Press release

**Advancing Sustainability Through Blockchain and AI.
Insights from the TRUST Project Conference in Beijing**

Beijing, China, June 2024

On 1 June the Beijing Normal University (BNU) hosted a groundbreaking conference titled "Digital Economy and Sustainability in an Interdisciplinary Perspective" as part of the TRUST Project funded by the European Commission under the Horizon 2020 MSCA RISE. The event, which represented an open-day for students and a workshop for local stakeholders, brought together leading experts from around the world to discuss the transformative potential of blockchain technology and artificial intelligence in shaping a more sustainable economy.

The conference, opened by distinguished figures including Alessandra Guidi from the Italian Embassy in China, Francesca Spigarelli from the University of Macerata, Cai Hongbo and Hu Conghui from BNU, highlighted the critical need for interdisciplinary collaboration in addressing pressing challenges arising from new technologies.

Speakers from esteemed institutions across China, Italy, Spain, the United Kingdom shared insights on the role of blockchain and AI in revolutionizing industries such as fashion, shipping, architecture, agrifood, and human resources. Presentations analysed the legal implications of these technologies, emphasizing civil liability systems and privacy rights in different jurisdictions and legal systems across the world.

The event marked a resounding success, fostering knowledge exchange and paving the way for future research collaborations. Participants left poised to drive positive change at the intersection of technology, economy, and sustainability.

On 3 June, the delegation from the TRUST project also joined experts Yue Wenliang (International Business Dept. Manager and Senior Engineer) and Song Zhenghui (Senior Business Manager) from the Zhongguancun Overseas Science Park to explore and learn about cutting-edge developments in China's technological landscape and provided the opportunity for an informal 'Trust breakfast' discussion on the Trust project. As pioneers in innovation, Zhongguancun Science Park showcased recent innovations across areas such as automation, aerospace engineering, healthcare, energy and environmental protection. The event paved the way for future partnerships between TRUST Project participants and leading technological research institutions in China.