

SESSIONE 2 | 25 febbraio 2021

Intruzione universitaria in Italia

“Toolbox per sperimentare un’idea
imprenditoriale cooperativa”

ALESSANDRO ROSSI

GLORIA CANONE



UNIVERSITÀ
DI TRENTO



YOUCOOPE Workshop

Session 2 - Alessandro Rossi & Gloria Cannone



Alessandro Rossi



CV

Professore di economia e gestione delle imprese
Dipartimento di Economia e Management
Università di Trento



Ricerca e didattica

Gestione dell'innovazione
Imprenditorialità
Modelli di business



Incarichi

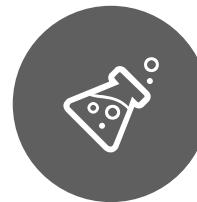
Chief di CLab Trento

Gloria Cannone



CV

Laureata in Servizio Sociale - Università di Trento
Certified Business Development – Frankfurt
School



Esperienza

Facilitazione team
Sviluppo idee imprenditoriali
Mentore



Incarichi

Project Manager CLab



OUR VALUES

Activation: to drag you out of your comfort zone and activate your opportunity recognition ability

Contamination: to leverage diversity in both cultural and educational background

Entrepreneurship: to enhance your proactivity

Innovation: to navigate uncharted territories stimulating both creativity and discipline



Session goal

- experiment how to design and deliver meaningful and relevant learning experiences for students through the **simulation of the creation of a cooperative enterprise**, with the aim of understanding the limits and opportunities of the training methodology.



Morning session

10:00 Introduction to the module

10:30 Step 1 - Setting the context for a hands-on format of cooperative entrepreneurship

