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Phygital *Sustainability* Expo®

*European General Assembly on the Culture of
Sustainability*

VII Edition



Co-organised with European Parliament · European Commission · Sapienza University of Rome
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Humanity's Journey on Earth

Italy safeguards a heritage that no other country in the world possesses with the same intensity: the ability to transform beauty into universal language, identity into productive energy, memory into guidance for tomorrow. This programme can be read as the very itinerary of the human being on Earth. It is born of thought and word, and thus of Humanism and the creative industries; it turns to the body and to the earth that sustains it, in the care of health and the environment; it recognises in the table the most ancient gesture of civilisation; and finally it learns to create with the hands, in manufacturing. On the second day it then travels through the sources of communal life, the architecture of trust, Italy's projection in the world, and rediscovers its spirituality in community. It is a circular, harmonious and profound movement: from culture to nature, and from nature back again to culture. Italy need not chase the future, because it has already conceived, built and delivered the future to the world.

Scientific direction by the Sustainable Fashion Innovation Society · Environmental protection body recognised by the Ministry of the Environment and Energy Security, Art. 13, Law No. 349/1986.

Each Pillar brings into dialogue academia, research, industry, politics and legislators. c

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4 and 5 June 2026

8 Panels with University Credits

World Environment Day

PILLAR I DAY ONE

*The Humanism of Sustainability:
Guardians of the Eternal*

10:00 — 11:30



PILLAR V

*From Thought to Work:
Manufacturing as Civilisation*

17:00 — 18:00



PILLAR II

*The Body and the Earth:
Health, Environment and a Clean Supply Chain*

11:30 — 15:00



PILLAR VI

DAY TWO

*The Return to the Source:
Ecological Transition and Territorial Identity*

10:00 — 16:00



PILLAR III

*From Field to Table:
Certification and Accreditation as a global right*

15:00 — 16:00



PILLAR VII

*The Capital of Trust:
Finance, Law and Attractiveness*

16:00 — 17:30



PILLAR IV

*Make the Difference: the cycle closes, matter returns
Curated by Regione Lazio*

16:00 — 17:00



PILLAR VIII

*Italy in the World:
Geopolitics, Export and Cultural Projection*

17:30 — 19:30



PILLAR I

The Humanism of Sustainability

10:00 — 11:45

The opening is dedicated to the most profound cultural question of our time. Sustainability is neither a technical choice nor a regulatory obligation: it is a vision of the world. And Italy, a country that has built its millennial excellence on the care of beauty, of the land and of craftsmanship, has the moral duty and the strategic opportunity to lead this transition in Europe. Every great transformation of Italian civilisation was born of culture, not of technology. The Renaissance was not an industrial revolution but an uprising of the spirit that then became workshop, manufacture, commerce, beauty exported to the world. Sustainability today needs that same founding gesture: a cultural act. The General Assembly on the Culture of Sustainability is precisely this: the place where thought precedes action, where ethics precedes the rule, where Italy rediscovers its millennial vocation to teach the world how to live well.

TOPICS

Sustainability as a cultural fact before a regulatory one; Italy's role as the cradle of Humanism and natural guide of a new sustainable Renaissance; cultural heritage and identity as engines of the transition; the relationship between beauty, ethics and responsibility; the Phygital Sustainability Expo® as a cultural act of primary importance for the country.

10:00

Opening of proceedings

Alessandro Onorato, Assessore ai Grandi Eventi, Sport, Turismo e Moda di Roma Capitale

Valeria Mangani, President Sustainable Fashion Innovation Society

10:15

Institutional Greetings

Luca Ciriani, Minister for Relations with Parliament of the Italian Republic

Moderator: Italo Bocchino, Journalist

10:30

Guardians of the Eternal. Rome and the responsibility for a heritage that belongs to the world

Italy safeguards the world. From ancient stone to noble residences, from art to the European institutions: cultural heritage as the universal language of civilisation

SPEAKERS

Simona Renata Baldassarre, Councillor for Culture of the Lazio Region, delegated by the Region's President

Maria Pace Odescalchi, President of the Italian Historic Houses Association (ADSI)

Valeria Fiore, Head of Communications, European Parliament in Italy

Tomaso Radaelli, President Mondo Mostre

Moderator: Samuele Briatore, Researcher in sociology of cultural and communicative processes at Sapienza University

11:00

EXCLUSIVE INTERVIEW with **Giuseppe Conte**, President of the Five Star Movement.

