



UNIVERSITÀ DI PAVIA
Dipartimento di
Scienze Politiche e Sociali

1924 • 2024 1926 • 2026



100

SCIENZE POLITICHE • PAVIA

Seminar

The Evolution of Communication: new technology and new responsibilities

First Day : Social Impact of AI in communication: experiences and practices

October 23rd 2025 11:00 a.m. | University of Pavia - Aula Magna UNIPV

11:00 – Introduction and Q&A. Opening insights

Flavio Antonio Ceravolo, Associate Professor of Sociology at the University of Pavia

11:15 – Nicola Sfondrini - Partner Cloud Infrastrutture - PwC Italy

11:35 – Michele Maggiorotti – SEC NEWGATE

11:55 – Giuseppe Tipaldo – Politecnico di Torino

12:15 – Paolo Borghi – University of Pavia

12.35 – Q&A and discussion

14:30 –AI and Communication of the future

Workshop with PHDs and Digital communication first years Students

PER IL CENTENARIO DELLA SCUOLA DI SCIENZE POLITICHE
1924 - 2024





UNIVERSITÀ DI PAVIA
Dipartimento di
Scienze Politiche e Sociali



Seminar

The Evolution of Communication: new technology and new responsibilities

Second day: Building Better Futures: ESG, Advocacy, Inclusion & the Power of Communication

October 24th 2025 10:00 a.m. | University of Pavia - Aula DISEGNO

10:00 – Introduction and Q&A. Opening insights

Flavio Antonio Ceravolo, Associate Professor of Sociology at the University of Pavia

10:10 – Q&A with the panelists

Flavio Antonio Ceravolo, Associate Professor of Sociology at the University of Pavia

10:15 – The journey of sustainability: past lessons, future directions

Germana Barba, Department of Social and Political Science at the University of Pavia, Senior Advisor at B Lab Switzerland

11:10 – Break

11:30 – Social sustainability in action: driving inclusion and equality

Speaker: Mafalda Borea, Head of Partnerships, UN Women UK

12.45-14.15 – Lunch

14:30 – Communicating ESG Internally: Driving Cultural Change for Sustainable Organizations

Ilaria Di Napoli, South East Europe & Türkiye Communications Manager - OTIS

15:45 – Finance Meets Sustainability: How ESG factors shape credit quality

Daniela Re Fraschini, Vice President - Senior Analyst, Moody's

PER IL CENTENARIO DELLA SCUOLA DI SCIENZE POLITICHE
1924 - 2024