11:00 Breakout session 1: discussing the context for a possible program

11:30 Plenary: feedback on BS1

11:45 Coffee Break

12:00 Step 2 - Deciding the approach to coop development

12:40 Step 3 - Designing the program

13:00 Lunch Break

Afternoon session

15:00 Breakout Session2: discussing Step 2-3 of your program

15:20 Plenary: feedback on BS2

15:30 Step 4 - Techniques to develop the coop idea

16:00 Breakout Session3: Discussing Step 4 of your program

16:30 Coffee break

16:45 Step 5 – Engaging with stakeholders & codesigning your learning program

17:00 BS4: Putting all together

17:30 Presentation of workgroups - Final discussion and wrap up of session

18:00 End

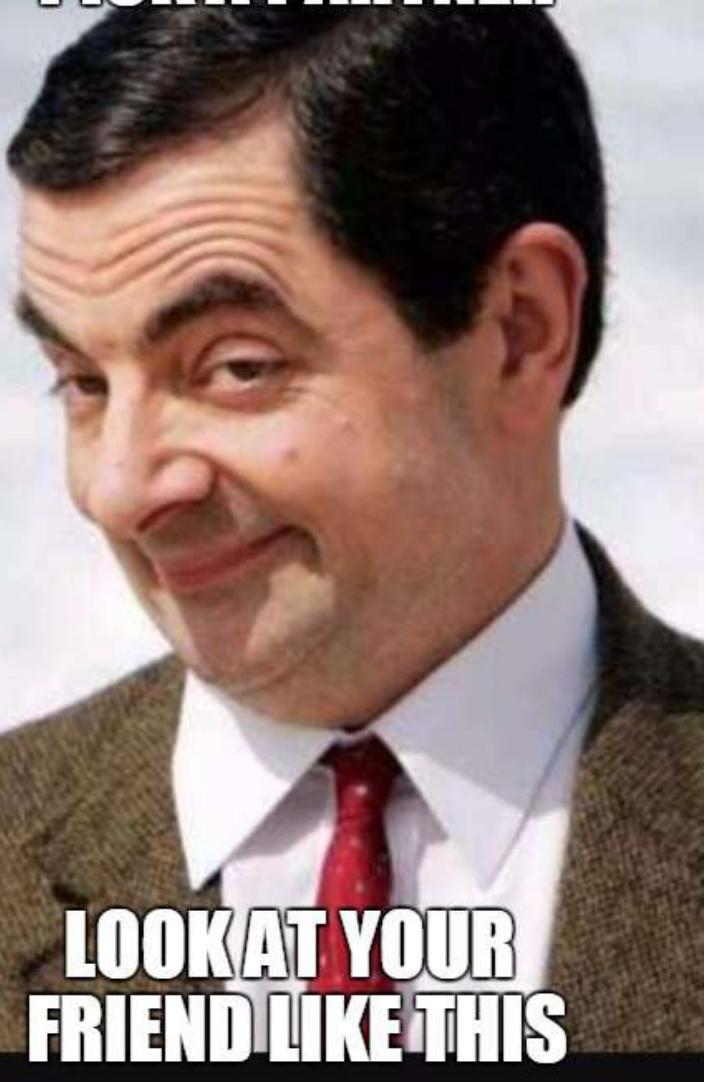
Step 1 – setting the context

- **Format** (idea competition, develop a coop vs. challenge)
- **Learning objectives** (competence)
- **Scope** (general, vs. thematic vs. topic-specific)
- **Onboarding** on students (curricular, elective, extracurricular, diversity and background)
- **Incentives** for participation (intrinsic vs. extrinsic motivation, credits, contest and prizes)
- **Other stakeholders** (Co-organizers, Mentors, Judges)

Step 1 – setting the context (cont.)

- **Execution** (Where – How long – Location – Logistics – Available resources – Partnership – Icebreaking & team building: form the team before or around ideas? – Adaptation to online execution)
- **Learning assessment** (credits, self-assessment tools)
- **Governance** (xxx)

TEACHER SAYS
PICK A PARTNER



Breakout Session 1

- Form groups
- Discuss the context for “your” program (Step 1)
- 30 minute



Plenary Session 1

Brief report on BS1 discussion

Step 1 – setting the context

- **Format** (idea competition, develop a coop vs. challenge)
- **Learning objectives** (competence)
- **Scope** (general, vs. thematic vs. topic-specific)
- **Onboarding** on students (curricular, elective, extracurricular, diversity and background)
- **Incentives** for participation (intrinsic vs. extrinsic motivation, credits, contest and prizes)
- Other **stakeholders** (Co-organizers, Mentors, Judges)



black

Coffee break (15 min)

- Have a break
- Recharge your batteries
- Don't check your email!
- Disconnect or stay here to socialize

Photo by [Toa Heftiba](#) on [Unsplash](#)

Step 2 – Deciding the approach to coop development

The big issue:

Don't jump on solutions

Have a deep understanding of problems

Coops arise from proactive problem solvers – the “scratch-your-itch” approach

Step 2 – Deciding the approach to coop development (cont.)