From the Superbonus to the NRRP, from the creation of the Ministry for Ecological Transition to energy-efficiency measures: during the governments led by Giuseppe Conte, the ecological transition entered the country's governing agenda.

MODERATOR

Livio de Santoli – Member of the Board of ARERA - Regulatory Authority for Energy, Networks and the Environment, former Pro-Rector for Sustainability - Sapienza University of Rome

PILLAR II



11:30 — 15:00

The Body and the Earth: Health, Environment and a Clean Supply Chain

Humanity's journey on Earth inevitably passes through the body. There is no authentic sustainability that does not start from health: that of citizens, of workers, of the ecosystems that nourish and clothe us. Italy, which has made quality of life an art, today faces a challenge that ties into a single thread what we breathe, what we eat and what we wear. Microplastics in textiles, PFAS in groundwater, chemical residues in agri-food chains are not separate emergencies: they are the symptom of a production model that has forgotten the body. The One Health approach, which unites human, animal and environmental health in an integrated vision, is not an academic theory: it is the compass that can steer Italian industry towards a truly clean supply chain, where transparency is not a regulatory obligation but a choice of civilisation.

TOPICS

Health as the premise of every sustainable transition; the One Health approach between science, politics and industry; PFAS, microplastics and cross-contamination between fashion and agri-food; the role of the ISS as guarantor of public trust; circular economy and electronic-waste management; European labelling and verified transparency; the Green Claims Directive and the future of Made in Italy.

11:30

Scientific Collaboration Agreement between the Istituto Superiore di Sanita (ISS) and Sustainable Fashion Innovation Society (SFIS).

From Fibre to Health: a Pact between State Science and the Sustainability of Fashion.

Rocco Bellantone, President Istituto Superiore di Sanita
 Andrea Piccioli, Director General Istituto Superiore di Sanita
 Giuseppe Bortone, Director, Environment and Health Department, Istituto Superiore di Sanita
 Valeria Mangani, President Sustainable Fashion Innovation Society (SFIS)

Moderator of the ISS panels: Idiano D'Adamo, Full Professor of Management Engineering (DIAG), Sapienza University of Rome and member of the SFIS Scientific Committee.

12:00

Studies on the chemical safety of textile and clothing articles on the Italian market within the ISS - Ministry of Health project (2022-24)

SPEAKERS

Marco Famele, Roberta Lavallo, Lucilla Baldassarri, Unit for the Assessment of Substances and Products for Authorisation Purposes (VAL-SP), Environment and Health Department, Istituto Superiore di Sanita.

12:15

Microfibres and microplastics in industrial settings: release, environmental fate and first experimental evidence in the air matrix.

SPEAKERS

Claudia Campanale, Lorenzo Palumbo, Gaetano Settimo, Unit for Exposure to Air Contaminants, Environment and Health Department, Istituto Superiore di Sanita.

PILLAR II

12:30

Microplastics and nanoplastics: a scientific approach to the problem.

SPEAKERS

Beatrice Bocca and Cristina Andreoli, Unit for Human Exposure to Environmental Contaminants and Unit for Mechanisms, Biomarkers and Models, Environment and Health Department, Istituto Superiore di Sanita.

12:45

A look to the future: informed substitution with alternative substances and the key role of risk assessment

SPEAKERS

Emma Di Consiglio, Senior Researcher, Environment and Health Department, Istituto Superiore di Sanita.

13:30

Interview with **Matteo Bassetti: science, public health and responsibility in the era of complexity**

The contribution of medicine, research and accurate information to build a more aware, resilient society capable of facing the great health challenges of our time.

Moderator: Italo Bocchino, Journalist

14:00

The Common Good has a name: Health

European public health, international standards and supply-chain governance: Italy and Europe build together the civilisation of a safe and fair market, where protecting the citizen becomes the highest political act of our time.

SPEAKERS

Antonio Parenti, Director General for Public Health of the European Commission - DG-SANTE

Aldin Hilbrands, CEO FSSC Foundation – FSSC 24000 (NL)

Luciano Fizzotti, Special Projects and Training Lead AMTIVO

Moderator: Idiano D'Adamo, Full Professor of Management Engineering (DIAG), Sapienza University of Rome

Over the two days of the Expo dedicated to sustainability, the Istituto Superiore di Sanita will set up, in the ancient millennial shops of Trajan's Markets, an educational exhibition on the invisible that passes through us: how microplastics, microfibres and PFAS make their way into plant, animal and human organisms, and how Italian science works to make them visible, measurable and combatable.

14:30

The Europe to come, beyond allegiances

Conservatives, reformers and radicals compare views on sustainability as the shared grammar of the Old Continent

SPEAKERS

Fabio Rampelli, Vice-President of the Chamber of Deputies

Matteo Hallissey, President +Europa

Natalia Wegrzyn, Executive Director Shared Ground (NL)

Moderator: Idiano D'Adamo, Full Professor of Management Engineering (DIAG), Sapienza University of Rome

From Field to Table: certification and accreditation as a global right

Guaranteeing safe and nutritious food for all is not only a technical challenge: it is an ethical imperative and a universal right. In an increasingly interconnected world, certification and accreditation become the concrete tools through which food sustainability ceases to be an aspiration and becomes a verifiable system. ISMEA, ACCREDIA, FSSC 22000 and due diligence: four institutional pillars for a transparent, competitive and responsible Italian agri-food chain.

TOPICS

Support for the agricultural market, accreditation, international certification and supply-chain due diligence: this panel brings together the institutional voices that oversee the credibility of the Italian agri-food system, exploring how quality is measured, certified and defended in an increasingly demanding and competitive global market.

15:00

Fair Food, Healthy Future. Food safety, nutrition and sustainability in the phygital era

SPEAKERS

Sergio Marchi, Director General of the Institute of Services for the Agricultural and Food Market (ISMEA)

Filippo Trifiletti, Director General ACCREDIA

Aldin Hilbrands, CEO FSSC Foundation - FSSC 22000 (NL)

Cesare Saccani, President Diligentia

Moderator: Idiano D'Adamo, Full Professor of Management Engineering (DIAG), Sapienza University of Rome



PILLAR IV

Make the Difference: the cycle closes, matter returns.



Not just the voice of an institution, but the choral echo of dozens upon dozens of Mayors who are turning European ERDF funds into concrete action, giving back to their territories a promise of civilisation: that of a waste cycle ever closer to European targets.

The Lazio Region has approved the new 2026-2031 regional Plan, with the innovation - awaited for over 10 years - of closing the cycle, providing for complete self-sufficiency in the treatment and disposal of urban waste. The pivot of this closing of the cycle is separate waste collection across the region's 378 Municipalities.

The Plan aims to reach a regional average of separate collection of around 73% by 2031, while simultaneously reducing landfill disposal to no more than 6% of the urban waste produced.

For these objectives to materialise there is obviously a need for the essential collaboration of all citizens, starting from the first and most important phase: the correct disposal of waste in street containers or in Municipal Collection Centres (CCR). The basis of any good treatment at the plant is simple and precise disposal. Through communication campaigns and educational activities in schools, the Lazio Region aims to raise awareness among adults and young people of an ever more careful practice in sorting those "discards" that, by their very nature and composition, enjoy a promising second life.

Separate collection is not only a matter of coloured bins in residential courtyards; it becomes an industrial policy, an axis of development, a way to keep within the territory the value of the matter that the territory produces and consumes. If the cycle closes, matter returns.

TOPICS

The action of the Department for the Waste Cycle, Transport, Environmental Protection, State Property and Assets is presented as a coherent strategy on three levels:

From river to sea — anti-plastic barriers on the Tiber and Aniene, Pelikan boats as floating laboratories, a third barrier at the mouth towards Ostia.

From territory to plant — 18 million euro to Municipalities for separate collection, 21.3 million to modernise plants with robotics and artificial intelligence.

From present to future — a 2026-2031 Regional Plan aligned with European directives with a single objective: regional self-sufficiency for closing the waste cycle.

16:00

Make the Difference: the cycle closes, matter returns.

