



InnovaMare

Blue technology -
Developing innovative technologies
for sustainability of Adriatic Sea



***DIVE INTO THE DEPTH
OF OPPORTUNITIES***

BUSINESS EDUCATIONS

EDUCATIONAL MODEL – ONLINE TRAINING

09,12,13 JULY 2021

Innovation and environmental sustainability

Please find the training agenda below.

We wish us all cheerful and inspiring discussions and are looking forward to seeing you soon.

Sincerely,

UCV/Unipd team

Day 1
Friday 09 July – 09.00-13.00

Digital technologies for sustainability

TIME	TOPIC	SPEAKER
09.00-10.30	<p>Technologies and digital and sustainable transformation</p> <p>Globalization and the diffusion of new digital technologies (artificial intelligence (AI), big data analytics, mobile technologies, IoT) into the marketplace has urged companies to initiate and transform their various activities in a digital guise. In fact, digital technologies are increasingly proving to be important allies in simplifying and making activities within business organizations more efficient. In promoting technological progress, however, one word must be kept in mind: sustainability. New technologies must be implemented with the perspective of social, economic and environmental sustainability. According to the United Nations, the criteria of economic, social and environmental sustainability (consolidated in Agenda 2030 for sustainable development) must become a lighthouse in the choices that will determine the development of technologies as tools for building a sustainable future.</p> <p>Sustainability and Digital therefore an inseparable pair for the companies of the future.</p>	<p>Marco Bettiol University of Padua</p>
10.30-10.45	Break	
10.45-12.15	<p>Available data and potential areas of application (OGS - National Institute of Oceanography and Applied Geophysics)</p> <p>OGS plays an important and leading role in the Italian and international research system. Through its competences in the field of Earth, Sea and Polar Sciences it contributes to the increase and diffusion of knowledge and to the practical solution of environmental, economic and social problems.</p> <p>By encouraging the transfer of research results (e.g. through open data) from the scientific world to the productive one, OGS contributes to the technological and socio-economic development of the country.</p>	<p>Fabio Brunetti & Marina Lipizer OGS</p>
12.15-13.00	Q&A – Discussion	

Day 2
Monday 12 July – 09.00-13.00

Business models in the era of circular economy

TIME	TOPIC	SPEAKER
09.00-10.30	<p>Circular Business Models</p> <p>Recently, Circular Economy has become increasingly popular as a new paradigm for economic activities.</p> <p>Economy and Circular are two words that may seem opposite, but are in fact absolutely complementary, as both the economic and environmental aspects "can and must" be together.</p> <p>Circular Economy is not only recycling the product that is made, but it is much more. It is a path (transition) and not a point of arrival. It is a cultural approach that allows us to constantly review what we do with the intention of understanding its economic value but also its social and environmental value (the product is reviewed in a different way).</p> <p>The implementation of sustainable business models at the basis of a circular economy requires the construction of solid networks involving everyone, from the entrepreneurial fabric to civil society.</p> <p>However, there are two simple questions that can open up major transformations:</p> <ol style="list-style-type: none"> 1) the raw materials I use where do they come from? 2) where will the product made go and what will be its impact? <p>The hope, therefore, is to arrive at a model of economy in which growth is not associated with the use of ever-increasing resources, but rather through innovative technologies and business models based on longevity, renewability, reuse, repair, updating and the sharing of knowledge and skills.</p>	<p>Valentina De Marchi University of Padua</p>
10.30-10.45	Break	
10.45-12.15	<p>A testimony of circular company</p> <p><i>Sfridoo srl - innovative start-up</i></p> <p>Was founded in 2017 as a circular economy company with the aim of raising awareness and supporting businesses in the transition to a circular economy. It operates in the environmental sector, offering targeted services to corporations for the optimization of production residues and leftovers. It uses innovative tools that leverage the power of the cloud and the latest technologies for the waste management sector.</p>	<p>Andrea Cavagna Sfridoo Srl</p>
12.15-13.00	Q&A – Discussion	

Day 3
Tuesday 13 July – 09.00-13.00

Sustainable innovation processes

TIME	TOPIC	SPEAKER
09.00-10.30	<p>Innovation management and product development</p> <p>Being bearers of sustainable innovation often requires companies to transform their business models and therefore to reshape their production processes and products in terms of economic, social and environmental sustainability.</p> <p>Sustainable innovation is itself a process that must be internalized by the company; it requires investment, active participation and time and goes beyond the boundaries of the company to involve the entire production chain.</p> <p>Innovation, sustainability and business must therefore coexist and be interconnected.</p>	<p>Eleonora Di Maria University of Padua</p>
10.30-10.45	Break	
10.45-12.15	<p>A testimony of innovative company <i>Yamamay brand of Pianoforte Group</i></p> <p>The Pianoforte Group was born in 2011 from the merger between Inticom and Kuvera, the companies that own the respective brands Yamamay and Carpisa. The Group, jointly led by the two founding families, Cimmino and Carlino, has the objective of supporting international development, providing global strategic guidance to the brands and exploiting the economies of scale and scope necessary for the future development of the brands.</p> <p>The drive to innovate has always been inherent in the Group through its constant commitment to seek innovative solutions to satisfy its customers and to reduce the environmental impact of its products throughout their life cycle: from the design and planning phase to the choice of raw materials up to production and the end of the life cycle, always ensuring their quality and safety. A very recent example of the Group's commitment to sustainable innovation is the launch of Yamamay's linea Edit (the first 100% recycled and recyclable swimwear collection, made from plastic recovered from the oceans). The project is part of the sustainability path that Yamamay, a leading Italian brand in the retail of underwear, swimwear, clothing and accessories, has been following for some time, aimed at developing concrete projects to reduce the impact of products and packaging on the environment.</p>	<p>Barbara Cimmino Pianoforte Group</p>
12.15-13.00	Q&A - Discussion	



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