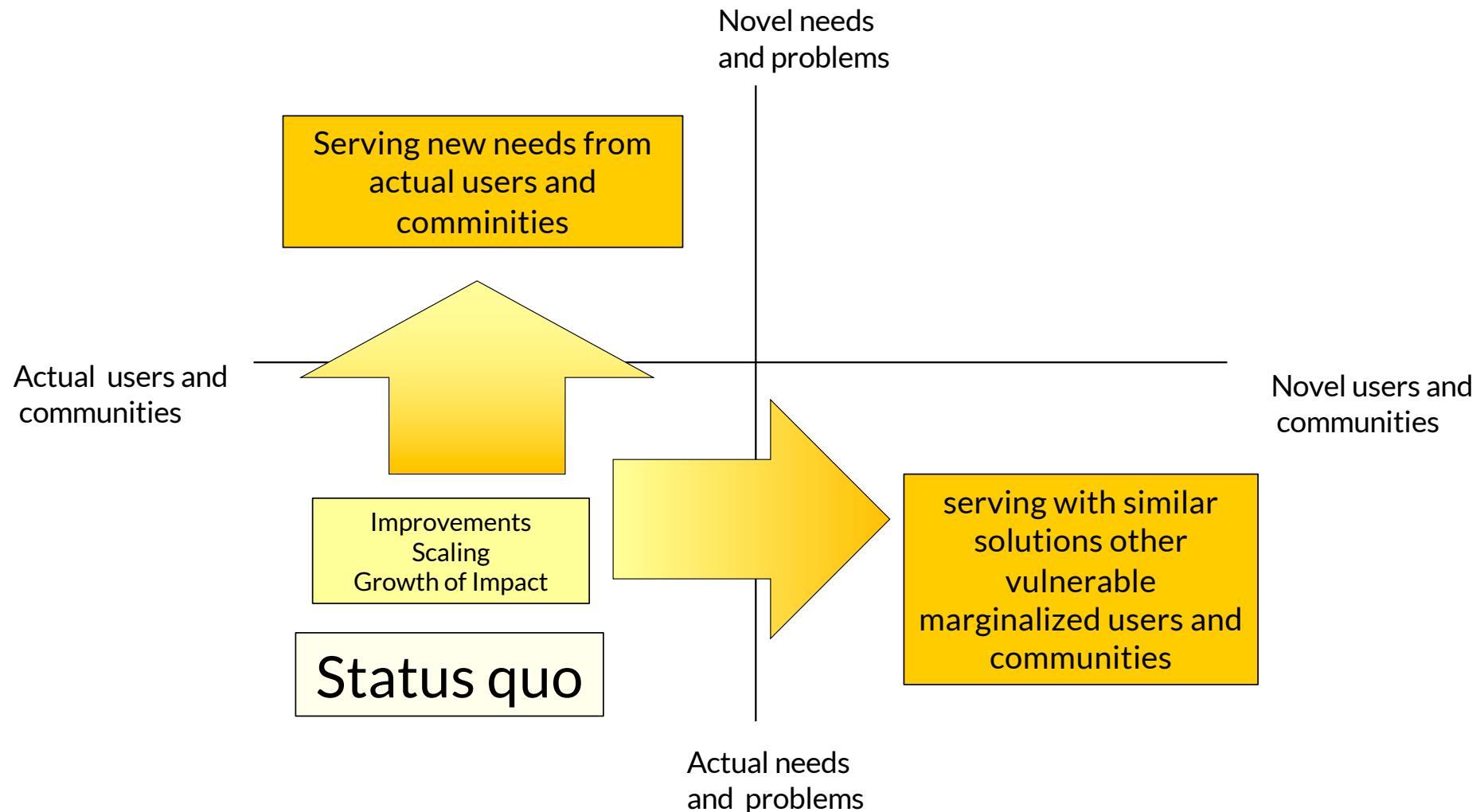
Where to find **ideas**?

- Promote a **community-centric** vision of needs and problems
- Show macro **trend** in social impact, social/coop innovation
- Provide inspirational **examples** (guest speakers, case studies)
- Introduce **toy-projects** to play with
- Use **creativity tools** (e.g., decks with prompts for discussion)
- Promote reflection on **personal problems** which might be solved by gathering similar users in a coop
- Focus on one or more **SDGs**

Step 2 – Deciding the approach to coop development (cont.)

Facilitation techniques to **raise and select ideas** from students

- Idea funnel
- Dotmocracy
- Brainstorming
- 1-minute pitch session



Step 2 – Deciding the approach to coop development (cont.)

Copycat approach

- Improve a solution (processes, efficiency, impact, etc.)
- Adapt to a different setting (different local community, etc.)
- Scalability of an existing coop (expansion, replication, partnership, etc.)

(Could have a coop as a “challenge provider”)

Step 2 – Deciding the approach to coop development (cont.)

Start from a given **user/community**:

- great entrepreneurs fall in love with users
- and try to tackle **new emerging needs**

Step 2 – Deciding the approach to coop development (cont.)

Start from a given **problem**

- “can I solve the same problem for other/new communities?”
- how to improve existing market and coop solutions
- how to tackle different target users
- excluded/marginalized groups by current status-quo

Step 2 – Deciding the approach to coop development (cont.)

Start from the **student experience and background**

- Student as member of various types of communities and social groups
- Which communities do the student participate in (e.g., scout / volunteers / etc.)?
- Foster a problem solving approach (scratch your itch perspective)

Step 3 – Designing the program

- **Workflow of activities** (Choosing the mix): Team Forming – Problem – User – Solution – Market Analysis (Status Quo A.) – Validation – Business Modelling – Cash flow analysis and timeline – Model of governance – Pitching and presentation – Feedback
- **Mixing the teaching tools:** ice-breaking and team building, lectures (coop basics, idea generation and deployment, tutorial on tools, flipped classroom material), interactive workshops (group presentations, feedback sessions, collaborative discussions), unassisted teamwork, team mentoring by experts, dry run pitching sessions, final “demo” pitch



