

**SESSIONE 3 | 4 marzo 2021**

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**Instruzione universitaria in Italia**

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**“Potenziare la formazione: idee e  
risultati”**

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**RICCARDO BODINI**

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**PAOLO FONTANA**

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# Educazione all'imprenditorialità cooperativa

III Workshop

*Potenziare la formazione: idee e risultati*

Riccardo Bodini e Paolo Fontana



UNIVERSITÀ  
DI TRENTO

# PROGRAMMA DELLA MATTINATA

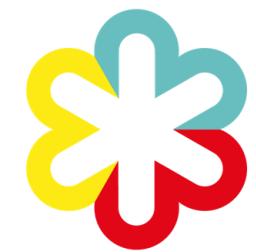
## **1. Debriefing I e II workshop:**

Dubbi rimasti e apprendimenti chiave  
col supporto di Alessandro Rossi e Gloria Cannone

## **2. Dalla teoria alla pratica... lo facciamo davvero?**

Una proposta per progettare e realizzare insieme un nuovo percorso formativo  
sull'imprenditorialità cooperativa (da step 1 a step 5)

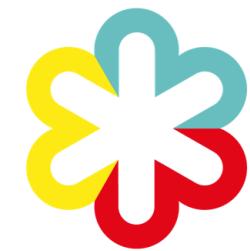
## **3. Conclusioni: le condizioni di fattibilità ed eventuali prossimi impegni**



## **1. Debriefing I e II workshop:**

Dubbi rimasti e apprendimenti chiave  
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*Dalla Jamboard emerge che.....*



## **2. Dalla teoria alla pratica... lo facciamo davvero?**

Una proposta per progettare e realizzare insieme un nuovo percorso formativo sull'imprenditorialità cooperativa

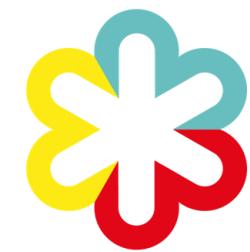
Step 1 - Setting the context for a hands-on format of cooperative entrepreneurship

Step 2 - Deciding the approach to coop development

Step 3 - Designing the program

Step 4 - Techniques to develop the coop idea

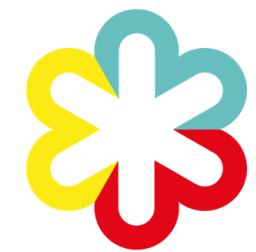
Step 5 – Engaging with stakeholders & codesigning your learning program



## 2. Dalla teoria alla pratica... lo facciamo davvero?

### **Step 1 - Setting the context for a hands-on format of cooperative entrepreneurship**

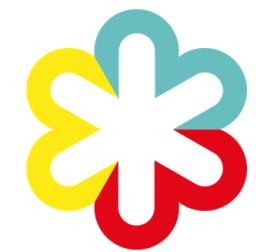
- Format (idea competition, develop a coop vs. challenge)
- Learning objectives (competence, skills and soft skills)
- Scope (general, vs. thematic vs. topic-specific)
- Onboarding on students (curricular, elective, extracurricular, diversity and background)
- Incentives for participation (intrinsic vs. extrinsic motivation, credits, contest and prizes)
- Other stakeholders (Co-organizers, Mentors, Judges)
- Execution (Where, How long, Location, Logistics, Available resources, Partnership etc.)
- Learning assessment (credits, self-assessment tools)



## 2. Dalla teoria alla pratica... lo facciamo davvero?

### **Step 1 - Setting the context for a hands-on format of cooperative entrepreneurship**

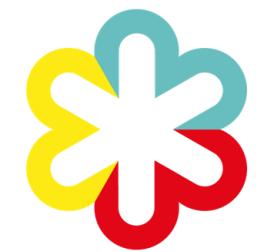
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## 2. Dalla teoria alla pratica... lo facciamo davvero?

### **Step 2 – Deciding the approach to coop development - 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
- Focus on one or more SDGs
- Facilitation techniques to raise and select ideas from students

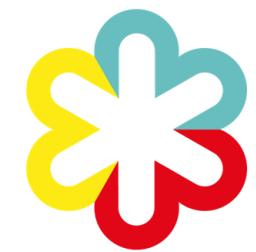


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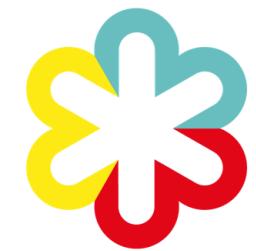
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## 2. Dalla teoria alla pratica... lo facciamo davvero?

### **Step 3 – Designing the program**

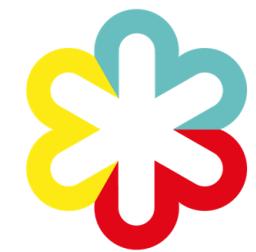
- Workflow of activities (Choosing the mix: Team Forming, Problem/User/Solution, Market Analysis, Validation, Business Modelling, Cash flow analysis, Model of governance, Pitching and presentation, Feedback).
- Mixing the teaching tools: ice-breaking and team building, lectures, interactive workshops, unassisted teamwork, team mentoring by experts, dry run pitching sessions, final “demo”.



## 2. Dalla teoria alla pratica... lo facciamo davvero?

### **Step 4 – Techniques to support the development of the idea**

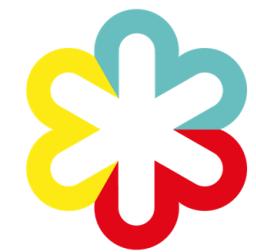
- Co-design; Design thinking / Sprint session/Service Design; Participatory design methodologies
- Co-op mindset; Collaborative & co-op tools to “get the work done” and also learn the coop values
- Startup tools; The User Customer Problem framework / Value Proposition Canvas; Validation tools; Business Model Canvas / Revenue modelling; with adaptations for Impact



## 2. Dalla teoria alla pratica... lo facciamo davvero?

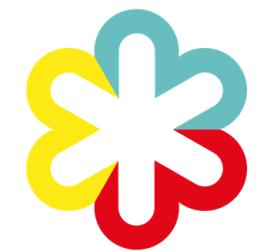
### **Step 5 – Engaging with stakeholders & codesigning your learning program**

- Coops offering their case for “check-up interventions” or “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



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### **3. Conclusioni: le condizioni di fattibilità ed eventuali prossimi impegni**

Quale expertise (personale o della vostra organizzazione) vorresti valorizzare nella proposta formativa?

