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(Adnkronos) - Lo spin-off dell'Università di **Milano-Bicocca** selezionato per l'evento che chiama a raccolta i leader del mondo della scienza, degli affari, della politica, delle arti e della società

Milano, 11 agosto 2021 - ReD OPEN è in corsa alla Falling Walls Conference nella categoria Science Start-Ups. Per lo spin-off dell'Università di **Milano-Bicocca**, che affianca le aziende nello sviluppo della trasformazione digitale rendendo disponibili competenze e know-how, arriva un prestigioso riconoscimento per l'attività svolta nel campo dell'innovazione responsabile e sostenibile. Sono state oltre un migliaio le start-up di tutto il mondo che hanno presentato la propria candidatura e ReD OPEN ha superato positivamente la valutazione fatta da istituzioni accademiche, università, organizzazioni di ricerca, aziende, centri di ricerca pubblici e privati, finanziatori della ricerca e fondazioni. Nel video e nella documentazione di presentazione, la start-up ha illustrato le proprie attività, focalizzando l'attenzione sulla più recente sua creatura: il ReD OPEN FACTORY, il Center for Responsible Innovation per la diffusione, co-creazione e co-progettazione sostenibile di regole, modelli e metodologie operative di data governance, orientato alla creazione di un business digitale sostenibile e consapevole.

La Falling Walls Conference è l'evento internazionale che ogni anno a Berlino, in occasione dell'anniversario della caduta del Muro, chiama a raccolta i leader del mondo della scienza, degli affari, della politica, delle arti e della società per discutere di ricerca e rispondere alla domanda che fa da tema conduttore: "Quali sono i prossimi muri che cadranno, nella scienza e nella società?". L'edizione 2021 è in programma dal 7 al 9 novembre. La prima delle tre giornate è dedicata, tra l'altro, alle start-up scientifiche.

«L'essere stati inclusi tra le start-up finaliste di Falling Walls Conference è un riconoscimento di grande valore, poiché sottolinea il carattere innovativo della proposta di ReD OPEN - commenta Massimo Manzari, Ceo della start-up -. Per noi sostenibilità d'impresa vuol dire coniugare modelli di business innovativi nella consapevolezza delle istanze che solleva il mondo digitale da un punto di vista etico, giuridico e normativo in tema di privacy e tutela dei diritti delle persone. La creazione della FACTORY consentirà di accelerare il trasferimento tecnologico alle imprese di strumenti, metodologie e know-how per realizzare la transizione verso l'uso responsabile dei dati e dell'intelligenza artificiale. Obiettivo è progettare e realizzare l'innovazione digitale secondo un principio di "Responsabilità by Design"».

«Abbiamo superato la prima fase e questo ci ha compensato del grande lavoro fatto, soprattutto da parte dei componenti più giovani di ReD OPEN - afferma il professor Andrea Rossetti, della Cattedra di Informatica Giuridica dell'Università di **Milano-Bicocca** e co-founder di ReD OPEN - ma fedeli al motto della nostra università, "audentes fortuna iuvat", ora abbiamo già iniziato a lavorare per ben figurare anche nella fase finale: siamo convinti che la nostra Open Factory sia uno strumento che i giudici a Berlino sapranno apprezzare».

Il 7 novembre è anche la giornata che la Conference dedica ai progetti del Falling Walls Lab. Tra essi ci sarà quello selezionato nel corso dell'evento in programma il primo ottobre prossimo e organizzato dall'Università di **Milano-Bicocca**, che è host ufficiale dell'edizione 2021 in Italia della manifestazione di Berlino.



