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Istruzione universitaria in Italia

“Potenziare la formazione: idee e risultati”



RICCARDO BODINI



PAOLO FONTANA



Educazione all'imprenditorialità cooperativa

III Workshop

Potenziare la formazione: idee e risultati

Riccardo Bodini e Paolo Fontana

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
col supporto di Alessandro Rossi e Gloria Cannone

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)



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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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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



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?