Lunch break

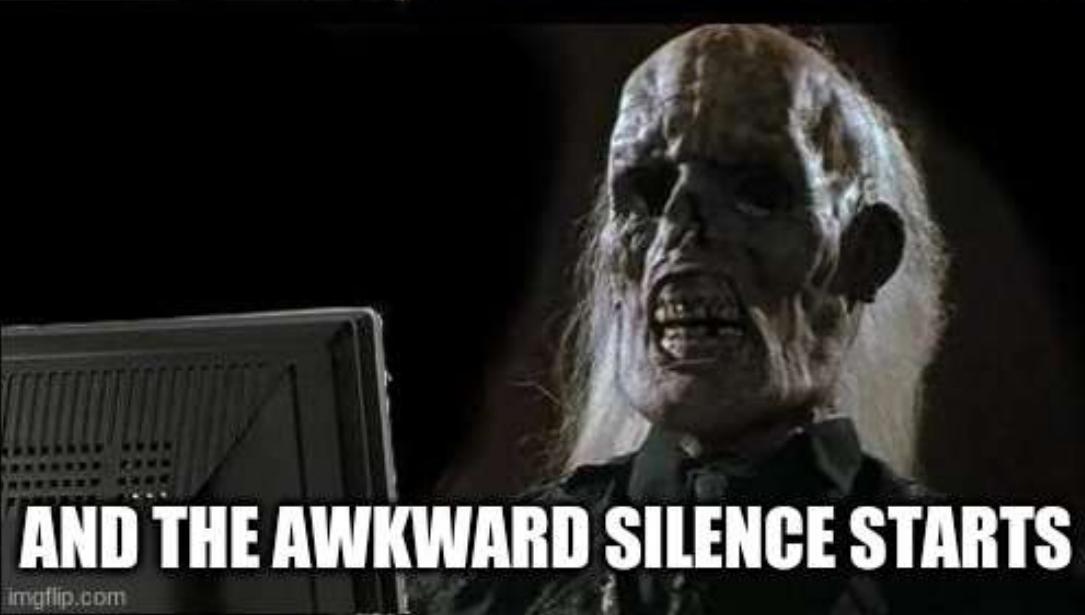
- Be back at 15:00

Breakout Session 2

- Discuss steps 2-3 of your program
- 30 minute



WHEN YOU OPEN THE BREAKOUT ROOM



AND THE AWKWARD SILENCE STARTS



Plenary Session 2

Brief report on BS2 discussion

Step 4 – Techniques to support the development of the idea

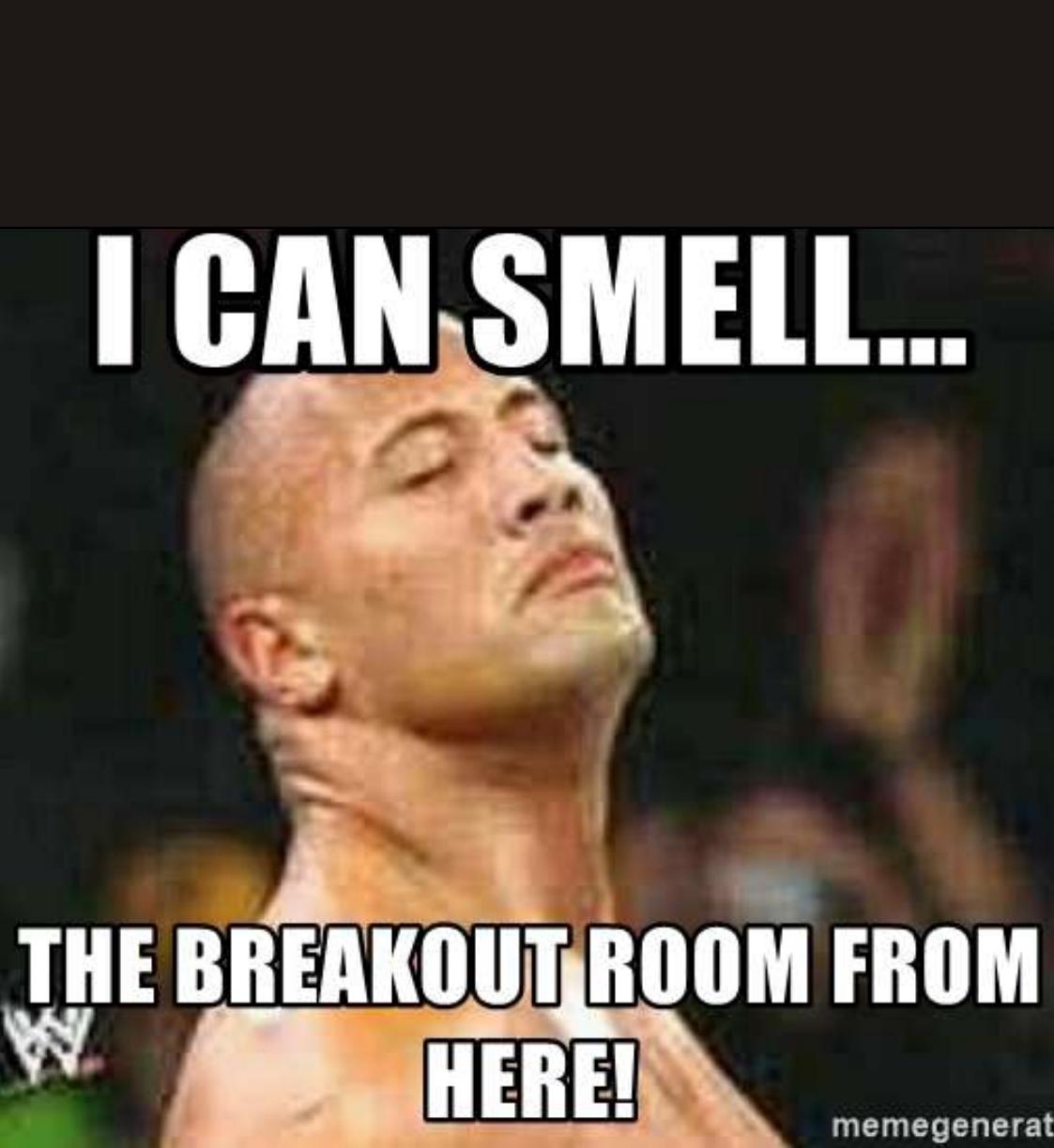
- Co-design
- Design thinking / Sprint session/Service Design
- Participatory design methodologies

Step 4 – Techniques to support the development of the idea

- Co-op mindset
- Collaborative & co-op tools to “get the work done” and also learn the coop values

Step 4 – Techniques to support the development of the idea

- Startup tools
- The User Customer Problem framework / Value Proposition Canvas
- Validation tools (Javelin board)
- Business Model Canvas / Revenue modelling
- with adaptations for Impact



I CAN SMELL...

**THE BREAKOUT ROOM FROM
HERE!**

memegenerat

Breakout Session 3

- Discuss step 4 of your program
- 30 minute



Coffee break (15 min)

- Be back at 15:00



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Step 5 – Engaging with stakeholders & codesigning your learning program

- Coops offering their case for “**check-up** interventions”
- or posing “**improvement** challenges”
- Students working as analysts/consultants