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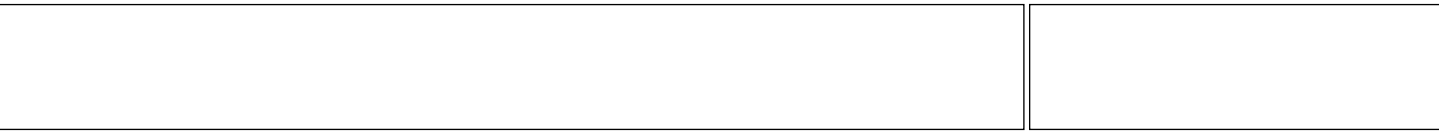
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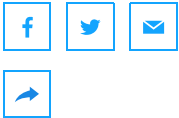
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A screenshot of a web form with two input fields. The first field is labeled "1 \$" and the second field is labeled "\$ 2". The form has a light gray background and a dark blue button.

A screenshot of a terminal window with a dark background and light text. It shows various system prompts and commands, including "4OEG\ ", "crcc' ...K crcc K", "1sIKoK`>]crcc,]K", "Kpro>~Sc`S IS c", ">Qcprc †,†...", "2SPc l> pr>ISc l", "oS K`roc IS S]SI", "S] Å_>QcÁ IK]]>", "IÁcoc", "Isps_KGS S` pco", "ps]]> 1SGS]S> IH", "l>S ocQRS, Ö RS", "pr>rc IÁK_KoQK`", "`>~Sc`>]KÖ", "ISQo>`rS1` c_s`S", "1>`rÁ QSISc oSG", "pF>oGc >]]Slc 8".

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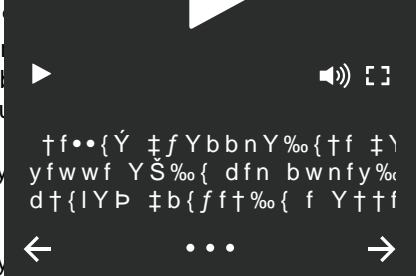
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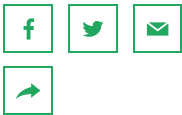
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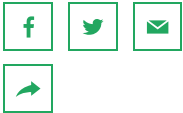
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 nwYy{ø nb{bbYÿ bmf Y YybY wf Y•nfydf yfww{
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 .{y{ †%oY%o f {w%o†f Šy xnlwnYn{ wf †%oY†%oŠf dn %oŠ%o%o{ nw
 x{yd{ bmf mYyy{ f†††fy%oY%o{ wY f†{††nY bYydndY%oŠ†Y
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 •YwŠ%oY•n{yf kY%o%oY dY n†%o n%oŠ•n{yn YbbYdfxn bmfÿ
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Taboola Feed

COMUNICATI

COMUNICATI

Start-up scientifiche, ReD OPEN in finale alla Falling Walls Conference

11 AGOSTO 2021



DI ADNKRONOS

COMUNICATI

(Adnkronos) - Lo spin-off dell'Università di [Milano-Bicocca](#) selezionato per l'evento che chiama a raccolta i leader del mondo della scienza, degli affari, della politica, delle arti e della società

Milano, 11 agosto 2021 - ReD OPEN è in corsa alla Falling Walls Conference nella categoria ScienceStart-Ups. Per lo spin-off dell'Università di [Milano-Bicocca](#), che affianca le aziende nello sviluppo della trasformazione digitale rendendo disponibili competenze e know-how, arriva un prestigioso riconoscimento per l'attività svolta nel campo dell'innovazione responsabile e sostenibile. Sono state oltre un migliaio le start-up di tutto il mondo che hanno presentato la propria candidatura e ReD OPEN ha superato positivamente la valutazione fatta da istituzioni accademiche, università, organizzazioni di ricerca, aziende, centri di ricerca pubblici e privati, finanziatori della ricerca e fondazioni. Nel video e nella documentazione di presentazione, la start-up ha illustrato le proprie attività, focalizzando l'attenzione sulla più recente sua creatura: il ReD OPEN FACTORY, il Center for Responsible Innovation per la diffusione, co-creazione e co-progettazione sostenibile di regole, modelli e metodologie operative di data governance, orientato alla creazione di un business digitale sostenibile e consapevole.



























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