



**Politecnico  
di Torino**

Dipartimento di Ingegneria  
dell'Ambiente, del Territorio  
e delle Infrastrutture

In collaborazione con:



**GEAM**

ASSOCIAZIONE GEORISORSE E AMBIENTE

*Sloweb*

# GREEN BLUE

## CONVERSAZIONE SULL'IMPATTO DEL DIGITALE #3

Talk on the impact of digital technologies #3

**Friday, February 3<sup>rd</sup> 2023, 2.30 – 4 p.m.**

**Meeting Room 1<sup>st</sup> floor – DIATI Entrance 3 and online**

## CORPORATE DIGITAL RESPONSIBILITY

**Language: English**

The digital transition – supported also by the Next Generation EU fundings – should be used as an opportunity to rethink the organizational and communication models used in every enterprise to manage the social, environmental and economic impact of digital technologies.

The Conversation explains what CDR policies consist of and how CDR can be used to plan positive impacts, reduce negative consequences, measuring and monitoring progress from the current state toward a commonly shared desired state.

The CDR manifesto proposed by Corporatedigitalresponsibility.net starts is explained in detail, as well as its increasingly use across the globe.

The conversation will focus then on the specific positive experiences in implementing CDR policies at the well-known Merck company.

### **Speakers:**

**Rob Price**, Founder <https://corporatedigitalresponsibility.net> and Executive Director, Alchemmy

**Jean Enno Charton**, Director Digital Ethics and Bioethics at Merck

### **Chairs:**

**Pietro Jarre**, Sloweb e **Alvise Mattozzi**, Politecnico di Torino

Attendance to the talk may be:

- **In presence** for students and PhD students enrolled in the entire cycle; other participants will be admitted upon registration (limited availability of seats)
- **In streaming** on our Youtube channel: [www.youtube.com/c/DIATIPolitecnicodiTorino](http://www.youtube.com/c/DIATIPolitecnicodiTorino)

For registration, speakers' bio and further information:

[https://www.diatl.polito.it/focus/green\\_blue/conversazioni/3](https://www.diatl.polito.it/focus/green_blue/conversazioni/3)

