

D.T.2.2.2 REGIONAL WORKSHOP

D.T.2.2.2 Report - Regional workshop
Partner CNA Emilia Romagna

Version 1
09 2020





1. Name of the event, implementing date and place

NAME OF THE EVENT	DATE	PLACE
Webinar: New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society	18th November 2020 - from 10.00 a.m. to 1.00 p.m.	webinar
Webinar: People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0	14th December 2020 from 6.00 p.m. to 7.30 p.m.0	webinar

2. Number and types of participants/target groups

NAME OF THE EVENT	NUMBER OF PARTICIPANTS	TYPES OF PARTICIPANTS
Webinar: New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society	38	DIH representatives of CNA in Emilia Romagna
Webinar: People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0	55	professionals/entrepreneurs and DIH representatives of CNA in Emilia Romagna

3. Topics tackled and links to deliverables, outputs

In the context of the regional workshop DT222, and considering the needs expressed by professionals and companies regarding Industry 4.0, two initiatives were organized. The first was held on 18th November 2020 by Professor Rosa Grimaldi and the second on 14th December 2020 by Professor Flaviano Celaschi.

- 1) **On 18th November 2020**, CNA Emilia Romagna organized the workshop: “New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society”, an initiative reserved to the representatives of the DIHS of CNA Emilia Romagna. Owing to the COVID-19 emergency, which has stopped all physical movements of people, this workshop was organized as a video conference, and has obtained a large participation from DIHs.



The subject addressed by Professor Grimaldi was of great interest in the current situation of confinement and social distancing induced by Covid-19, as it stressed the chance to create value on the possibility of building future relationships, based on the willingness to step out of one's own comfort zone and overcome limits.

This workshop was carried out with the support of Rosa Grimaldi, Professor of Entrepreneurship and Innovation Management in the sector of Economic Managerial Engineering at the School of Engineering of the University of Bologna, and involved the representatives of the ten DIHs of CNA Emilia Romagna in an active and stimulating way.

Innovation was the focus of this initiative, as a systemic process able to create value and improve the position of businesses on the market.

In order to support companies in taking advantage of the connection with their external environment it is important to feed a relationship network with universities, research centers, technology partners, Competence Centers and DIHs, able to extend the scouting range and to search for new technologies capable to facilitate the exchange of skills and knowledge.

This constant dialog with their external network enables companies to identify technology innovations in products/processes and market, which, once internalized, can enhance the competitive advantage of companies.

During this workshop, Professor Rosa Grimaldi presented some suggestions to remember in order to maximize the energies to be dedicated to the implementation of strategies of open innovation, and create a virtuous entrepreneurship, guided by large-scale and long-term visions.

The SMEs of Emilia Romagna have replied positively to the diffusion of the interest linked to Industry 4.0 and manifested a general openness to consider the introduction in their businesses of investments in digital technologies as a necessary step.

The investments in technologies represent strategic elements for companies' competitiveness in future years, and the DIHs of CNA Emilia Romagna are the support to companies necessary to innovate and invest on new business models, as a priority in their organizational life and strategic decisions.

- 2) On 14th December 2020, CNA Emilia Romagna organized the workshop: "People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0", an initiative reserved to professionals, entrepreneurs and representatives of the DIHs of CNA Emilia Romagna.

Owing to the COVID-19 emergency, which has stopped all physical movements of people, this workshop was organized as a video conference and has obtained a large participation from DIHs.

The subject illustrated by Professor Flaviano Celaschi was of great interest in the current situation of confinement and social distancing induced by Covid-19, as it focused on digital skills, which are in constant evolution and destined to change rapidly in the future, transforming our lives, especially in the post-Covid era.

When speaking about a fourth industrial revolution, we usually refer to the transformation of productive processes in the manufacturing sector. However, the paradigm of Industry 4.0 is more complex than that and has a significant impact on the whole environment in which companies function.

This workshop was carried out with the support of Flaviano Celaschi, PhD, full professor of process design, University of Bologna, president of clustER Cultural and Creative Industries, vice-president of the national cluster Made in Italy.

Digital Skills were the focus of this initiative, representing a large set of technological skills enabling to identify, assess, use, share and create contents by using ITs and the Internet.

