



DIPARTIMENTO
DI COMUNICAZIONE
E RICERCA SOCIALE
SAPIENZA
UNIVERSITÀ DI ROMA



Club
of **Venice**



Presidenza del Consiglio dei Ministri
Dipartimento per gli Affari Europei

SYNERGIES IN COMMUNICATING EUROPE

Fostering young people and civil society
engagement and triggering cooperation
with scientific communities

INTERNATIONAL SEMINAR | 6-7 MAY 2026 | ROME, ITALY

Day 1 Wednesday, 6 May 2026, h 14:30–18:30

Venue: European Parliament Liaison Office in Italy
Piazza Venezia 11, 2nd floor, Rome

Day 2 Thursday, 7 May 2026, h 09:30–13:00

Venue: Sapienza University of Rome, Congress Hall
Via Salaria 113, Rome

This session is recognized by the Lazio Order of Journalists as eligible
for the acquisition of credits for continuing professional development

Scientific Committee

Club of Venice Vincenzo Le Voci, Katja Šare

Sapienza University of Rome Maria Romana Allegri,
Lucia D'Ambrosi, Paola Marsocci, Christian Ruggiero



Synergies in Communicating Europe: fostering young people and civil society engagement and triggering cooperation with scientific communities¹

Day 1 — Wednesday, 6 May 2026 afternoon • 14:30–18:30

Venue: European Parliament Liaison Office in Italy – Piazza Venezia 11, 2nd floor, Rome

14:15	Arrival and registration	
14:30–14:45	<p>Welcome/Opening remarks and scene settings</p> <p>Vincenzo LE VOCI, Secretary-General of the Club of Venice Laura CAVALLO, Director-General, Italian Department for European Affairs, Presidency of the Council of Ministers Fabrizio SPADA, Head of the Institutional Relations Department, European Parliament Information Office in Italy (TBC) A representative from Cap’Com</p>	
14:45-16:30	<p>ROUND TABLE – SESSION I</p> <ul style="list-style-type: none"> • Sharing best practices for cooperation with EU institutions and raising public awareness and participation. • Sharing concrete methods of cooperation with the scientific communities and with the media sector. • Bridging the digital divide: developing training on digital communication and raising digital media literacy standards. 	<p>Moderator: Prof. Marinella BELLUATI, University of Turin</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Richard Kuhnel, Director, European Commission DG COMM and Claudio Casini, Head of the European Commission Representation in Italy • Prof. Gea Ducci, University of Urbino Carlo Bo • Caroline Grand (Cap’Com), Communication Director, University of La Rochelle, France • A representative from a Portuguese association of public communicators (TBC) • Ivana Crnic, Croatia, Head of the Public Relations Department, Ministry of Foreign and European Affairs • Nikolina Latic, Montenegro, Head of the Public Relations Unit, Ministry of Finance • Prof. Giuseppe Macca, Kore University, Enna (from remote) • Prof. Arno Scharl, Managing Partner, webLizard technology, Modul University Vienna (from remote)
16:30-16:45	Coffee break	

¹ This meeting will be conducted in English [and French (interpretation provided on 7 May 2026)].

