



il Verde e il Blu Festival  
powered by **bip.**

↘  
**il Verde e il Blu  
Festival**

↘  
Buone idee  
per il futuro  
del pianeta

**ONCE AGAIN, MILAN PRESENTS**

# **IL VERDE E IL BLU FESTIVAL**

**HELD ON 19 AND 20 OCTOBER, TOPICS INCLUDE NETZERO, CIRCULAR  
ECONOMY, INDUSTRY 4.0 AND THE DIGITAL ECONOMY**

The 2023 edition sees the introduction of many new features: for the first time ever, the two-day event will take place alongside an international appointment in London, as well many new formats scheduled throughout the year and dedicated to Sustainability, represented by the colour Green, and Digital Technology, represented by the colour Blue

Milan, 19 June 2023

**Il Verde e il Blu Festival**, the benchmark event for sustainability and digital innovation **promoted by BIP and produced by Beulcke&Partners**, has once again returned to Milan. After the success of the past years' editions, the format of Il Verde e il Blu has evolved into an out-and-out ecosystem of events united by international guests, company case histories, innovative start-ups, interactive discussions and networking.

A case in point is the first London-based event entitled "**Green & Blue Festival – Strategy and Innovation: the road to Net Zero**", which took place on 13 June under the patronage of the **Italian Embassy in the United Kingdom**. After an opening speech by Inigo Lambertini, Italy's ambassador to the United Kingdom, several influential voices from the international scene took to the stage to discuss issues such as the impact of energy policy on current geopolitical scenarios and the implications of the energy transition and the decarbonisation agenda. Participants included **Claudio Descalzi**, CEO of ENI, who announced a significant investment in magnetic confinement fusion; **Graham Stuart**, British Minister for Energy Security and Net Zero, and **Chris Skidmore**, a British Member of Parliament and former Minister for Energy, who highlighted the need to strengthen the current production, security and regulation of the energy market; and

PROGETTO E PRODUZIONE DI

**bip.**

CON LA COLLABORAZIONE DI

Beulcke+  
partners  
onlife  
communication



**il Verde e il Blu Festival**  
powered by **bip.**

↘  
**il Verde e il Blu  
Festival**

↘  
Buone idee  
per il futuro  
del pianeta

BIP Partner Francesca Baiocchi, who presented a BIP research project on the role of energy networks in the development of transport and infrastructure with a view to ensuring a smooth and rapid transition. The festival was moderated by Sky News presenter **Jayne Secker**. Check here for the schedule of events: <https://www.eventbrite.co.uk/e/green-blue-festival-tickets-600133494437>

The thought processes stimulated during the various appointments will be given ample space for discussion at the two-day Festival scheduled to take place in **Milan at The Mall** (Piazza Lina Bo Bardi) on **19 and 20 October 2023**. This will include talks, round tables and keynote speeches on the most relevant topics concerning sustainable development, split into four theme-based clusters - **NetZero, Circular Economy, Industry 4.0 and Digital economy** - and covering different areas and sectors, such as energy transition, mobility, waste management and sustainability in the most impacting sectors, such as fashion, food and design.

Once again numerous appointments and meetings, therefore, which in the previous edition saw 200 guests taking part in over 50 events, with an overall reach of 1m people between live and streamed events and the audiences reached by the Festival's media coverage.

The fourth edition of the Festival will also host **thematic working groups**, that is, round tables in which experts from the world of business, associations, research and the media will discuss concrete solutions addressing specific issues concerning digital and sustainable development and innovation. The **Verde e Blu Challenge with the Politecnico di Milano** will also be taking place once more, rewarding the most promising ideas in the field of digital and sustainable innovation, as well as the latest edition of the **Verde e Blu Award**.

Il Verde e il Blu Festival also reconfirms its media partnership with **Sky** and **Corriere della Sera**, as well as the patronage of leading Italian and European institutions.

*"After the success of the London-based 'Green & Blue Festival – Strategy and Innovation: the road to Net Zero', an open debate on innovation through which international companies engage in the fight against climate change, we are proud to kick off the fourth Il Verde e il Blu Festival," says **Carlo Capè, CEO of BIP**. "Our commitment is to promote good ideas on sustainable innovation, generating a shared and participatory reflection on the impact of today's actions on tomorrow's development."*

PROGETTO E PRODUZIONE DI

**bip.**

CON LA COLLABORAZIONE DI

Beulcke+  
partners  
onlife  
communication



**il Verde e il Blu Festival**  
powered by **bip.**

↘  
**il Verde e il Blu  
Festival**

↘  
Buone idee  
per il futuro  
del pianeta

Il Verde e il Blu Festival Press Office

Edoardo Caprino [e.caprino@bovindo.it](mailto:e.caprino@bovindo.it) +39 339 593 3457

Giulia Fabbri [g.fabbri@bovindo.it](mailto:g.fabbri@bovindo.it) +39 345 615 6164

Maria Cira Vitiello [mc.vitiello@bovindo.it](mailto:mc.vitiello@bovindo.it) +39 3314193814

BIP Press Office

Camilla Canale [camilla.canale@bip-group.com](mailto:camilla.canale@bip-group.com)

PROGETTO E PRODUZIONE DI

**bip.**

CON LA COLLABORAZIONE DI

**Beulcke+**  
partners  
onlife  
commu  
nication