The new perception of space and time has also revolutionized the needs of end consumers, whose focus has shifted from a simple purchase of goods and services to the fruition of actual experiences.

First of all, the paradigm of Industry 4.0 involves a substantial cultural change.

The "human factor" is an essential element to guarantee that companies keep up with innovation. For this reason, the collaboration with a competent and reliable technology partner represents the solution to compete in an increasingly demanding market, and the DIHs of CNA Emilia Romagna and the 4-Steps project represent the necessary support for companies to guide them in the innovation paths.

It is important to help companies and professionals in developing awareness of these dynamics to implement successful organizational models internally, able to combine their strategic objectives with the opportunities of Digital Skills.



During this workshop, Professor Flaviano Celaschi presented some case studies of companies which have changed their presentation on the market from a technological, organizational and managerial point of view, adopting the Digital Skills technologies in the way they tackle daily tasks.

For participants, the case studies have represented interesting cues to reflect on the changes that digital innovation is bringing in society and workplaces, but also an opportunity in terms of development of new working modalities, professionalism, skills and communication.

4. Expected effects and follow up

CNA Emilia Romagna supports the directives presented by the Italian government within the “Industry 4.0” national plan, and is investing in the implementation of a network of Digital Innovation Hubs at regional level, able to support and guide companies towards the new production model of Industry 4.0, a key issue in the project “4-Steps”.

The focus points of the workshop held on 18th November 2020 were the ways to implement “open innovation”, which are several and have changed a lot over the years. Nowadays, implementing open innovation means spreading knowledge and competence in all directions, taking advantage of the velocity, effectiveness and pervasiveness of new technologies.

The term “open innovation” has rapidly become a way to innovate products and processes to the advantage of everyone.

Innovation is the key word of growth and development of companies and workplaces, and more and more represents an essential element to guarantee competitiveness and profitability to companies.

Open Innovation means that companies should take more advantage of external ideas and technologies in their business. Thus collaborations are created among companies and the different sources on innovation, such as customers and suppliers, companies of other sectors, Universities and research centers, competence centers and DIHs, in order to expand and make the competences of companies more flexible and enhance their innovation performances.

The workshop held on 14th December 2020 focused on the transformation of professions, thanks to the adoption of digital skills and technologies, which imply the development of new skills from organizations and persons, and will have the consequence of a lesser demand of physical and manual skills.

All these changes will require professionals and workers to enhance their skills and to acquire new ones, and companies will need to rethink their internal organization of work.

It will be more and more important to create a partnership network with universities, research centers, technology partners, Competence Centers and DIHs able to guarantee a “pipeline” of talents to support their business future, in addition to an exchange of skills and knowledge.

Innovation is the key word of growth and development of companies and workplaces, and more and more represents an essential element to guarantee competitiveness and profitability to companies.

At the end of these workshops, the participants expressed great interest in the subjects illustrated, and CNA Emilia Romagna is directly working with the competence center BI-REX to launch opportunities and services addressed to companies, coherently with those of the 4-Steps project.

This is important in order to support the companies of Emilia Romagna in their innovation process, through the adoption of the enabling technologies of Industry 4.0 and the development of solutions with a high TRL.



