Roccella**, *Minister for the Family, Birth Rate and Equal Opportunities*



6 PM

Strengthening economic flows: Growth of sustainable tourism and expansion of Made in Italy exports

At the end of 2023, Made in Italy exports reached a value of 625 billion euros, marking an increase of 6.8% compared to the previous year. This positive trend is due to a series of Italian products that have found great appreciation abroad thanks to the work of the Agency for the Promotion Abroad and the Internationalization of Italian Companies.

While for Tourism it is necessary to rethink to transform a model that is now unsustainable in order to preserve the environment and the ecosystem in which the citizens of the world move ever more quickly. How can we protect nature and territories, while embracing the values of welcome and hospitality that have always made tourism an incredible life experience? We discuss it with the players of these strategic sectors for Made in Italy.

Moderates

Italo Bocchino, *Editorial Director of “Secolo d’Italia”*

Intervene

Barbara Casagrande, *General Secretary of the Ministry of Tourism*

Alessandro Vannini Scatoli, *President of FS Italian Touristic Trains - Orient Express*

Giuseppe Roscioli, *Vice President of Federalberghi National and President of Federalberghi Rome*

Onorio Rebecchini, *President of Convention Bureau Rome and Lazio*

7:30 PM

Geopolitics and Media: the Gulf Voice in the New Global Order

In a historical moment marked by growing tensions between global powers and a profound realignment of international balances, the role of journalism becomes crucial. Faisal Abdulhameed al-Mudahka leads one of the most influential voices in the Middle Eastern scenery. With Qatar as the protagonist in mediation processes and promotion of balanced information, al-Mudahka offers a precious perspective about the dialogue between East and West, the role of the USA in the Gulf, and the urge of a responsible media narrative in the actual global context.

Introduces

Valeria Mangani, *President of Sustainable Fashion Innovation Society*

Intervenes

Faisal Abdulhameed al-Mudahka, *Editorial Director of “Gulf Times” and CEO of Qatar Press Center (Qatar)*

8 PM
GRAZIA PHYGITAL AWARD

GRAZIA

As part of the first, highly anticipated edition of the Grazia Phygital Award 2025, Grazia is organizing an exclusive talk, moderated by director Silvia Grilli, which will feature some of the most authoritative personalities in the field of sustainability, called to discuss central themes related to innovation, responsibility and change.

During the event, the Grazia Phygital Awards will be awarded for the first time, recognitions created to celebrate figures who have distinguished themselves for their concrete impact and significant contribution to the promotion of a sustainable culture.

With this initiative, Grazia renews its commitment to valorizing talent, supporting innovation and nurturing an authentic dialogue between ethics, creativity and vision of the future.

Lead

Silvia Grilli, Director of Grazia Italy - **Annalisa Corrado**, Member of the European Parliament - **Camilla Baresani**, Writer

Special Guest

Ludovica Pagani, TV Presenter and DJ (@ludovicapagani)

Awarded

Cristiana Capotondi, Actress and Sustainability Promoter (@cristianacapotondi)

Nicoletta Manni, Principal Dancer of Teatro alla Scala of Milan Dance Troupe

Elena Salmistraro, Designer who combines creativity and responsibility

Gucci

9:30 PM

END of the VI edition of the Phygital Sustainability Expo®

University Training Credits will be awarded to students of Sapienza University of Rome

CONTACTS FOR SPEAKERS

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President Valeria Mangani



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THE FORMAT OF PHYGITAL SUSTAINABILITY EXPO®

🌍 EUROPEAN GENERAL STATES ON SUSTAINABILITY CULTURE

An international stage where companies do not just talk about sustainability: **they launch it as a world premiere**. Whether it is about innovative processes, new products or social impacts, each announcement speaks to an audience already tuned into ecology, well-being and sustainable transition. It is not just an event. **It is the first in the world** with an institutional soul, an educational heart and a **holistic vision** that intertwines ESG with the beauty of Italian heritage. And its location - an iconic archaeological site - is not just a backdrop, but the perfect symbol of that **circularity of millennia** that links past, present and future

🏛️ AN OPEN-AIR MUSEUM TOUR OF ITALIAN SUSTAINABLE EXCELLENCE

The journey begins by crossing the gates of a thousand-year-old history, to enter a true **open-air museum of sustainability**. A sensorial journey - visual and tactile - where the public, who are also consumers, are guided to discover pioneering projects of **recycling, luxury upcycling and technological innovation** applied to every sector. Here, aesthetics meets ethics, and narration becomes action.

🌐 A PARALLEL EXPERIENCE IN AUGMENTED AND EXTENDED REALITY

As the steps flow along the imperial road, technology lights up. Thanks to Lenovo's ThinkReality A3, visitors live an immersive experience in **AR and XR**, which shows with visual and emotional impact the effects of our lifestyle - such as compulsive shopping - on the planet. An experience that **educates, engages and speaks the language of the new generations**.

🌍 AN ECOSYSTEM OF POSITIVE CONTAMINATION

Defined since 2021 by **Harper's Bazaar** as *"the first international event where technology meets science and innovation in fashion"*, the **Phygital Sustainability Expo®** is an accelerator of change: it brings together the Public Administration and institutions with Italian SMEs, multinationals, fashion-tech startups, buyers, creatives and consumers. A concrete network for a **sustainable transformation of the Country**, anchored to the strength of **Italian heritage**.

CONFERENZE CON RELATORI INTERNAZIONALI



OSSERVATORIO SUL MADE IN ITALY SOSTENIBILE



MASTERCLASS FORMATIVE



PERCORSO NEGLI SDGs DELL'AGENDA ONU 2030



TIMES SQUARE, NEW YORK



CENA NETWORKING B2B e B2G



SFILATA NARRATA ® NEI FORI IMPERIALI



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