



**ILOFORDIGITAL**

***“Industrial Liaison Offices (ILO) for empowerment of  
a cross-border Digital, entrepreneurial and  
professional skills network”***

***“Accompanying training in knowledge exchange and business creation”***

**25-26-27 February 2025**

**20 hours**

***Room Balab “Guglielmo Minervini” – Centro Polifunzionale Studenti  
Piazza Cesare Battisti, BARI***

**UNIVERSITY OF BARI ALDO MORO**



**UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO**

**DAY 1 – 25/02/2025**

10.30 h Welcome greetings and start of the course Welcome coffee	
<b>1</b>	<b><i>Danilo Caivano, Professor at University of Bari Aldo Moro</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Institutional greetings and opening with a presentation of the project aim, objectives and expected results</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Share, develop and strengthen entrepreneurial and digital skills.</li> </ul>
<b>2</b>	<b><i>Adriana Agrimi, Brigida Blasi – Research, Third Mission and Internationalization Direction at University of Bari Aldo Moro</i></b>



<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Third mission, impact and evaluation: definition of the third mission of University and the evaluation criteria for social, economic and cultural dimensions of the impact.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• The main objective is understand how to attract students, startupper, new investors, top scientists, reserchers in highly innovative sectors. The scientific and technological potential generated by universities can be promoted and transferred to society and to enterprises.</li> </ul>
<b>Networking lunch 13:00-13:30</b>	
<b>3</b>	<p><b><i>Fulvio Esposito, IT Representative OECD/OCSE Committee for Scientific and Technological Policy (CSTP)</i></b>  <b><i>IT Alternate Representative, European Research Area Committee (ERAC)</i></b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Presentation of the OCSE Report "ITA.CON - Knowledge exchange and collaboration between universities and society"</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Participants become aware that knowledge exchange and collaboration activities within the university system is essential for societal progress, well-being, and enhancing the productivity of firms of different sizes and stages of development and generate value for society.</li> </ul>
<b>18.00 h End of the course</b>	

## **DAY 2 – 26/02/2025**

<b>09.30 h Start of the course</b>	
<b>1</b>	<p><b><i>Shiva Loccisano, CEO Almacube Bologna</i></b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Technology transfer and business creation for valorisation of research results</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Participants understand how to create value from researchers, enhance the capacity of future researchers to identify opportunities, create new companies or collaborate with the private sector to bring innovation and contribute to economic development.</li> </ul>
<b>Networking lunch 13:30-14:30</b>	



<b>2</b>	<b><i>Pierfelice Rosato, Professor at University of Bari</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• Business Model Canvas: what it is and how to use it for your startup? Understanding and use of the Business Model Canvas Tool.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Participants will be able to create a Canvas for a specific business idea. Moreover, they will have the opportunity to apply it through exercises and case studies; participants will be aware of the importance of using a business model canvas to create a successful start-up.</li> </ul>
<b>3</b>	<b><i>Chiara Mongiovì, Startup B-ME</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• How to launch a successful startup? - Startup Success Stories. From research to business. Promote research and the development of sustainable technologies.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Raise awareness of the importance of sustainable technologies and their applications. Promoting the adoption of sustainable technologies through effective technology transfer strategies. This startup success story shed light on the importance of building a strong network, knowing when to pivot, and using personal experiences to identify opportunities.</li> </ul>
<b>4</b>	<b><i>Francesco Giordano, Professor at University of Bari, CEO spin off Flying Demon</i></b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• How Do Corporate Spin-Offs Create Value? The importance of University support for research, knowledge and collaboration with society.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Encourages future entrepreneurs and the establishment of new businesses. Use and enhance innovative and advanced technologies to provide support to the public and private sectors to ensure safety.</li> </ul>
<b>18.30 h End of the course</b>	



## DAY 3 – 27/02/2025

09.00 h Start of the course	
1	<i>Aldo Campanelli, Co-Founder TOU.PLAY, Youth Worker and Trainer</i>
Contents and inputs	<ul style="list-style-type: none"><li>• Playful Knowledge: a dynamic approach that integrates fun and engaging activities. The integration of gamification can enhance corporate training. New rules of play are necessary in a networked, digitalised economy and society.</li></ul>
Expected output	<ul style="list-style-type: none"><li>• Participants will face small playful challenges. They will learn how to cooperate in teams and how to set a strategic plan of actions</li></ul>
Networking lunch and End of the course - 14:00-15:00	