



UNIVERSITY-BUSINESS COLLABORATION IN A TIME OF RECOVERY AND RESILIENCE

Rome, February 22-23, 2022



FEBRUARY 22, 2022

9:30 OPENING: INSTITUTIONAL SPEECHES

Sara Rossi - Introduction

Maria Cristina Messa, Minister of University and Research

Nasser Kamel, Secretary General of the Union for the Mediterranean

Claudio Pettinari, Rector of University of Camerino

Board member of the Conference of Italian University Rectors

Themis Christophidou, Director General DG EAC, European Commission

10:30 PLENARY SESSION

UNIVERSITY BUSINESS COOPERATION:

CHALLENGES AND OPPORTUNITIES FOR RECOVERY AND RESILIENCE

Alessio Cavicchi - Introduction

10:30-11:00 FOCUS ON THE ITALIAN RRP AND CONNECTIONS WITH NOP RESEARCH AND INNOVATION 2014-2020:

PRESENTATION GIVEN BY MINISTRY OF UNIVERSITY AND RESEARCH

Sara Rossi, Director of the "National Operational Programme on Research and Innovation" Managing Authority

Antonio di Donato, Director of the "National Recovery and Resilience Plan - Education and Research" Managing Authority

11:00-11:45 PRESENTATIONS GIVEN BY OTHER EU MEMBER STATES REPRESENTATIVES

Duša Marjetič, Head of Higher Education Division, Ministry of Education Science and Sport, Slovenia

Nuno Gomes Ferreira, Advisor of the Minister of Science Technology and Higher Education, Portugal

Spanish Government



FEBRUARY 22, 2022

11:45 - 12:15 THE EUROPEAN COMMISSION POINT OF VIEW

Pasquale D'Alessandro, DG Regional and Urban Policy

Luciano Conte, DG Employment, Social Affairs and Inclusion

Monika Weymann, DG Education, Youth, Sport and Culture

12:15 - 12:45 FOCUS ON MEDITERRANEAN

Itaf Ben Abdallah, Union for the Mediterranean - Senior Advisor
for Higher Education and Research

Angelo Riccaboni, PRIMA Foundation - Chair

12:45 CONCLUSIONS

Sara Rossi

14:30-18:00 THEMATIC SESSIONS

Each session will contain two moderated workshops: one from 14:30 - 16:00 and one from 16:30 - 18:00 with a break in between.



THEMATIC SESSION 1

14:30 -16:00 **WORKSHOP 1.1 - FROM RESEARCH TO BUSINESS**

This workshop aims at presenting best practices on the implementation of the "knowledge Triangle" (Higher Education, Research and Business Collaboration) from all over Europe. Among the experiences presented: the initiatives of the European Institute of Innovation and Technology, the story of one of the Marie Skłodowska-Curie Actions project manager who won the Prize for Women Innovators 2020, the experience of two projects funded by the Italian National Operational Programme.

Moderator **Gabriella Colucci**

Speakers **Didier Zimmermann**, Education & Innovation Director EIT Raw Materials
Maria Fatima Lucas, Co-founder and CEO of Zymvol
Gerarda Fattoruso, Università del Sannio, Phd project Funded by the National Operational Programme
Gianluigi Franci, Università di Salerno, Coordinator of projects funded by the National Operational Programme
Alessandro Sannino, Università del Salento, Coordinator of GELEISIS, project funded by the National Operational Programme

16:30-18:00 **WORKSHOP 1.2 - SUPPORTING INNOVATION IN TEACHING AND LEARNING**

How important is supporting Innovation in Teaching and Learning and what is the role of university – business cooperation in developing innovative methods to teach and help students? The objective of this workshop is to present the experiences of HEIs and business representatives, experts and analysts from all over the EU.

Moderator **Rui Coutinho**, Executive Director of the Innovation Ecosystem, Nova School of Business and Economics (Lisbon)

Speakers **Klaus Sailer**, Professor in Entrepreneurship at Munich University of Applied Sciences and CEO of the Strascheg Center for Entrepreneurship (SCE)
Andrea Rosalinde Hofer, Policy Analyst and Project Leader, Labour Market Relevance and Outcomes Partnership Initiative, OECD
Vanessa Tierney, CEO Abodoo
Paola Dal Zovo, Santer Reply SpA, Funded by the National Operational Programme
Agostino Marengo, Professor at the University of Foggia and Founder of OSEL University Spin Off Company, Hosting institution of PhD students, funded by the National Operational Programme



THEMATIC SESSION 2

14:30-16:00 **WORKSHOP 2.1 - SUPPORTING THE GREEN TRANSITION**

According to the European Strategy for Universities (EC 2022): “the EU will only meet its ambitions on equipping more young people and lifelong learners with digital skills and skills for the green transition, or developing green solutions through technological and social innovation, if the higher education sector pulls its weight”.

This panel of experts from HEIs, EIT and relevant NOP projects will present existing initiatives that support Green Transition via university-business cooperation.

Moderator **Luca Basile**

Speakers **Alessandro Leonardi**, Managing Director and co-founder of ETIFOR | Valuing Nature, a spin-off of Padova University, coordinator of the Erasmus + Knowledge Alliance “Ecostar”

Luise Heidenreich, Co-Head of Education and Learning at EIT Climate-KIC

Franco Coren, INOGS IPANEMA project

Funded by the National Operational Programme

Letizia Magaldi, Executive Vicepresident Magaldi

Foak STEM project - Funded by the National Operational Programme

16:30-18:00 **WORKSHOP 2.2 - SUPPORTING THE DIGITAL TRANSITION**

According to the European Commission, digital solutions that put people first have the potential to open up new opportunities for businesses, encourage the development of trustworthy technology, foster an open and democratic society, enable a vibrant and sustainable economy, help fight climate change and achieve the green transition.

This workshop will outline some initiatives and experiences carried out in different fields and supported by European Funds.

Moderator **Paola Inverardi**

Speakers **Marika Huber**, project manager of the Erasmus+ Knowledge Alliance “DIFME”

Katharina Engel, Senior Desk Officer

Digital Internationalisation & European - Higher Education Policy at German Academic Exchange Service (DAAD), European Digital Education Hub

Giovanni Zappatore, CEO BionIT Labs - Adam’s Hand project - funded by the National Operational Programme

Pietro Ferraro, CNR - SIRIMAP project - funded by the National Operational Programme



THEMATIC SESSION 3

14:30-16:00 **WORKSHOP 3.1 - THE ROLE OF HIGHER EDUCATION INSTITUTIONS FOR SMART SPECIALISATION STRATEGIES AND REGIONAL DEVELOPMENT**

HEIs can be integrated into Smart Specialisation Strategy policy in order to spend European Structural and Investment Funds more effectively. This workshop will reflect on how to strengthen the role of HEIs within the 'quadruple helix' of innovation through a collaboration of government, academia, business and civil society.

Moderator **Alessio Cavicchi**

Speakers **John Edwards**, Secretary General of EURASHE and coordinator of the Erasmus+ Forward Looking Cooperation Project UASIMAP
Bárbara Coelho Gabriel, Deputy-Director for Internationalisation and Cooperation at Dept. Mechanical Engineering - University of Aveiro
Krzysztof Klincewicz, Warsaw University
Adolfo Morais, Basque Government Regional Higher Education Deputy Minister
Alessandro Zona, Professor of Structural Engineering at the University of Camerino, SAFE Project - project funded by the National Operational Programme

16:30-18:00 **WORKSHOP 3.2: INNOVATION IN AGRIBUSINESS**

Bringing together multiple actors such as farmers, researchers, advisers, businesses, environmental groups, consumer interest groups or other NGOs is crucial to advance innovation in the agricultural and forestry sectors. This workshop will address the role of multi-actor approaches to enhance digital transition in food supply chains, in sustainable food systems and in rural areas.

Moderator **Danilo Porro**

Speakers **Maarten van der Kamp**, Director of Education at EIT Food
Paola Pittia, University of Teramo, project coordinator of the Erasmus+ Knowledge alliance "AskFood"
Anastasia Ktenioudaki, researcher at the University College of Dublin
Gianluca Brunori, Professor of Food Policy, University of Pisa (DESIRA project – Horizon 2020)
Beniamino Gioli, National Research Center of Italy - E-CROPS - project funded by the National Operational Programme



DAY 2 - FEBRUARY 23, 2022

9:30 OPENING

Sara Rossi, Director of the “National Operational Programme on Research and Innovation” Managing Authority

Luca Perego, Head of Unit for Innovation and EIT at DG EAC, European Commission

Francesco Cupertino, Rector of Polytechnic of Bari - CRUI (Conference of Italian University Rectors) delegate for industrial relations

10:00-10:30 WRAP UP - PRESENTATION AND DISCUSSION OF CONCLUSIONS OF PARALLEL SESSIONS: PHD STUDENTS AS RAPORTEURS

10:30-12:00 PLENARY SESSION: UNIVERSITY-BUSINESS COLLABORATION IN THE MEDITERRANEAN

Moderator **Giuseppe Provenzano**, UFM Secretariat Project manager Higher Education and Research

Speakers **Omar Amawi**, Deputy Director PRIMA Foundation
Begoña Pérez Villarreal, Director CLC South - EIT Food
Damiano Petruzzella, Project manager CIHEAM
Jihen Boutiba, Director general BUSINESS MED
Silvia Marchionne, Project manager UNIMED

12:00-13:30 PITCH SESSION: SUSTAINABILITY IN ACTION

Moderator Raffaele Trapasso, OECD

Speakers **Marco Bersani** for Circular Materials
Armida Torreggiani for RM@Schools
Stefano Alcaro, Net4Science, Università Magna Grecia di Catanzaro

Start-ups engaged in sustainable development and innovation companies funded directly and indirectly – as a spillover of other funded initiatives – by the NOP R&I 2014-2020

13:30 CONCLUSIONS

Sara Rossi