

January 2025: FBK projects making headlines

January 31, 2025

An overview of FBK's innovative projects covered by the media over the past month: historic budget and investments, digital agriculture and cyber hygiene

The month of January saw Fondazione Bruno Kessler in the center of media attention for its innovative achievements and initiatives. They include a **historic budget milestones**, exceeding 100 million euros for the first time, with investments strengthening infrastructure and staff, technology for agriculture to address climate change, the link between artificial intelligence and deep-seated beliefs, raising awareness about digital security. FBK projects represent a concrete commitment to respond to the challenges of contemporary society.

FBK exceeds 100 million euros: new investments for 2025

The year opens with a historic achievement for FBK: the budget exceeded 100 million euros for the first time. This milestone, celebrated by **several newspapers and TV stations**, marks the beginning of a new development phase and paves the way for innovative projects. 2025 promises to be full of strategic investments, with two main goals: expanding the **Clean Room** and strengthening **staff**.

Thanks to an investment of 82 million euros, FBK's Clean Room will be expanded from 1,400 square meters to 2,000 square meters, making it one of the best performing in Europe in terms of self-financing capacity, size and available resources. This project consolidates FBK among the Italian leaders in the field.

At the same time, additional resources will be allocated to staff growth, with the aim of providing young researchers with adequate tools to face the challenges of the future and improve the institute's international competitiveness.

[**Corriere dell'economia – Fbk exceeds 100 million euros: new investments for 2025 – Jan. 10, 2025 \(in Italian\)**](#)

[***Il Dolomiti – Fbk, historic budget: exceeds 100 million euros for the first time. President Resta: “Result that allows new investments on advanced technologies” – Jan. 10, 2025 \(in Italian\)***](#)

[***Corriere del Trentino- Fondazione Bruno Kessler, budget breaks through the 100 million ceiling: “Quality rewarded” – Jan. 11, 2025 \(in Italian\)***](#)

[***ANSA – Fbk Trentino exceeds 100 million in 2025 budget forecast – Jan. 13, 2025 \(in Italian\)***](#)

Trento-based Fondazione Bruno Kessler, a maxi project for the sensors of the future

“In the past decade, Fondazione Bruno Kessler has quadrupled the funds available for research and doubled the number of researchers.”

In the article signed by Luca De Biase for ***Il Sole 24 Ore***, President **Ferruccio Resta** and Secretary General **Andrea Simoni** reflect on the budget, major investments planned for the **sensor** sector and personnel, and outline guidelines for the future of FBK’s activities.

“We have chosen to focus on a vertical approach and, in the next two years, we will have the opportunity to develop big projects focusing on agritech. *In the face of profound changes related to demographics, climate, and availability of resources such as water and energy, agriculture must innovate,*” Resta stressed.

[***Trento-based Fondazione Bruno Kessler, maxi project for sensors of the future – Luca De Biase Sole 24 ore – Jan. 10, 2025 \(in Italian\)***](#)

AgriClima: the new platform that uses data to protect agriculture

“An innovative platform to monitor the impact of climate change, mitigate risks and ensure secure data exchange. “AgriClima” will enable accurate assessment of crop vulnerabilities to sudden frosts.”

In ***Corriere della Sera***’s **Pianeta 2030**, AgriClima, a project coordinated by Fondazione Bruno Kessler together with major industry players and launched on Jan. 17, is discussed in depth.

The goal is to develop an innovative **technology platform** capable of analyzing the **impact of climate change** on agriculture. Based on time series of climate data and real-time information, it is a practical tool to support farmers. The platform will be able to estimate the period and intensity of future drought events, suggest crop varieties best suited to climate conditions, and indicate the most effective irrigation techniques for each specific context.

[**Predicting the coming of frost and drought: the new platform that uses data to protect agriculture – Pianeta 2030 Corriere della Sera – Jan. 23, 2025 \(in Italian\)**](#)

“Comparing beliefs and technology to understand artificial intelligence”

“In analyzing the topic, we asked ourselves what impact has, on the success of transformations, the fact that people trust them or not.”

The interview published in Il T newspaper with Paolo Costa, a researcher at the Center for Religious Studies, explores the **link between deep beliefs and Artificial Intelligence**.

It recounts how trusting or not trusting AI influences the success of technological transformations, comparing “resilient” beliefs with the experience of religious faith.

The interview addresses topics such as the alien intelligence of machines, human versus technical creativity, and the importance of ethical and responsible use of AI, also drawing on feedback from students involved in the “Resilient Beliefs” project.

Il T – “Comparing Beliefs and Technology to Understand Artificial Intelligence” – Jan. 10, 2025

Do you take care of your cyber hygiene?

On the occasion of Data Protection Day on Jan. 28, several news outlets including Rai News, Ansa, Adnkronos, Il Dolomiti, and a RAI news report, picked up **cyber hygiene tips from** two ambassadors **Matteo Rizzi** and **Giada Sciarretta**, from the Security & Trust unit of FBK’s Center for Cybersecurity.

Cyber hygiene is the set of practices and behaviors that every user should adopt to protect their digital information and identity online. The two experts shared some practical tips such as the need to set strong passwords and use multifactor authentication, but also the possibility of using email alias services and the risks involved in case of data violation, when personal data is exposed or stolen due to a security breach.

[**Rai News – Online information and digital identity, here’s how to defend your data – January 28, 2025 \(in Italian\)**](#)

[**Il Dolomiti – “Do you take care of your cyber hygiene?”, Fbk’s advice towards European Data Protection Day – Jan. 27, 2025 \(in Italian\)**](#)

[**ANSA – For data protection keywords and email aliases Jan. 28, 2025 \(in Italian\)**](#)

[**Adnkronos – Cybersecurity, today is EU Data Protection Day – Jan. 28, 2025 \(in Italian\)**](#)

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<https://magazine.fbk.eu/en/news/gennaio-2025-i-progetti-fbk-che-fanno-notizia/>

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AUTHORS

- Michela Antino