SPEAKERS

Fabrizio Ghera, Councillor for Mobility, Transport, Environmental Protection, Waste Cycle, State Property and Assets of the Lazio Region.

Wanda D'Ercole, Regional Director for the Environment, Energy Transition and Waste Cycle, Lazio Region.

Paolo Grigioni, Head of Division II – Guidance and planning for waste-cycle management and the development of the circular economy, Ministry of the Environment and Energy Security (MASE).

Gianni Andrea Mannucchi, President, Unindustria Environmental Services Section.

Gianfranco Grandaliano, Head of the Environmental Policies Department, Cisambiente Confindustria.

Francesco Sicilia, Director General, National Union of Enterprises for the Collection, Recovery, Recycling and Trade of Scrap and other materials (UNIRIMA).

Moderator: Cinzia Capalbo - Associate Professor of Economic History, Sapienza University of Rome.

To complete the panel, the Department and the Directorate for the Waste Cycle of the Lazio Region will bring to the ancient millennial shops of Trajan's Markets an educational exhibition: a dialogue between the Rome that invented reuse and the Lazio that today turns it into public policy.

PILLAR V

From Mind to Masterpiece: Manufacturing as Civilisation



Ministero delle Imprese
e del Made in Italy

Italy is the only country in the world where industry has never divorced from culture. What elsewhere is production, here is expression: every supply chain holds knowledge layered over the centuries, every industrial district is the living repository of a collective intelligence that cannot be replicated or relocated. Made in Italy is not a commercial brand: it is a model of productive civilisation that the world recognises and that the MIMIT White Paper "Made in Italy 2030" has finally elevated to a systemic vision. The Strategist State that Minister Urso has outlined is exactly this: the awareness that Italian manufacturing is the keystone of the country, that its excellence supply chains are a strategic heritage on a par with the monumental ones, and that Italy's future competitiveness rests on the ability to hold together innovation, identity and international projection.

TOPICS

The White Paper "Made in Italy 2030" and the vision of the Strategist State; the excellence supply chains: Agri-food, Clothing, Furnishing, Automation, Automotive; circular manufacturing and sustainable innovation; skills training in the "aesthetic canon" of Made in Italy; SMEs as load-bearing columns of the Italian industrial system; cultural and creative industries in the transition.

17:00

MIMIT Panel - Life Sciences and the Health Supply Chain

Pharmaceuticals and medical devices: Italian excellence between production and export

SPEAKERS

Carlo Riccini, Director General Farindustria

Guido Beccagutti, Director General Confindustria Medical Devices

Moderator Cinzia Marchese, Director of the Cellular Biotechnology Laboratory, Dept. of Experimental Medicine, and Head of the Regenerative Medicine Service at the Policlinico Umberto I, Sapienza University of Rome.

17:30

Presentation of the Made in Italy 2030 White Paper

Diagnosis and vision: the map of Italy's production supply chains and the course for the next decade.

SPEAKERS

Paolo Quercia, Director of the Research Centre of the Ministry of Enterprise and Made in Italy

Raffaele Spallone, Director for Digitalisation of the Ministry of Enterprise and Made in Italy

Michele Priori, Director COBAT Tessile

Moderator: Cinzia Marchese, Director of the Cellular Biotechnology Laboratory, Dept. of Experimental Medicine, and Head of the Regenerative Medicine Service at the Policlinico Umberto I, Sapienza University of Rome.

18:30

Institutional greetings by Maria Elisabetta Alberti Casellati, **Minister for Institutional Reforms.**

20:30

La Sfilata Narrata®

La Sfilata Narrata® is the iconic copyright of the Sustainable Fashion Innovation Society within the Phygital Sustainability Expo format, narrating the technological and sustainable innovations of every garment that walks the millennial catwalk of the Imperial Forums.

The sustainable brands promoted by the Sustainable Fashion Innovation Society present three outfits, the most representative of the disruption of their collection, to align with the new European Eco-Design regulations that will make us the first net-carbon-zero continent by 2050 - but many have gone further! Some of them, in fact, unveil their patents as world premieres.

A format with a high cultural content, yet at the same time educational: in order to inform the audience present, as well as the conscious consumer, about the environmental impact of fashion, an estimate of the carbon footprint emitted for the production of selected garments is communicated.