<p>16:45-18:30</p>	<p>ROUND TABLE – SESSION II</p> <ul style="list-style-type: none"> • The evolving digital environment and transformation of the public sphere. • AI exploitation, social networks, threats to the media developments and impact on information provision. • Screening the profile and ownership of information and communication sources. • Safeguarding ethic models and building trustworthy communication. 	<p>Moderator: Prof. Alessandro LOVARI, University of Cagliari</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Prof. Mariaeugenia Parito, University of Messina • Prof. Marina Caporale, University of Modena and Reggio Emilia • Mary Keenan, Ireland, Assistant Secretary, Corporate Services Division, Department of the Taoiseach • Gabrielė Nieckyte-Lozinske, Deputy Coreper II Spokesperson, Strategic Communication Coordinator, Permanent Representation of Lithuania to the EU • Natalie Maroun, Cap'Com, International Risk communication and Crisis management strategist, EU Climate Pact Ambassador, President of Element • Krzysztof Chojnowski, Polish Local Media Association (Stowarzyszenie Mediów Lokalnych) (from remote) • Malak Aaltaeb, Operational Coordinator, DebunkEU.org • Laura Ferrari, Public Affairs Specialist, The Good Lobby • Roberta Carlini, Assistant Professor, Centre for Media Pluralism and Media Freedom, European University Institute (from remote)
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Day 2 — Thursday, 7 May 2026 morning • 09:30–13:00* Venue: Sapienza University • Congress Hall – Via Salaria 113, Rome	
09:15	Arrival and registration
09:30-09:45	Welcome/Opening remarks and scene settings Prof. Luca Dezi , Head of the Coris Department, Sapienza University of Rome Prof. Maria Romana Allegri , Coordinator of BEST Project
09:45-11:15	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>ROUND TABLE – SESSION III</p> <ul style="list-style-type: none"> • Strategic comms planning and civil society empowerment in progress: the role of national associations of public communicators. • Reaching out and engaging young people (university projects, national fora, policy-related platforms). • Optimising behavioural trends' research analysis. • Producing and updating reusable content for trustworthy interactive networks. </div> <div style="width: 50%;"> <p>Moderator: Prof. Lucia D'AMBROSI, Sapienza University of Rome</p> <p>Scene setting/Keynote address: Giampiero GRAMAGLIA, journalist</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Prof. Hans-Joerg Trenz, Scuola Normale di Pisa • One representative from EU MS • Leda Guidi, President of Compubblica • Yves Charmont, Délégué général Cap'Com • Prof. Rolando Marini, Vice-Rector of the University for Foreigners of Perugia, Italy • Giacomo Baiocchi, Digital Leader, European Commission Representation in Italy • Milica Borjanić, Programme Manager, National Youth Council, Serbia (from remote) • Francesco Marchionni, Programme Manager, Knowledge of Society (on Parma European Youth Capital 2027) </div> </div>
11:15-11:30	Coffee break

11:30–13:00	<p>ROUND TABLE – SESSION IV</p> <ul style="list-style-type: none"> • Seeking synergies in promoting European identity and reinforcing outreach and inclusiveness. • Diversity, equity and inclusion in public communication (DEICom project) • Cooperating in a structured dialogue with European networks, based on realistic participatory strategies. • Facilitating proactive engagement at regional and local level when preparing and implementing communication campaigns and EU-financed academic projects. 	<p>Moderators: Yves CHARMONT, Délégué général Cap'Com and Vincenzo LE VOCI, Secretary-General of the Club of Venice</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Mattia De Crescenzo, Italy, Head of the Communications Office, Department for Press and Publishing, Presidency of the Council of Ministers • Michele Cercone, Deputy Director for Communication, European Committee of Regions • Nicolas Cazes, France, Communication Director, Département des Pyrénées atlantiques • Prof. Cesare Buquicchio, Journalist and Scientific Director of CRESP, University of Pisa • Bénédicte Saint-André, France, Communication Director, Communauté d'Agglomération Pays Basques • Anthony Zacharzewski, Founder and President of The Democratic Society • Prof. Evandro Oliveira, LabCom – Universidade da Beira Interior • A representative of a national association of public communicators (TBC) • Prof. Christian Ruggiero, resp. for EuroMedia Ownership Monitor • Lorenzo Robustelli, Editorial Director of EUnews
13:00	<p>Conclusion:</p> <p>Prof. Paola Marsocci, Sapienza University Prof. Stefano Rolando, President of the Club of Venice A representative of Cap'Com Ana María Izquierdo Pliego, Subdirectora General de la Oficina de Información Diplomática, Spanish Ministry of Foreign Affairs, European Affairs and Cooperation (outline of Madrid plenary meeting of the Club of Venice on 11-12 June)</p>	

*The May 7th seminar is recognized by the Lazio Order of Journalists for continuing professional development credits.

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