

TRAENT
MAKE THAT CHANGE

DIGITAL ROADS TO SUSTAINABILITY

TRAENT @INTERNET FESTIVAL 2021

7-10 October 2021



TRAENT
MAKE THAT CHANGE



Traent is a start-up that provides a digital platform to manage interactions and empower organizations and people to create a global system of transparency.

Our **collaboration** platform aims to facilitate exchanges, protect processes and governance, measure and visualize performance.

Our **vision** is to build a global system of transparency, enabling ethical, collaborative and sustainable behaviors.

We have a **dream**: living in a sustainable world driven by ethics, trust and transparency.

INTERNET FESTIVAL

This 11th edition of Internet Festival sees as the principal theme **#Phygital**: the fusion between the physical and the digital world.

Traent is going to contribute with a range of inspiring activities to accompany the festival.

The events offered by Traent are guided by a concept that has been reshaped with the rise of the phygital world: sustainability.

With our preeminent, thought-provoking guests we are going to explore the **digital roads to sustainability**.

DAY 1 – 07/10/21

THURSDAY AFTERNOON

03.30-4.00 PM

Casino de' Nobili & Live Stream

Phygital Identity. Living with a digital twin.

With:

Guido Scorza, *Representative of the Italian Data Protection Authority*

Online activity became an intrinsic part of our lives. We study, work, do shopping, participate in meetings and conferences, receive birthday wishes and even date online. What is the relation between us and our digital twin? Do we have full control over our virtual representation? Do we need new tools and language to lead this new kind of double live? Keynote speech of Guido Scorza, the representative of The Italian Data Protection Authority, on how to live with a digital twin.

4.00-4.30 PM

Casino de' Nobili & Live Stream

We've got it all wrong: the problem of transparency.

Rethinking cognitive bias to shape a sustainable future.

With:

Federico d'Annunzio, *Traent CEO and Founder*

Andrea Bonaccorsi, *Professor of Economics and Management at the University of Pisa*

Our judgement is both our greatest asset and risk factor, it is subject to many influences: noise, bias, intuitive shortcuts. The problem of transparency best illustrates the limitations of our ways of thinking and their impact on our future. Why would we want to expose our naked data in the public view? The founder of Traent, Federico d'Annunzio and Andrea Bonaccorsi, Professor of Economics and Management at the University of Pisa, discuss how to shape sustainable future by mitigating thinking errors.

DAY 1 – 07/10/21

THURSDAY AFTERNOON

4.45 – 5.15 PM

Casino de' Nobili & Live Stream

Pisa «Deep Knowledge» Hub. Tech transparency and interconnection to create a sustainable system of innovation.

With:

Andrea Piccaluga – Scuola Superiore Sant'Anna, Fosca Giannotti – Scuola Normale Superiore and Paolo Ferragina – University of Pisa.

Pisa is a unique hub of knowledge composed of three high-ranked universities. It is a privileged place of exploration, encounter and vivid exchange, dedicated to the pursuit of knowledge and the training of leaders. Yet, it still misses top-of-mind awareness. The representatives of Pisan universities on opportunities offered by the creation of a sustainable system of innovation.

5.30–6.00 PM

Casino de' Nobili & Live Stream

Smart sustainability. An ESG approach to Cybersecurity.

With:

Stefano Mele, *Partner at Gianni & Origoni Head of Cybersecurity Law Department co-Head of Data Protection Department*

According to the survey of 153 senior executives conducted by Gartner Inc. in the second quarter of 2021, Cybersecurity Control Failures and ESG Regulatory Requirements are recognized as the greatest emerging risks. Today, technology and sustainability are two aspects that cannot be neither ignored nor isolated. Stefano Mele, an authoritative expert in the field of Cybersecurity & Privacy Law and ICT, on application of ESG in Cybersecurity.

DAY 1 – 07/10/21

THURSDAY AFTERNOON

6.15 – 7.00 PM

Casino de' Nobili & Live Stream

We are all made of stardust.

Divers-ability on the sofà.

With:

Massimo Morelli, *Professor of Political Science and Economics at Bocconi University*

Interviewed by Claudia Pavoletti, *Director EMEA McAfee Legal Affairs and Ambassador Diversity and Inclusion*

Ability is a power or skill that is needed to do something. We all have different ones. Massimo Morelli, Professor of Political Science and Economics at Bocconi University, formerly at Columbia University and currently leading the space of inclusivity at EEA (European Economic Association) reports firsthand how technology enables a blind person to successfully apply for a job in NASA, making it easier than selling a vacuum cleaner door-to-door. Interviewed by Claudia Pavoletti, who supports the global program of diversity and inclusion at McAfee Enterprise.

