



Politecnico  
di Torino



**2-DAY SEMINAR**  
November 19<sup>th</sup> 2024

## CLIMATE CHANGE COMMUNICATION: INDIVIDUAL CHALLENGES AND CORPORATE PERSPECTIVES | DAY 2

### CLIMATE AND BUSINESS: THE ERA OF “SUSTAINABLE” COMMUNICATION

Public Seminar organized in the framework of the 2<sup>nd</sup> level Specializing Master's programme “Climate Change: adaptation and mitigation solutions” offered by Politecnico di Torino

**Tuesday, November 19<sup>th</sup> 2024, 9.15am – 12.45pm**  
**I3P, Sala Agorà, Corso Castelfidardo, 30/a – Torino**  
and live streaming on YouTube

This seminar will address responsible communication at the corporate level, and how companies talk about themselves from the point of view of environment, sustainability, ecological transition and climate compliance.

The discussion will focus in particular on the role of different professional profiles involved in the “storytelling chain” (communicators, sustainability managers, journalists, etc) and on the risks related to the accusation of greenwashing, also taking into account the new European Directive 2024/825 empowering consumers for the green transition.



#### PROGRAMME

9.15 am	Registration
9.30 am	Welcome greetings and introduction by <b>Marco Piras</b> , Deputy Head of Department of Politecnico di Torino-DIATI and Coordinator of the Master's Programme <b>Marco Merola</b> , scientific journalist, founder of the webdoc Adaptation.it, and lecturer at the Master's programme.
9.50 am	<b>Alessandra Bianco</b> , Corporate Communication Director, Lavazza Group
10.05 am	<b>Mariagiovanna Gaglione</b> , Senior researcher, ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development
10.20 am	<b>Marco Giulivi</b> , Head of ESG - CEO's Office & Sustainability, Edison SpA
10.35 am	Coffee break
10.55 am	<b>Laura Busacchi</b> , Legal counsel, Confindustria Ceramica (Association of Italian ceramics)
11.10 am	<b>Stefano Valentino</b> , freelance journalist (online)
11.25 am	<b>Round table with the speakers.</b> Moderator: <b>Marco Merola</b>
12.00 pm	<b>Presentation of "FOR 2025 – Festival for the Earth"</b> and signature of the Memorandum of Understanding. Introduction by <b>Daniela Carrea</b> , Producer and Partnership Manager Festival For the Earth and <b>Mauro Bonocore</b> , Head of the Communication and Media Office, CMCC (Euro-Mediterranean Center on Climate Change)
12.45 pm	End of the seminar

Info for registration or live streaming:

