



UNIVERSITY
OF CALABRIA



BIP: Web 3 and Sustainable

Intercultural communication with Calabria

The Project will engage students in designing sustainable business models based on Web 3 technologies, including virtual reality, blockchain, NFTs, the metaverse, and cryptocurrencies. The focus will be on business model innovation and platform business models applied to intercultural communication and touristic exchange between Calabria and the participating countries. Students will also explore how artificial intelligence can support and enhance Web 3 technologies, enabling more innovative, interactive, and sustainable intercultural communication and touristic experiences.



University of Calabria and Tropea
27 September - 4 October 2026