



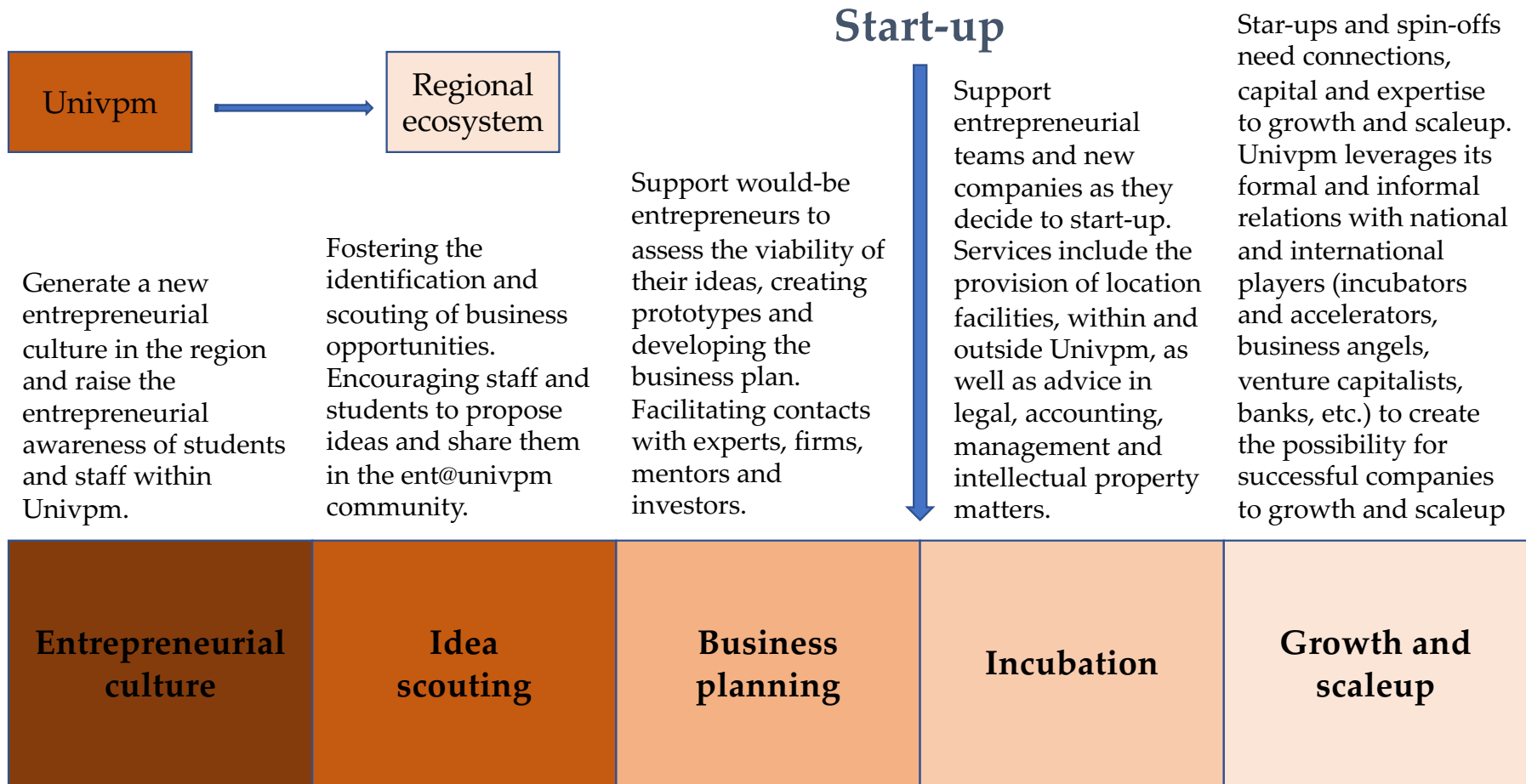
***Innovazione per lo
sviluppo:
l'impegno del Rotary
per le start-up
Fermo, 5 novembre
2022***

Donato Iacobucci

Delegato del Rettore per l'imprenditorialità

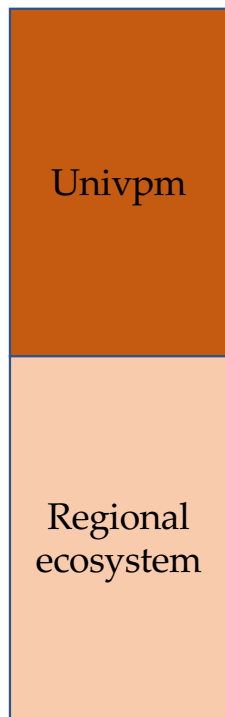
Università Politecnica delle Marche

The strategy



The actions

Start-up



Impresa in aula



cWork
- Business co-wo
- Innovation co-wo

ent@univpm club
Entrepreneurship days

Proof of Concept
Call for entrepreneurial ideas

cUp
Support to growth and scale up



The role of entrepreneurship education

Entrepreneurship as a **mindset**

- 1. Entrepreneurship** is the ability to develop ideas and to turn them into action. It involves creativity, innovation and risk-taking, as well as the ability to plan and to manage projects.
- 2. Entrepreneurship education** seeks to prepare people to be responsible, enterprising and provide them with the attitudes, knowledge and skills to achieve the goals they set for themselves and create value for themselves and for the society

Where we want to be

Oslo agenda on entrepreneurship education (2006):

«promoting entrepreneurial mindsets in society»

- B1. Better **integrate entrepreneurship programmes and activities in the established curriculum** for schools at all levels... as a horizontal element in all fields of study (**entrepreneurial mindset**) and as a subject in its own right (**entrepreneurial skills**).
- B4. Support the use of practice-based pedagogical tools whereby students are involved in a concrete enterprise project

Contamination Lab

It's a place to favor the *contamination between*:

- Students in different disciplines
- Student at different levels
- Academy and industry



where: **cHub Univpm**



c Lab is active learning

It a process of **active learning** based on:

- team working
- problem solving
- focus on results
- communication capabilities

Impresa in aula



An implementation of a European Best Practice



Entrepreneurial attitude as a cross-disciplinary competence



Teachers, students and tutors



Innovative approach: Design Thinking



Each semester



In and out class

“Impresa in aula” - 1st phase



“Impresa in aula” – 2nd phase

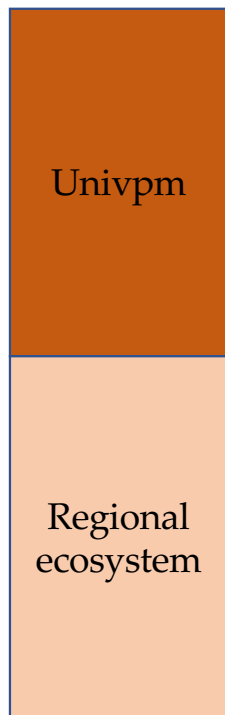


“Impresa in aula” – 3rd phase



The actions

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