

March 2025: The FBK projects making headlines

April 1, 2025

From research to outreach: AI, data and sustainability in the media and our March events.

In March, the projects and initiatives of Fondazione Bruno Kessler were featured in the national press, as well as in theaters, conferences, and television programs. Here's an overview of recent publications and events from the FBK community, covering topics such as artificial intelligence combating misinformation, data driving productive transformation, and science popularization for the general public.

Work, AI and data: the future of businesses at the center of the AHK event

The [conference](#), organized by **Fondazione Bruno Kessler** in collaboration with the **Italian-German Chamber of Commerce (AHK)**, focused on **data-driven digital transformation and growth opportunities** for the productive sector. The **article in Il T** explains how artificial intelligence, rather than posing a threat, has the potential to create new jobs and skills—particularly when companies know how to prioritize data in their decision-making processes. FBK President [Ferruccio Resta](#) stressed that *“the transformation is no longer and not only digital, it is data driven.”* Resta suggests that to tackle the challenges of an economy increasingly driven by artificial intelligence, there will need to be hybrid professionals, a robust data culture, and a well-organized collaboration between research, businesses, and institutions. The message was also reinforced in **the Tg3 story**, which conveyed the words of [Michela Milano](#), director of the Center for Digital Society: *“We need an artificial intelligence that aligns with the European approach: technologies serving people.”*

Il T, pages 12 and 13, “L’AI creerà lavoro e competenze, le imprese mettano i dati al centro”, March 20, 2025

[TG3, from minute 11:45 of the 2:00 pm edition of March 27, 2025](#)

AI4Trust: AI for quality information

[Riccardo Gallotti](#), coordinator of the European **AI4Trust** project and [FBK Science Ambassador](#), was a guest of the Progress show on **Sky TG24**. The focus of the discussion was the issue of **online disinformation** and the solutions provided by technology

. AI4Trust seeks to develop a platform that combines **artificial intelligence, journalism, and fact-checking** to detect misleading content and monitor the spread of disinformation. The project, funded by Horizon Europe and led by FBK, brings together 17 partners from 11 countries and focuses on three main areas: climate change, health, and immigration.

[**SkyTg 24, Progress, Disinformazione e IA: il progetto europeo AI4TRUST, March 24, 2025**](#)

The algorithm revolution: AI for agriculture and the environment

Corriere del Veneto has also highlighted projects that **use artificial intelligence** to support **environmental sustainability** and **agricultural innovation**. Among the experiences mentioned, Fondazione Bruno Kessler played a key role with its **smart hives**, developed in partnership with the Trentino startup [Melixa](#). With the help of advanced sensors and integrative AI technologies, hives can track the well-being of bees, delivering valuable data to beekeepers for better colony management. Bees, transformed into actual natural biosensors, become valuable allies in **safeguarding biodiversity** and **preventing environmental pollution**.

The project was also presented in Rome during the annual FBK research event at the Ministry of Enterprise and Made in Italy, which has chosen [“Human-centered Agritech” as its theme for 2025. Research and development for people and the environment](#). An opportunity to show how AI can be a concrete tool to improve the quality of life, not only of people, but also of ecosystems.

Corriere di Verona, La rivoluzione degli algoritmi, March 15, 2025

“Conscience and Artificial Intelligence: A Conversation Between Nicolò Crescini and Geopop

Does artificial intelligence have a conscience of its own? And, taking a step back, do we know what conscience is? [Nicolò Crescini](#), [an FBK researcher and Science Ambassador](#), discussed the impact of Artificial Intelligence on his work as a **quantum physicist** at the [Co.Scienza Festival](#) in Trento. He engaged in a conversation with MeriB, a mathematical communicator from **the Geopop team**, and **Emiliano Biasini** from the University of Trento, in front of more than 400 attendees at the Sanbapolis theater. An opportunity, also highlighted in the pages of **the T**, to bring research “out of the laboratories” and present it in an open, transparent, and engaging manner

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