

Press Release

At the Osaka Expo: the closing event of the European project TRUST



Osaka, Japan, June 2025

The closing event of the European project TRUST - digital TuRn in EUrope: Strengthening relational reliance through Technology, financed within the framework of the Horizon 2020 - MSCA (Marie Skłodowska-Curie Actions) - RISE (Research and Innovation Staff Exchange) programme, was held at the Auditorium of the Italian Pavilion at **Expo 2025 in Osaka** (Japan).

The initiative, organised by the **University of Macerata** in cooperation with the **Marche Region**, marked the end of a four-year project dedicated to exploring the role of technology in sustainable development and in strengthening relations between communities, institutions and businesses. In particular, the project explored the issue of trust in the adoption of blockchain technology, proposing tools and strategies to integrate the technology in an informed manner.

The meeting, entitled “**Communities, Industries, Places: The Role of Technology for Improving Wellbeing and Development**”, offered a moment of dialogue between experts from academic, institutional and business circles, focusing on the challenges posed by digital innovation.

The Assessore Regionale, **Andrea Maria Antonini**, opened the proceedings, reiterating the strategic role of international cooperation for innovation amongst provinces and confirming the Marche Region's commitment to promoting research and technological development.

Following this, **Francesca Spigarelli**, Professor at the University of Macerata and scientific coordinator of the project, illustrated the main results, emphasising the value of collaboration between academia, enterprises and institutions at European and non-European level. Also present were Prof. Emanuele Frontoni, Prof. Massimo Meccarelli, Prof. Massimo Biasin, and Prof. Andrea Delle Foglie, who explained the evolution of blockchain thanks to artificial intelligence.

The conference, moderated by **Luca Escoffier** from the EU-Japan Innovation and Technology Cooperation Helpdesk, offered an overview of key topics such as smart cities, blockchain, artificial intelligence, digital transformation and the regulatory environment of innovation.

23 speakers attended, representing companies and academic partners involved in the project, including, from our region, the Università Politecnica delle Marche and Grottini Lab. Also taking part in the meeting were the Macerata Academy of Fine Arts (with director Giorgio Capparucci and Prof. Mascia Ignazi), and four students from the “P. Cuppari - S. Salvati” Higher Education Institute awarded by a ministerial project and Prof. Mastantuono, testifying to the interdisciplinary, intersectoral and international network built around the TRUST project.