DAY 2 - 08/10/21 FRIDAY MORNING

9.30 -10.00 AM

Casino de' Nobili & Live Stream

Digital trees in Warsaw

With:

Justyna Glusman, *Sustainable Development Head Coordinator at Warsaw City Hall*

Once trees were captured by painters, today they are pictured by technology. Recently, the city of Warsaw created a high-resolution tree canopy map that covers the whole city. Every single tree in the capital of Poland gained its digital twin. Undoubtedly, it is a great fun to check it online, but what are other benefits of using new technologies to manage urban greenery? Justyna Glusman on intelligent sustainability in the city.

10.15-11.15 AM

Casino de' Nobili & Live Stream

Display the starry sky. Ethics in the digital world.

Roundtable with Facebook- Matteo Mille / Microsoft- Chris Hutchins / McAfee - Lorenzo Cremona / Oracle.

Big tech companies constitute a formidable part of modern skyline. They shape our reality and the foresight of our future. Today, one of their major concerns is to find an ethical balance, embracing the principles of sustainable development. A thought-provoking table with Facebook, Microsoft, McAfee and Oracle on the future of tech and sustainability.

DAY 2 - 08/10/21

FRIDAY MORNING

11.30 -12.00 PM

Casino de' Nobili & Live Stream

From EU Commission for Innovation.

EU is here to play: the reality behind the funding for deep tech, how to discover them, how to access them.

With:

Francesco Matteucci, *Program Manager in Green Technologies at European Innovation Council and SMEs Executive Agency (EISMEA)*

It is true that on average people overestimate what they can do in one year and underestimate what they can do in ten years. Yet, the long-term perspective is crucial in the times of Deep Tech. As every giant, European Union, may seem sluggish but it is capable to see a great deal further. Francesco Matteucci, a material science and innovation expert, provides fresh insight on how to stand on the shoulders of the EU to reach ambitious, innovative goals.

DAY 2 - 08/10/21

FRIDAY AFTERNOON

3.00-3.45 PM

Casino de' Nobili & Live Stream

A Playbook to collect and maximize national and global funds to boost the Italian Start-Up and Tech Industry.

International VCs. Costanza Carissimo / EU , Luca Barbi / Middle East and South Africa, Massimiliano Magrini / ITA , Zaz Floreani / USA

Moderated by Andrea Gori

The term "Venture capital" speaks volume about the challenge. It is risky and funny, give no guarantee, but in case of success the gains are extremely high. And it is not about the economic profit only. In the last decades, VCs have played a vital role in the innovation ecosystem. Like a soccer coaches, they stay on the sidelines, but to a large extent decide what happens in the field. In this roundtable, VCs from all around the world, give their exclusive insights on how to boost innovation and tech industry specifically in the Italian context.

4.00 - 4.45 PM

Casino de' Nobili & Live Stream

Running fast towards the ESG & Digital Transformation. Managing authentic data to shape a new trustworthy, efficient, sustainable business environment.

Roundtable of global accounting networks: Deloitte, Stefano Besana / EY, Diletta D'Onofrio / KPMG.

ESG is the new driver for business. Companies around the world run fast to review their business models and processes to integrate environmental, social and governance commitments. They are often supported by Big Four that provide top expertise on emerging changes and chances, dynamics of trends and possible risks linked to the ESG agenda. An exclusive roundtable on the practical aspects of creating successful and sustainable business based on authentic data.

DAY 2 - 08/10/21

FRIDAY AFTERNOON

5.00-6.00 PM

Casino de' Nobili and Live Stream

Disruptive Innovation and SDG ethics: a Golden Era for the energy industry, driving towards a sustainable planet.

Webinar with a panel of Key Players in the World Energy Industry.
Moderated by Federico d'Annunzio, Traent CEO, and Andrea Gori

The first checkpoint on the world's roadmap towards more sustainable future is energy. Finger-pointed as a guilty of climate crisis, it is also one of the very fast-paced sectors that move toward sustainable development goals. How can consumers make conscious, free, informed choices in a Golden Era for the energy industry?

DAY 3 – 09/10/21 SATURDAY MORNING

10.00-10.30 AM

Casino de' Nobili & Live Stream

Grow big as Kong. Choosing the right seeds, planting them in Silicon Valley: a parade of success stories

With

Massimo Sgrelli, *Founder and Managing Partner at Lombard Street Ventures*

A startup speaks always to a global market, if it doesn't, it is a simple company not a startup. It has a completely different, distributed configuration, diverse phases of run. It is like comparing travel with a car to a flight with an aircraft. A car does not need an extra space, time and energy for the takeoff, but overall, it is slower and will never go high. Massimo Sgrelli, a tech entrepreneur and investor, who bet on Kong in 2010, on innovative ecosystems and whispering unicorns.

10.30-11.00 AM

Casino de' Nobili & Live Stream

“Make it fly!”. The roadmap of an idea, from US universities to enterprise success.

With:

Livio Valenti, *co-founder of Vaxess Technologies, Harvard University Fellow, Atlantic Council Fellow*

Disruptive innovations often stem from science, yet driving discovery from lab to market, has multiple challenges and roadblocks. Livio Valenti, a sustainability entrepreneur and Harvard University Fellow at the Belfer Center, explains what are the key ingredients of building successful impact-driven companies based on new scientific discoveries.