- **Lifelong learning** and cross-organisational teams (w/ students and coop members)
- **Role** of coops members as mentors, judges, etc.
- **Selection** of stakeholders
- **Commitment**, resources, effort, etc.
- Sponsorships, internships, talent placement, etc.
- Intellectual Property Rights of ideas
- Follow-up

Breakout Session 4

- Discussing Step 5
- Putting everything together
- Prepare final oral report
- 30 minute

A meme image featuring Gene Wilder as Willy Wonka. He is wearing his signature purple velvet jacket, a white shirt, and a large tan bow tie. He has his right hand resting against his cheek and is smiling. The background is a yellow wall with a red circular logo. The text 'ME IN THE ZOOM' is overlaid at the top in large white letters, and 'BREAKOUT ROOMS' is overlaid at the bottom in large white letters. A small watermark 'makeameme.org' is visible at the bottom center.

ME IN THE ZOOM

BREAKOUT ROOMS



Plenary Session 3

Brief report on BS3 discussion
Final discussion & wrap-up

External resources

- [Start.Coop](#) - A step-by-step tool to start-up a cooperative
- [Co-op creator](#)
- [Platform Co-op](#) Handbook
- [Design thinking and other tools](#) from Co-op UK



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EURICSE
Knowledge for a Social Economy

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YOUCOOPE Workshop

End of Session 2

