



Seasonal School on

Management of Innovation and Common Good

Pisa, February 28-March 4, 2023

Version of February 23, 2023

The Seasonal School on “Management of Innovation and Common Good” addresses the main topics of innovation management and exploitation of research results with an approach (1) aimed at attracting the interest of participants from different scientific disciplines and (2) focused on the goal of contributing to the common good (at the level of universities, enterprises, territories). Theories and tools of innovation management will be presented with the aim of supporting the ability to undertake and initiate new initiatives of various kinds, especially in light of the necessity to rethink the current capitalist system and the emergence of new ways of interacting with social, environmental and cultural contexts. In this regard, some paradigms that are today at the center of the debate on the desired transformation of the economy, such as those of shared value creation, integral ecology, civil economy, will be presented. The role of the United Nations Sustainable Development Goals will also be addressed.

The style of the Seasonal School, which will be held in English (unless all participants are Italian), will be rigorous and interactive. Participants will be asked to make presentations and be active in working groups. In addition to the coordinator, other professors and researchers from the Institute of Management (IdM), entrepreneurs and managers will be involved. Several company visits and networking opportunities are planned.

Date	Title	Speakers	References
Day 1: Monday, February 27th			
9-11	Introduction to the course and participants' presentation	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - R. Henderson (2020), <i>Reimagining capitalism in a world on fire</i>, PublicAffairs, New York. - C. Rey, M. Bastons, P. Sotok (editors) (2019), <i>Purpose-driven Organizations</i>, Palgrave Macmillan, (Open Access). - F. Barca, E. Giovannini (2020), <i>Quel mondo diverso</i>, Laterza, Bari. - R. Gulati (2022). <i>Deep purpose: The heart and soul of high-performance companies</i>. Penguin UK. Gulati, R. (2022). - S. Sinek (2009). <i>Start with why: How great leaders inspire everyone to take action</i>. Penguin. -
11-12.30	Rethinking capitalism and the role of companies	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - M. Marcati (2020), <i>L'impresa come sistema vivente</i>, Aboca edizioni. - L. Portales (2019), <i>Social Innovation and Social Entrepreneurship</i>, Palgrave Macmillan. - P. Cardona, C. Rey (2022), <i>Management by missions</i> (Open Access). https://link.springer.com/book/10.1007/978-3-030-83780-8 - K. Raworth (2017). <i>Doughnut economics: seven ways to think like a 21st-century economist</i>. Chelsea Green Publishing.
12.30-13.30	Pranzo a mensa		-
13.30 – 14.00	Transfer to Montachiello		-
14-17	Company visit to: <ul style="list-style-type: none"> - MMI - VR Media 	Andrea Piccaluga, Gianluca Gionfriddo, company managers.	<ul style="list-style-type: none"> - MMI: "At MMI, we believe that life is all about connections. When it comes to performing an anastomosis during a microsurgical procedure, the quality of that connection may even determine if the outcome is successful. The Symani Surgical System is designed to help surgeons connect tiny vessels under 2.0mm in diameter as delicately and precisely as possible." Website MMI: https://www.mmimicro.com/ - VR Media: "We offer companies a flexible AR/XR technology solution to empower workforce in daily industrial operations that require instant expertise and remote collaboration" Website VR Media: https://kiber.tech/
17.00-17.30	Transfer to Pisa		
18-20	Ice-breaking night (Aula 6)	Maria Giulia Garcea	