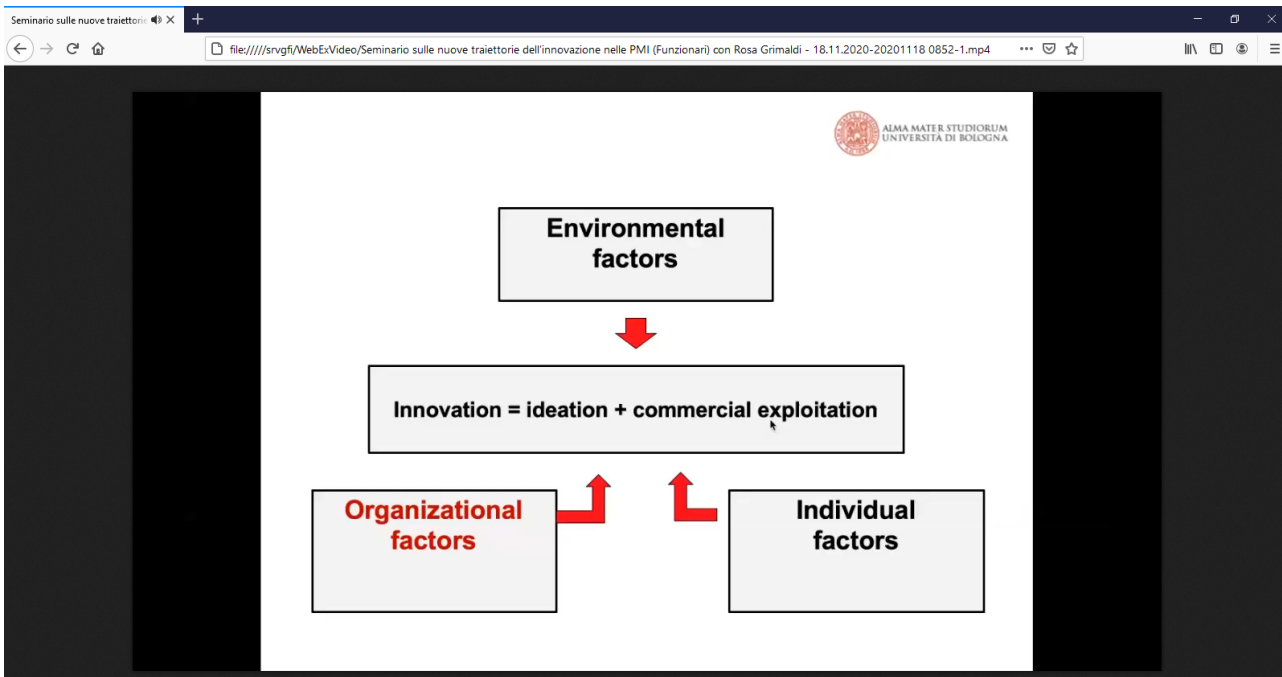
5. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc

NAME OF THE EVENT	LINK
Webinar: New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society	https://www.interreg-central.eu/Content.Node/4STEPS/changing-and-digitizing-society.html
Webinar: People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0	https://www.interreg-central.eu/Content.Node/4STEPS/Regional-Workshop-in-Webinar-People-Professions-and-Future.html

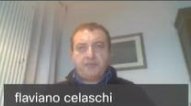


Pictures

Webinar: *New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society (18th November 2020)*



Webinar: *People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0 (14th December 2020)*



flaviano celaschi

FP

federica pasini

FM

Fabio MASSIMO

PS


Paola Scalzotto

RG

Roberta Gaudenzi

Cambiamento a noi vicino

<ul style="list-style-type: none"> • VELOCITA' • RISORSE ILLIMITATE • SETTORIALITA' DEI SAPERI • AUTORIALITA' • MATERIALE • PRODOTTO • PRIVACY • LINEARITA' • ARTIFICIALE 	<ul style="list-style-type: none"> CONTINUITA' SOSTENIBILITA' ED ECONOMIA CIRCOLARE INTEGRAZIONE DEI SAPERI INTELLIGENZA PLURALE O COLLETTIVA DIGITALE PROCESSO TRASPARENTE ESPONENZIALITA' UMANO-BIOTECNOLOGICO
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Persentations

Webinar: *New paths of innovation: new business models and analysis of the competitive context for a changing and digitalizing society (18th November 2020)*



Webinar: Nuove traiettorie dell'innovazione: i nuovi modelli di business e analisi del contesto competitivo per una società che cambia e si digitalizza

Rosa Grimaldi

University of Bologna

18/11/2020





Webinar: *People, Professions & Future: Change and prospects in independent liberal activities thanks to the investment in digital skills within the context of Industry 4.0 (14th December 2020)*

Webinar: *Persone, Professioni & Futuro: Cambiamento e prospettive nelle attività liberali autonome grazie all'investimento in digital skills all'interno del contesto di Impresa 4.0*

14 Dicembre 2020 dalle ore 18.00 alle ore 19.30

Facilitatore:

Flaviano Celaschi

PhD., professore ordinario di design dei processi, Università di Bologna, presidente del clustER Industrie Culturali e Creative, vicepresidente del cluster nazionale Made in Italy