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INTERNATIONAL WATER
EXHIBITION

TECHNOLOGIES, TREATMENT
DISTRIBUTION, SUSTAINABILITY

ACCADUEO

BOLOGNA,

WEDNESDAY 17 - FRIDAY 19 OCTOBER 2018

ACCADUEO VISITORS EXHIBITORS THEMATIC AREAS FOCUS DIRECTORIES EVENTS MEDIA CONTACTS **H₂O** PAPER



ACCADUEO ENHANCES
THE VALUE OF INNOVATION.



19/10/2018 14:00 - 17:00

Communicating and Sharing the Value of Water: test cases



This seminar proposes to use the instruments of social sciences and communication to analyse some cases in which the symbolic and material value of water is conveyed through a variety of tools, from those related to training and information to those linked to the active participation of users and suppliers. The former concern more classic initiatives such as advertising campaigns and environmental education courses, while the latter are rarer and regard simulations, public debates, and proposals for crowdfunding. Many cultural centres in Italy focused on the value of water have undertaken the first type of actions. This seminar intends primarily to find and comment on cases of the second type.

ROOM Innovation - Hall 18



UNIVERSITA' TRIESTE

Introduce e coordina

Giorgio Osti, Sociologo dell'ambiente Dipartimento Scienze Politiche e Sociali, Università di Trieste

Ne parlano

- Renzo Valloni, direttore del Centro Acque - eu.watercenter dell'Università di Parma
- Chiara Bognini, Giornalista ISPRAmbiente
- Marco Fratoddi, segretario generale FIAMA Federazione italiana media ambientali
- Simone Siliani, Direttore Fondazione Finanza Etica, Gruppo Banca Popolare Etica
- Sergio Gessi, giornalista prof. Etica comunicazione, Università di Ferrara
- Alessandra Furlani resp.comunicazione Consorzio Bonifiche Renane
- Alberto Mazzotti, giornalista
- Andrea Cirelli, coordinatore scientifico Accadueo

RITORNA

STAMPA PROGRAMMA

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