		Gianluca Gionfriddo	
Day 2: Tuesday, February 28th			
9-10.30	Open Innovation, Flourishing Business model and Prosper.	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Chesbrough, H. W. (2003). Open innovation: The new imperative for creating and profiting from technology. Harvard Business Press. - Henderson, R. (2021). Innovation in the 21st century: architectural change, purpose, and the challenges of our time. <i>Management Science</i>, 67(9), 5479-5488. - Upward, A., & Jones, P. H. (2016). An ontology for strongly sustainable business models: Defining an enterprise framework compatible with natural and social science. <i>Organization & Environment, Special Issue: Business Models for Sustainability: Entrepreneurship, Innovation, and Transformation</i> 29(1), 1-27 - Prencipe, A, & Sideri, M. (2022). L'innovatore rampante. L'ultima lezione di Italo Calvino. <i>Luiss University Press</i>
10.30-11.30	The valorisation of results from public research: from technology transfer to impact	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Lazzeroni M. and A. Piccaluga (2003), Towards the entrepreneurial university, in <i>Local Economy</i>, 18 (1), 38-48. - Campbell, A., Cavalade, C., Haunold, C., Karanikic, P., Piccaluga, A. (2020), <i>Knowledge Transfer Metrics. Towards a European-wide set of harmonised indicators</i>, Karlsson Dinnetz, M. (Ed.), EUR 30218 EN, Publications Office of the European Union, Luxembourg, 2020, ISBN 978-92-76-18885-8, doi:10.2760/907762, JRC120716
11.30-12.30	Firms and territories: processes of transformative resilience	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - M. Lazzeroni (2016), <i>La resilienza delle piccole città</i>, Pisa University Press, Pisa. - N. Ombrosi, E. Casprini e A. Piccaluga (2019), "Loccioni: identità locale, impresa globale", in A. Di Minin, C. Marullo e A. Piccaluga (a cura di), <i>Il gioco degli opposti. Storie di innovazione italiana</i>, Egea, Milano.
12.30 – 13.30	Pranzo a mensa		
13.30-14.00	Walking to Cappuccini		
14-18	Groupwork on day 1-2 with visit to: <ul style="list-style-type: none"> - Cappuccini Pisa (Pisa) 	Andrea Piccaluga, Gianluca Gionfriddo, Grazia Ambrosino	<ul style="list-style-type: none"> - Genovesi, A. (1769). Lezione di commercio o sia d'economia civile. A spese Remondini. - Bruni, L., & Zamagni, S. (2008). Civil economy. Efficiency, equity, public happiness. <i>Society and Business Review</i>.

18-20	Aperi-mind (Ti Cucino Bio) in Cappuccini	Andrea Piccaluga, Gianluca Gionfriddo, Maria Giulia Garcea	
Day 3: Wednesday, March 1st			
9-10	Transfer to Rosignano		-
10-17	A full day of outdoor experience at Fondazione Casa Cardinale Maffi (FCCM) in Rosignano, about 50 Km. from Pisa - “La palestra di Gabriele” Schedule of the day: La Palestra di Gabriele: 10-13 Lunch: 13-14 La Palestra di Gabriele: 14-17	Andrea Piccaluga, Gianluca Gionfriddo, Antonia Peroni	- Asselle M, Piccaluga A. (2019), <i>Sorella Economia. Da Francesco di Assisi a papa Francesco: un'altra economia è possibile?</i> , Ed. Porziuncola, Assisi. - La Palestra di Gabriele - La Fondazione Casa Cardinale Maffi
17-18	Transfer to Pisa		-
Day 4: Thursday, March 2nd			
8.30 – 9.00	Transfer to San Rossore		-
9-11	Lecture: Sustainability, Circularity and Climate Neutrality as a common good: an introduction	Natalia Gusmerotti, Francesco Testa	- Gusmerotti N.M., M. Frey, F. Iraldo (2020) , Management dell'economia circolare. Principi, drivers, modelli di business e misurazione, F. Angeli, Milano. - Macellari, M., Gusmerotti, N.M., Frey, M., Testa, F. (2018) . Embedding biodiversity and ecosystem services in corporate sustainability: A strategy to enable Sustainable Development Goals, <i>Business Strategy and Development</i> , 1(4), pp. 244–255, ISSN:2572-3170 doi.org/10.1002/bsd2.34. - Frey M., Gusmerotti N.M., Pogutz S. (2017). Servizi ecosistemici e biodiversità: una nuova prospettiva per un'economia più sostenibile. <i>Sinergie</i> , vol. 35, p. 165-184, ISSN: 0393-5108, doi: 10.7433/s102.2017.12.
11-13	Lecture:	Natalia Gusmerotti, Francesco Testa	- Daddi T., Bleischwitz R., Todaro N., Gusmerotti N.M., De Giacomo M. R. (2020) . The influence of institutional pressures on climate mitigation and adaptation strategies. <i>Journal of Cleaner Production</i> , Vol. 244, 118879, ISSN: 1879-1786, doi: 10.1016/j.jclepro.2019.118879.

