

October 2025: FBK projects making headlines

November 3, 2025

From the Wired Next Fest to the Center for Digital Industry Demo Day, anti-counterfeiting labels and the app supporting new mothers — these are the FBK initiatives that made headlines in October.

Wired Next Fest 2025: Energy Between Ethics, Hydrogen, and Artificial Intelligence

Energy was the theme of this year's Wired Next Fest in Rovereto, the national event dedicated to science, technology, and innovation, where FBK took center stage with several talks covered by *L'Adige*, *Il T*, *Agenzia Giornalistica Opinione*, and *La Voce del Trentino*.

During the opening night of the festival, organized by Speck&Tech, **Elena Crespi** illustrated the crucial role of green hydrogen and electrolyzers in the energy transition — essential for decarbonizing hard-to-abate industrial sectors and storing renewable energy. **Dominique Cappelletti** highlighted the importance of bringing science “next door,” making it accessible to young people — especially girls — to spark interest in STEM subjects.

Riccardo Gallotti explored the growing persuasive power of generative Artificial Intelligence, analyzing both the risks of misinformation and the opportunities offered by the AI4Trust project.

Giada Sciarretta addressed privacy and data security in digital citizenship, emphasizing the need for interoperability and ethical protection in personal data processing.

Yiming Wang illustrated how robots will increasingly become part of daily life — evolving into smart, accessible companions like smartphones, thanks to advances in Artificial Intelligence and human–machine interaction.

Finally, *L'Adige* reported on the contributions of **Gian Maria Campedelli**, who discussed how algorithms can help prevent miscarriages of justice, and **Monica Consolandi**, who focused on the potential of Artificial Intelligence in healthcare and the importance of ethical rigor in research and doctor–patient dialogue.

L'Adige – “**Algoritmi contro la malagiustizia**” – October 4, 2025

L'Adige – “**Le nuove tecnologie per favorire il dialogo tra medici e pazienti**” – October 4, 2025

[**Agenzia Giornalistica Opinione – “Idrogeno verde e nuove energie al centro del Wired Next Fest di Rovereto” – October 5, 2025**](#)

[**La Voce del Trentino – “IA e salute: tra innovazione e rigore etico” – October 4, 2025**](#)

[**La Voce del Trentino – “Il codice \(gen\)etico della privacy” – October 3, 2025**](#)

Demo Day: Dialogue Between Research and Industrial Applications

The Demo and Poster Day of the Center for Digital Industry also attracted great attention. Dedicated to the applications of artificial intelligence for industry, the event caught the eye of local media, with features on *L'Adige*, *Il T*, *RTTR*, and *TV33*.

It was an opportunity for researchers and project teams to meet and share innovative solutions applied to key sectors such as manufacturing, agriculture, railways, and aerospace.

Among the demos presented, the most voted was **Mage**, the robotic arm that combines vision and language, developed by the TeV – Technologies of Vision unit. The project also gained national recognition: *Il Sole 24 Ore* journalist **Pierangelo Soldavini** included it in his new book dedicated to the most significant Italian innovations in robotics and digital technology.

[**L'Adige – “Demo Day, idee per imprese del futuro” – October 11, 2025**](#)

Il T – “L'AI riscrive le regole dell'industria” – October 11, 2025

RTTR and TV33 – stories broadcast on October 11, 2025

Il Sole 24 Ore – Benvenuta Intelligenza! – Pierangelo Soldavini

The Label to Combat Counterfeiting

Making the fight against counterfeiting accessible to everyone — that's the goal of the new label developed by FBK's TeV – Technologies of Vision unit in collaboration with the *Istituto Poligrafico e Zecca dello Stato*.

As *Wired* reports, the project has produced an intuitive, safe, and affordable technology that combines fibrils, Artificial Intelligence, and a QR code. Simply point your smartphone camera at the label: the web app activates, compares the code with the database, and verifies authenticity in seconds.

This innovation transfers the power to verify authenticity from experts to everyday citizens, making the fight against counterfeiting a simple, daily act.

[Wired – “Questo QR code non può essere clonato. Arriva dall’Italia una nuova difesa contro i falsi” – 23 ottobre 2025](#)

AI and Consciousness

Has Artificial Intelligence really achieved consciousness? That was the question at the center of a *Wired* article reflecting on themes from the *A.I. Conscience* event.

Among the voices in the debate, **Paolo Traverso** emphasized that reflecting on machine consciousness means reflecting on how technology impacts real life — from medicine to ethics and social relationships. His talk invited attendees to see AI not just as a collection of algorithms, but as a tool to be directed toward human-centered, conscious, and responsible growth.

[Wired – “Ma davvero l’AI ha già raggiunto una coscienza?” – October 16, 2025](#)

More Than 5,000 Women Supported by TreC Mamma

The *TreC Mamma* digital platform — a collaboration between the Autonomous Province of Trento, APSS, and Fondazione Bruno Kessler within *TrentinoSalute4.0* — also gained wide visibility.

As reported by *L’Adige* and *Il T*, a recent conference hosted by FBK presented the results achieved in two years: 5,186 women involved and a growing number of active users during the first thousand days of a child’s life.

“*TreC Mamma is a strategic project that combines research and practical application, introducing solutions based on Artificial Intelligence for prevention and care through close collaboration among local institutions,*” explained **Stefano Forti**, Director of the Center for Digital Health and Wellbeing.

[L’Adige – “TreC Mamma, la piattaforma digitale a supporto dei primi mille giorni: tutti i dati” – October 25, 2025](#)

L’Adige – “TreC Mamma, attivata da 5.186 donne in 2 anni” – October 27, 2025

Il T – “Successo per TreC Mamma: l’app digitale per la maternità” – October 26, 2025

Green Hydrogen

As a guest on RAI’s *Leonardo* program, **Luigi Crema**, Director of the Center for Sustainable Energy, emphasized the importance of developing infrastructures such as the *European Hydrogen Backbone* — a large-scale European network for hydrogen transport.

Italy plays a leading role in this project, which aims to move up to 4 million tons of hydrogen per year by 2040. Promoted by the European Commission, the initiative represents a decisive step toward the large-scale distribution of green hydrogen.

[Rai -TGR Leonardo story on 10/13/2025 – From min 7:26](#)

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