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Università
Bocconi
MILANO

Data-Driven Supply Chains for People, Planet, Profit

21 NOVEMBER 2025 | 08:30 AM

Bocconi University | Room AS01 | Via Roentgen 1 Milano

[REGISTRATION FORM](#)

08.30 am	Registration
08.45 am	Introduction PNRR MUSA SPOKE 4, Fintech and Sustainable Finance project Vittorio Biondi Direttore Generale MUSA Scarl
09.15 am	Session 1. Industry Leaders Chair Laura Zanetti Bocconi University Participants Value chain: the real playground for sustainability Stefano Gardi Chief Sustainability Officer at Italmobiliare Fireside Chat on digitalization and growth William Olgiati Head of EU/UK Payments at Amazon <i>interviewed by Marta Zava</i> SDA Bocconi School of Management
10.45 am	Coffee break
11.15 am	Session 2 Chair Massimiliano Croce Bocconi University Participants B-Ledger a Web 3.0 platform for business network (carbon) accounting Huynh Pham Bocconi University, BAFFI Fintech Lab Scope of Scope 3 Alejandra Inzunza Méndez Bocconi University ConsciESG ratings and Scoring in the Transition Briseida Gjoza ConsciESG Massimiliano Croce Bocconi University
01.00 pm	Lunch break
02.15 pm	Session 3 Chair Claudio Tebaldi Bocconi University Keynote speaker On the economic infeasibility of personalized medicine, and an AI-based solution Pietro Veronesi University of Chicago, Booth School of Business
03.15 pm	Q&A and Conclusions