DAY 3 – 09/10/21

SATURDAY MORNING

11.15-12.15 PM

Casino de' Nobili & Live Stream

The Perfect Pitch

Start-up speaks loudly. A playbook on how to pitch to win.

Moderated by Massimo Sgrelli, *Founder and Managing Partner at Lombard Street Ventures*

12 seconds. This is all the time you have in order to communicate your idea of business. If you can't do that, it means you're not ready. If you are good enough, you can get an opportunity to have 1- or 5-minute pitch. It requires hours and hours of preparation, but a bunch of right words can be worth millions of dollars. Before you start cold mailing, take your time to study success stories and learn how to pitch to win.

From Saturday at 1.30 PM to Sunday at 1.30 PM

Traent Headquarters, Borgo Stretto 3, Pisa

24 H Hackathon: Phygital Identity

Whether we want to admit it or not, we are digital beings too, thus we need to protect our digital rights, not only data. The structure of the reality has fundamentally changed because of accelerated digitalization. We live both physically and digitally, within our body and our accounts. Yet, our digital existence is barely acknowledged and protected only to a small extent. We need a new Habeas Corpus Act. The problem of phygital identity is complex and involves different fields: technological, jurisprudential, ethical, ontological, anthropological therefore our hackathon is open to participants from all disciplines.

DAY 3 - 09/10/21

SATURDAY AFTERNOON

3.30 -4.00 PM

Casino de' Nobili & Online

Ownership, possess and use: the Great Wave of NFTs in Digital Art

With:

Arturo Galansino, *General Director Fondazione Palazzo Strozzi*

Serena Tabacchi, *Director and Co-founder of MoCDA*

Téchné means *art*. It is only a matter of language. There is a great deal of interdependence between art and technology. Technology penetrates the world of art. Art constantly inspires and challenges technology. They have different means of expression but often tackle the same problems. One of those is ownership and authorship. Arturo Galansino, Director General of Fondazione Palazzo Strozzi and Serena Tabacchi, *Director and Co-founder of MoCDA*, on the biggest phenomenon in the digital art: NFTs.

4.15-4.45 PM

Casino de' Nobili & Online

Innovation and generosity in the Age of Excellence

With:

Mauro Porcini, *Design Chief Officer at PepsiCo*

Innovation is, first and foremost, an act of generosity. It may concern a few, but at the end of the day, it has to work for the benefit of all. Relevant, respectful, beautiful. No matter if we are talking about design, technology or marketing. There is a place for everyone, but no room for mediocrity. We are all designers of meaning in the Age of Excellence. Mauro Porcini, Senior Vice President & Chief Design Officer in PepsiCo, on designing experience and translating needs, wants and dreams into products and solutions.

DAY 3 – 09/10/21

SATURDAY EVENING

9.00-10.00 PM

Casino de' Nobili & Online

Giulia Mazzoni – Piano Concert

Giulia Mazzoni, composer and pianist

Interspace

We are able to perceive and experience more than we believe we can. The sound of air, the smell of sand, the weight of hope. It makes us infinitely ductile and resourceful. Giulia Mazzoni, a talented composer and pianist, in a concert dedicated to our dream.

DAY 4 - 10/10/21

SUNDAY

10.00 AM -12.30 PM

Casino de' Nobili & Online

AGORATECH

From tech to tech: industry, start-up, university spin-off tech stories, seen with the eyes of Italian CTOs. A totally different point of view.

In collaboration with: GATE spa, Illuminem, Cultura Italiae

We usually know the final product only, ignoring its real story. And the path behind it very often is long and winding, made of ups and downs, "aha" moments and epic failures. They are rarely getting told, especially if the story involves technical aspects, but they truly blaze a trail in innovation. There is no better academy! We invite CTOs and CPOs from Italian startups and cutting-edge companies to share their experience and together write the modern history of Italian innovation.

Hannah Teichmann <https://www.mmimicro.com/>

Marco Calderisi kode-solutions.net

Filippo Benedetti, Polo Tecnologico di Navacchio

Davide Morelli, Biobeats

Eugenio Paluello www.tocket.org

Fabio Severino

Mazzei o Baldi di <https://www.zerynth.com/>

2.30-3.30 PM

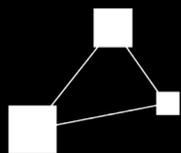
Casino de' Nobili & Online

Hackathon: Pitch presentations

4.00-4.30 PM

Casino de' Nobili & Online

Hackathon Awards ceremony



TRAENT
MAKE THAT CHANGE

CONTACTS

Internet Festival organization
segreteria@internetfestival.it

Traent organization
social@traent.com

Traent landing page
<https://www.traent.com/>

Instagram



LinkedIn

