

Module 1 (32 hours)
From Idea to the project

22nd February

10,00-13,30 / 14,30-19,00

Short Intro (15 min.)

- Fabrice Le Floch , Anita Silva (8 hours for each trainers: **the two trainers will work together with the group**)

Creativity I:

1. Practical small exercises to introduce the topic;
 2. Overview of the obstacles for having creative ideas (with exercises);
 3. Explanation of the creative process and associated thinking patterns (with exercises);
- In each of this point there is a small input and lots of little creative problem-solving. **Translation from English required**

23rd February

10,00-13,30 / 14,30-19,00

- Fabrice Le Floch , Anita Silva (8 hours for each trainers: **the two trainers will work together with the group**)

Creativity II:

1. Techniques to produce creative ideas (brainstorm, SCAMPER, etc);
 2. Brief explanation of the Innovation process;
 3. Producing innovative Ideas for concrete businesses (with exercises);
- This second part is more linked to innovation and meant for participants to actually produce lots of ideas for innovative business for example in small groups or individually. **Translation from English required.**

Module 2 (21 hours)
Resources: time, space, money, languages

2nd March

10,00-13,00 / 14,00-18,00

- Carles Cunill (3 hours)
10,00-13,00

Sharing economy

Introduzione alla sharing economy con riferimenti a diverse esperienze (car sharing, couchsurfing, co-living, urban gardening, ecc.) Con collegamenti skype con testimoni e proiezione di video testimonianze.

- Jonas Sala/Verkami (4 hours)
14,00-18,00

Crowdfunding

Sarà presentata l'esperienza del sito Verkami (come nasce e come funziona), sarà fornito un panorama sui principali siti europei di crowdfunding. Successivamente in partecipanti lavoreranno in gruppi su una

applicazione alle idee emerse durante il modulo 1. **Per questo workshop si richiede la traduzione dall'inglese o dallo spagnolo.**

3rd March

10,00-14,00 / 15,00-19,00

- Andera Paoletti (4 hours)
10,00-14,00

Co-working – Casa Netural

Il workshop sarà strutturato facendo perno sui "sogni" dei partecipanti. La matrice motivazionale, infatti, è l'unica che permette sul lungo periodo di rendere sostenibili i progetti. Racconteremo come la Basilicata, terra spopolata in molti luoghi, svuotata da migrazioni di giovani che partono per realizzare i loro sogni fuori, invece ha attratto alcune persone per creare il progetto Casa Netural. Un'esperienza di co-working che innova remixando le risorse territoriali disponibili: artigianato, agricoltura, energie rinnovabili, innovazione, tech, problemi sociali, tenendo a mente la complessità della triple-P (People, Planet e Profit) e della triple-R (Riduce, Reuse, Ricycle). Durante il workshop si organizzerà un worldcafe in due sessioni per provare in maniera pratica a mappare dei problemi territoriali e risolverli collaborando in gruppo. **No translation required**

- Letizia Custodero (4 hours)
15,00-19,00

Co-working – The Hub

This workshop will look at the concept of networking and co-working, particularly identifying these models as a tool to overcome the traditional approach to work and current lack of resources. We will explore the idea of co-working and networking as:

- sharing of knowledge, know hows and best practices
- use of co-working spaces to facilitate collaboration

In this context we will analyze the HUB as a case study and leading example of co-working space and community of peers. We will identify the key factors of its success in:

- the role of its hosting team to foster connections between members locally (in the physical space) and globally (within the worldwide HUB network)
- support programs such as HUB clinics and mentoring scheme
- collaborations between peers and amplification of members' success through showcase events such as London HUB Club and socials

With the aim of providing practical examples of networking and co-working you will participate in a Knowledge Café' and group projects will be created and finally presented using The London HUB club method. **No translation required**

6th March

10,00-13,30 / 14,30-17,00

- Marie-Pierre Escoubas-Benveniste (6 hours)

Intercomprensione linguistica

Dal punto di vista della competenza linguistica, l'intercomprensione (IC) si fonda su un modello comunicativo in cui gli interlocutori hanno un repertorio plurilingue basato su abilità parziali. L'intercomprensione valorizza quindi principi osservabili e osservati nelle pratiche spontanee di tutti i parlanti, che nel contatto fra le lingue hanno dato origine a ibridazione e a mutamento linguistico. Dal punto di vista cognitivo, l'intercomprensione suppone il riconoscimento, in un'altra lingua, di analogie e

una capacità di gestire le zone più opache, con un evidente benefico sviluppo della consapevolezza dei processi di comprensione: Il workshop verterà su una parte introduttiva e una serie di esercitazioni pratiche per affrontare la complessità linguistica come paradigma della complessità delle società attuali e sull'intercomprensione come strumento per affrontare al meglio tale complessità e le sfide del mondo del lavoro. **No translation required**

Modulo 3 (32 hours)

Creativity, Marketing, Business Playground/Punk Marketing

8th March

10,00-13,30 / 14,30-19,00

two groups up to 25 people each

- Mark Simmons – *Group 1* (8 hours)
- Richard Laermer - *Group 2* (8 hours)

Workshop 1: Creating Powerful Strategies Using Consumer Insights

Effective advertising and marketing depends on creating campaigns that are founded upon compelling insights about the consumers we are trying to reach. Insights are not the same as data or research, but can come from them. They are those 'ah-ha!' moments when a marketer who is a good observer of their target market sees something very revealing about them that will help differentiate the brand and its communication. To start the workshop I will give a presentation about the importance of consumer insights and the tools marketers can use to find them. Then the participants will be split into small groups and given the task of using social media to come up with relevant consumer insights about a specific brand or category and with my help develop a creative strategy and marketing campaign. Finally they will then present these campaigns to the whole group. **Translation from English required**

Workshop 2: Unleashing Creativity for Business

Creative thinking is a vital part of problem solving in business and yet it is often not fully embraced by business people because it is not well understood and involves taking risk, something many of them feel uncomfortable with. In this workshop I help the group to become familiar with creativity techniques designed to be used in business and so increase their chances of being innovative and solving difficult business challenges. Using the 11 original games developed for my book *The Business Playground* I will teach the group how to think more creatively at work, and how to come up with more and better creative solutions to problems. Participants will be given specific challenges to solve and tasked with coming up with ideas in a fun, inspiring and informative way through playing the games. **Translation from English required.**

9th March

10,00-13,30 / 14,30-17,00 / 19,00-21,00

- Mark Simmons – *Group 2* (8 hours)
- Richard Laermer - *Group 1* (8 hours)

Same workshops as Friday 8th of March. Groups 1 and 2 will switch.

19,00-21,00

Final open conference with a large public with both speakers (2 hours x 2 speakers)