La Sfilata Narrata is in fact the only fashion show in the world to hold the patronage of 10 ministries of the Italian Republic and of the Presidency of the Council of Ministers. It leads us to listen and reflect as we sink our roots into the ancestral storytelling of Made in Italy, into the artisanal wisdom that we Italians hold in our hands, into the production supply chains of the districts that the whole world envies.

“New eyes with which to look at fashion” is what the producer Valeria Mangani set out to create, to inform the international fashion community of the importance of choosing low-environmental-impact clothing over fast-fashion products. Because every morning, when we get dressed, we perform a political act!



The Italian System meets Africa. La Sfilata Narrata® dresses the Mattei Plan



Ministero degli Affari Esteri
e della Cooperazione Internazionale





The Minister of Enterprise and Made in Italy, Sen. Adolfo Urso, confers the Sustainable Made in Italy Award: the honour dedicated to entrepreneurs who have been able to transform the country's industrial heritage into a vision of the future. Not a token recognition, but an institutional seal celebrating those who have made responsibility a method, innovation a language and social impact a grammar of enterprise. A quartet of figures elected by the Scientific Committee, established by MIMIT and the highest academic and cultural authorities, so that finance may once again be a lever to save Italian supply chains, and so that entrepreneurial success may once more be measured against the common good.

09:30

Sustainable Made in Italy Award 2026 – III Edition

The captains of industry who defend the value of the production system with courage and respect for their manufacturing roots, and who have led Made in Italy to excel worldwide as an emblem of excellence, ingenuity and Italic beauty.

SPEAKERS

Adolfo Urso, Minister of Enterprise and Made in Italy

Barbara Cimmino, Head of CSR & Innovation Yamamay

Brunello Cucinelli, Chairman and Creative Director Brunello Cucinelli S.p.A.

Matteo Marzotto, Chairman MinervaHub S.p.A.

Stephan Winkelmann, Chairman and CEO Automobili Lamborghini S.p.A.

The reasons for the awards will be revealed at the moment they are presented.

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

MINISTRY OF ENTERPRISE AND MADE IN ITALY

Federico Eichberg, Chief of Staff

Elena Lorenzini, Deputy Chief of Staff

Amedeo Teti, Head of the Market and Consumer Protection Department

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

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

Marco Calabro, Head of the Department for Enterprise Policies

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

RAI: Roberto Natale, Board Member of RAI

SUSTAINABLE FASHION INNOVATION SOCIETY : Valeria Mangani, President

The ceremony is held at the Ministry of Enterprise and Made in Italy, Hall of Tapestries. Via Vittorio Veneto 33, Rome.

Protocol of the Sustainable Made in Italy Award: Enrico Passaro, former Head of State Protocol at Palazzo Chigi.

RSVP on page 18.

PILLAR VI

The Return to the Source: Ecological Transition and Territorial Identity

The journey is complete. The human being who has thought, created, built, cultivated and exported turns back to look at the rivers, the forests, the waters that made it all possible. On World Environment Day, from Trajan's Markets, Italy proclaims its vision: a just ecological transition, free of fanaticism, grounded in science and culture, not ideology. The common thread is water: from the rivers that feed the manufacturing of the North to the springs that irrigate the South, all the way to the Mediterranean, our liquid identity.

As Europe accelerates — from the WEEE Directive to Ecodesign, from the Right to Repair to Corporate Sustainability Due Diligence — Italy can claim a truth that belongs to it: the circular economy is not an invention of Brussels; it is the Italian culture of "nothing is thrown away", of mending, of reuse, of matter that transforms itself. In Prato, the rag-workers have regenerated wool since the Middle Ages, seven centuries before Europe wrote "circularity" into a regulation. The country that invented the restoration and reuse of fibre is the country naturally predisposed to lead circularity in Europe.

TOPICS

A just and realistic energy transition; the circular economy as a legacy of Italian culture and a response to the new European regulations (Ecodesign, CSDD, Right to Repair); the Prato district and the centuries-old tradition of textile regeneration; protection of waters, rivers and forests; biodiversity as national heritage; renewable energy and strategic autonomy; the Mediterranean as a space of dialogue and environmental responsibility.



10:00

FAO Panel - A Mountain Journey between Fashion and Food

This panel will recount the progress made by the FAO Mountain Partnership, with the support of Italian Development Cooperation, in building a bridge between ethical fashion and sustainable food supply chains in the world's mountain regions. Through Italian excellence in these fields, small producers are valorised thanks to a precious dialogue between traditional knowledge and innovation. A special preview of the documentary Heart Dressed, dedicated to this extraordinary international journey, will also be presented.

SPEAKERS

Maria Stefania Fancello, Deputy Director General, DGCS, Ministry of Foreign Affairs and International Cooperation.
Antonio Marras & Patrizia Marras – Designer and Creative Director.
Barbara Nappini – President of Slow Food Italia.
Giorgio Grusso – Deputy Coordinator, Secretariat of the Mountain Partnership, FAO
Moderator: Caterina De Angelis, Actress



11:00

World Environment Day - Book presentation: «The Ecology of Conservatives: the return to the sacred in nature».

SPEAKERS

Nicola Procaccini, Co-Chair of the European Conservatives and Reformists Group (ECR) at the European Parliament
Marco Marsilio, President of the Abruzzo Region
Thibault Muzergues, Political Director Shared Ground (NL)
Introduced and moderated by: Francesco Giubilei, Scientific Director, Fondazione Alleanza Nazionale

11:30

Energy Transition and Competitiveness

Energy is the beating heart of the transition: competitiveness, research and security of supply.

SPEAKERS

Claudio Casini, Director, European Commission in Italy
Fabrizio Iaccarino, Head of Institutional Affairs Italy, ENEL
Livio de Santoli, Member of the Board of ARERA - Regulatory Authority for Energy, Networks and the Environment
Moderator: Italo Bocchino, Journalist

PILLAR VI

12:00

The European ETS put to the test. While China builds, America invests and Europe taxes, who will take responsibility for the price we are making our production fabric pay?

Caesar's Tribute to the Climate: From ancient Rome to today's Europe, every civilisation has imposed a price on its own progress. The ETS is ours. An inquiry into a system that divides businesses, governments and citizens.

SPEAKERS

Francesco Torselli, Committee on International Trade - INTA of the European Parliament
Veronica Pitea, President, Association of Consumers and Producers of Renewable Energy (ACEPER)
Michele Vitiello, Secretary General, World Energy Council Italia (WEC)
Moderator: Francesco Giubilei, Scientific Director, Fondazione Alleanza Nazionale

12:30

EXCLUSIVE INTERVIEW with **Angelo Bonelli**, leader of the Greens and Left Alliance

Energy, environment and constructive opposition.

Moderator: Valentina Antonello, RAI Journalist

13:00

Ferrovie dello Stato Panel — Sustainable Mobility

The FS Group redesigns the country's mobility: high speed, intermodality and decarbonisation.



SPEAKERS

Marilena Petraglia, Head of Sustainability, Ferrovie dello Stato Italiane Group
Cristina Carpinelli, Journalist, Radio24, il Sole 24Ore
Moderator: Italo Bocchino, Journalist

“FS GROUP AWARD FOR SUSTAINABLE COMMUNICATION”

Recipient of the “FS Group Award for Sustainable Communication”: Cristina Carpinelli, Journalist, Radio24, il Sole 24Ore

14:00

Roots and Wings

Senate, School, Made in Italy Foundations and RAI together to hand down to new generations craftsmanship, environmental culture and Italian identity

SPEAKERS

Lavinia Mennuni, Senator of the Italian Republic
Roberto Natale, Board Member of RAI
Michele Raccuglia, Director General, Foundation for Enterprises and Skills for Made in Italy
Moderator: Samuele Briatore, Researcher in sociology of cultural and communicative processes at Sapienza University

PILLAR VI

14:45

NRRP Culture 2026 — Digital, Efficiency and Regeneration

NRRP targets certified and brought forward. Public investment turns into trust.

SPEAKERS

Giovanni Alibrandi, Director RAI RADIO2

Gennaro Sangiuliano, Councillor of the Campania Region, former Minister of Culture of the Italian Republic.

Francesca Pascale, Civil Rights Activist

Moderator: Italo Bocchino, Journalist

15:15

CUEIM Panel — University Consortium for Industrial and Managerial Economics

Systemic thinking and techno-humanism. Hybrid skills and distributed intelligence for the territory and sustainability.



SPEAKERS

Introduced and moderated by: Sergio Barile, Full Professor, Department of Management, Sapienza University of Rome. President of the Organisational and Strategic Planning Body of CUEIM.

Francesca Iandolo, Associate Professor of Management, Sapienza University of Rome.

Guido Iandiorio, CEO & Founder Connex SRL, CEO & Co-Founder Empara. PhD, Sapienza University of Rome



The Capital of Trust: Finance, Law and Attractiveness

A nation is measured not only by what it produces, but by the trust its institutions inspire. Italy's attractiveness in the world today rests on an inseparable triad: a finance capable of steering capital towards real value rather than speculation; a body of law that guarantees certainty, speed and protection of innovation; and a widespread security that makes the country a reliable harbour for those who invest, produce and create. The Italy that presents itself to international investors is not only the land of creative genius: it is a legal, financial and social ecosystem rewriting its own rules to become the place where capital seeks not only return, but meaning. The sustainable transition demands immense resources, and those resources will arrive only where trust is solid, the regulatory framework is clear and social cohesion is tangible.

TOPICS

Sustainable finance as the architecture of the future; risk governance, industrial resilience and measurable impact; legal certainty and attractiveness for international investors; justice reforms as a competitive lever; security, legality and the fight against counterfeiting; the role of decent work and social cohesion in building the country's trust.

16:00

The Lever of the Transition

Sustainable finance becomes the architecture of the future: risk governance and measurable impact.

SPEAKERS

Concetta Testa, Head of Sustainability, Cassa Depositi e Prestiti - CDP

Andreana Esposito, Head of Sustainable Development, Poste Italiane Group

Giorgio Brandazza, CEO Corneliani S.p.A.

Moderator: Ida Claudia Panetta, Full Professor, Department of Management, Sapienza University of Rome

16:30

Security, Legality and Attractiveness

A safe country is a country that attracts. From crime to cybersecurity, to the protection of Made in Italy.

SPEAKERS

Stefano Saracchi, Director ADM - Organisation and Digital Transformation Directorate, Customs Agency

Andrea Sianesi, former President of the PoliMi Foundation, member of the Milan Prosecutor's working group on the legality of the fashion supply chain

Tiziana Catarci, Director of the Institute of Cognitive Sciences and Technologies – ISTC of the CNR, President of SIPEIA - Italian Society for the Ethics of Artificial Intelligence, Full Professor DIAG, Sapienza University of Rome

Moderator: Claudio Togna, Notary and Board Member of the Colosseum Archaeological Park

17:15

Institutional Greetings for WORLD ENVIRONMENT DAY



MINISTERO DELL'AMBIENTE
E DELLA SICUREZZA ENERGETICA

by Gilberto Pichetto Fratin, Minister of the Environment and Energy Security
Delegated by Giorgia Meloni, President of the Council of Ministers.



PILLAR VIII



100 years of Italy in the world: geopolitics, export and cultural projection - 1926-2026, the ITA centenary.

The circle of doing widens beyond borders. Everything that Italy has thought, created, built and cultivated does not stay within its walls: it travels. Italian export is not merely a commercial matter: it is the projection into the world of a culture, a way of life, an idea of quality that the planet recognises and desires. When a Tuscan wine is uncorked in New York, when a high-speed train built in Pistoia runs the rails of the Middle East, when the Mattei Plan renews with Africa an equal dialogue founded on energy, education and infrastructure, it is the whole of Italy that moves: its history, its taste, its genius. In a world crossed by geopolitical tensions, Italian culture is a natural bridge, a language that needs no translation. But projecting oneself into the world also means knowing how to defend what one is: national security, dual-use technology and the defence industry as pillars of European strategic autonomy.

TOPICS

Export as the engine of Made in Italy and an instrument of cultural diplomacy; Italian culture in the global geopolitical scenario; the role of ITA – Italian Trade Agency; national security and the defence industry as pillars of strategic autonomy; industrial cooperation and new markets; the Mattei Plan as a vision of equal partnership with Africa.

17:30

Export as the Engine of Made in Italy

Every product that crosses borders carries centuries of artisanal knowledge. ITA is the operational arm.

SPEAKERS

Brando Benifei, Chair of the Delegation for Relations with the United States of the European Parliament.

Lorenzo Galanti, Director General Italian Trade Agency - ITA

Faisal Abdulhameed al-Mudahka, Editor-in-Chief of GULF TIMES (Doha)

Moderator: Alberto Pastore, Pro-Rector and Director of the Department of Management, Sapienza University of Rome

18:00

Geoeconomics - Beyond Tariffs: Euro-Mediterranean Corridors

The new global tariffs as signals of profound transformation. Italy's role between Washington and the Mediterranean.

SPEAKERS

Antonio Tajani, Deputy Prime Minister and Minister of Foreign Affairs and International Cooperation (TBC)

Pina Picierno, Vice-President of the European Parliament

Matteo Zoppas, President Italian Trade Agency - ITA

Marco Cantalamessa, Director of Business Strategy and Sustainable Innovation SIMEST

Robert Allegrini, President and CEO National Italian American Foundation - NIAF

Moderator: Maria Pia Ebreo, Journalist L'Espresso

19:00

The Beauty that Builds Bridges

From the Mattei Plan to Afro-Italian creative supply chains: how manufacturing, training and culture become the new diplomacy of Made in Italy.

SPEAKERS

Martin Nkafu Nkemnkia, Emeritus Professor of Theology and Philosophy, Pontifical Lateran University

Goudet Abale, Journalist for Forbes Africa, President of the pan-African platform Sport News Africa

Lisa Kibutu, Founder Regenerative Textile Development Institute and REFACE (Kenya)

Nicola Papparuso, Director General All Future Generations (AFG)

Ilenia Virno, Art Director A.I. & Photographer

Moderator: Maria Pia Ebreo, Journalist L'Espresso



Phygital Sustainability Expo®



VII Edition · 4 — 5 June 2026

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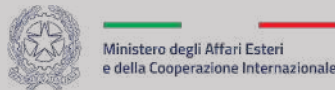
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THE FORMAT OF THE PHYGITAL SUSTAINABILITY EXPO® - THE EUROPEAN GENERAL ASSEMBLY ON THE CULTURE OF SUSTAINABILITY

An international stage where companies do not merely talk about sustainability: they consecrate it as a world premiere. Whether it is pioneering processes, new products or social impacts, every announcement resonates before an audience already initiated into the languages of ecology, wellbeing and the just transition. It is not an event. It is the first in the world with an institutional soul, an educational heart and a holistic vision of humanism, where ESG becomes beauty and Italian heritage becomes method. And its home, one of the most iconic archaeological sites on the planet, is not scenery: it is the living symbol of that circularity of the millennia that stitches together past, present and future in a single, eloquent breath.

AN OPEN-AIR MUSEUM ITINERARY THROUGH ITALY'S SUSTAINABLE EXCELLENCES

The journey begins by passing through the gates of millennial history, to venture into an authentic open-air museum of sustainability. A sensory, visual and tactile itinerary, where the public, who are also conscious consumers, are led among pioneering recycling projects, luxury upcycling and technological innovation cutting across every supply chain. Here aesthetics become ethics, and narration becomes action.

A PARALLEL EXPERIENCE IN AUGMENTED AND EXTENDED REALITY

As footsteps move along the imperial way, technology lights up; at dusk one is immersed in an experience that educates, engages and speaks the language of the new generations. La Sfilata Narrata®, a worldwide copyright, is the only catwalk in the world honoured with the Patronage of the Presidency of the Council and of ten Ministries of the Italian Republic: not a fashion show, but an agora of institutional beauty, where Made in Italy becomes civic grammar and fashion returns to being, as it has always been in its highest seasons, an act of thought. With real-time narration of the innovations worn and their impact on CO2, to give the consumer pragmatic, informed guidance on their purchase.

AN ECOSYSTEM OF GENERATIVE CROSS-POLLINATION

The Phygital Sustainability Expo® is an accelerator of change: it brings public administration and institutions into dialogue with Italian SMEs, multinationals, startups, buyers, creatives and consumers. A concrete network for a sustainable transformation of the country, anchored to the generative force of Italian heritage.

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