	Adaptation to climate change for resilient communities and territories		<ul style="list-style-type: none"> - Todaro, N.M., Testa, F., Daddi, T., Iraldo, F., (2021). The influence of managers' awareness of climate change, perceived climate risk exposure and risk tolerance on the adoption of corporate responses to climate change. <i>Business Strategy and the Environment</i>, pp. 1232–1248.
13-14	Lunch al sacco mensa		-
14-15.30	Health and health care as common good: definition and measures of equity and inequity	Sara Barsanti	<ul style="list-style-type: none"> - Sara Barsanti, Sabina Nuti <i>The equity lens in the health care performance evaluation system</i> Int J Health Plann Manage Jul-Sep 2014;29(3):e233-46. doi: 10.1002/hpm.2195. Epub 2013 May 30. - Expert Panel on effective ways of & investing in Health (EXPH). (2019). <i>DEFINING VALUE IN "VALUE-BASED HEALTHCARE."</i> European Union. https://ec.europa.eu/health/expert_panel/sites/expertpanel/files/docsdir/024_defining-value-vbhc_en.pdf - David C. Grabowski, Jonathan Gruber, Joseph J. Angelelli; <i>Nursing Home Quality as a Common Good. The Review of Economics and Statistics</i> 2008; 90 (4): 754–764. doi: https://doi.org/10.1162/rest.90.4.754
15.30-17	Three cases of innovation for equity in health care 1. digital innovation (the Happymamma app); 2. organizational innovation (Community building Approach) and 3. resilient innovation (Nursing home cases).	Sara Barsanti	<ul style="list-style-type: none"> - Pennucci F, De Rosis S, Murante AM, Nuti S. (2019) "<i>Behavioural and social sciences to enhance the efficacy of health promotion interventions: Redesigning the role of professionals and people</i>", in <i>Behavioural Public Policy</i>, 1-21. - Bovaird, T. (2007). <i>Beyond Engagement and Participation: User and Community Coproduction of Public Services. Public Administration Review</i>, 67(5), 846–860. https://doi.org/10.1111/j.1540-6210.2007.00773.x - Cepiku, Marsilio, Sicilia, Vainieri (2020), <i>The Co-production of Public Services Management and Evaluation</i>, Palgrave.
17.30-18	Transfer to Pisa		
20.00-21.00	Pizzata with participants (Pizzeria Montino)		
Day 5: Friday, March 3rd			
8.30 – 9.00	Walking towards Enel Innovation Hub		
9-13	Lecture in Enel Innovation Hub - Pisa: Cases of firms and entrepreneurs who try to "change the world"	Valentina Cucino, Maria Giovanna Vertuccio 9-11 – Enel 11-12 – Testimonial 1 12-13 – Testimonial 2	<ul style="list-style-type: none"> - Cucino V., Di Minin A., Ferrucci L. & Piccaluga A., (2021) <i>La Buona Impresa. Startup per un mondo migliore</i>'. Il Sole 24 Ore Editore. ISBN: 978-88-6995-823-6. - Chesbrough, H. (2016). <i>Innovation@ ENEL: From monopoly power to open power</i>. In SAGE Business Cases. The Berkeley-Haas Case Series. University of California, Berkeley. Haas School of Business.

			<ul style="list-style-type: none"> - Chesbrough, H. (2020). Enel X: driving digital transformation in the energy sector. In SAGE Business Cases. The Berkeley-Haas Case Series. University of California, Berkeley. Haas School of Business.
13.00 – 13.30	Walking back towards Sant'Anna		-
13.30 – 14.30	Pranzo a mensa		-
14.30-17.30	<p>AULA 5 –</p> <p>“The Good Tourism” Lecture + Group exercise.</p> <p>Tourism can be “good” and respond to ethical requirements in several ways that are consistent not only with the experiential approach to tourism management but also with some recent trends, like the re-emergence of “transformative travel”. We will discuss different aspects of “good tourism”: accessibility (“Tourism for all”), responsibility and sustainability, spirituality, “voluntourism”.</p> <p>In a final exercise, student groups will be required to design a “good tourism” product and we will collectively comment the proposals.</p>	Nicola Bellini	<ul style="list-style-type: none"> - UNWTO (2020), <i>Tips for a Responsible Traveller</i> (https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-07/Tips-for-Responsible-Traveller-WCTE-EN.pdf) - UNWTO (2019), <i>Framework Convention on Tourism Ethics</i> (https://www.e-unwto.org/doi/pdf/10.18111/9789284421671) - Weeden, C., Boluk, K. (ed.s) (2017). <i>Managing Ethical Consumption in Tourism</i>. London: Routledge. ISBN 9781138082069
17.30-18.00	Conclusions	Andrea Piccaluga Gianluca Gionfriddo	

Lecturers and short biography



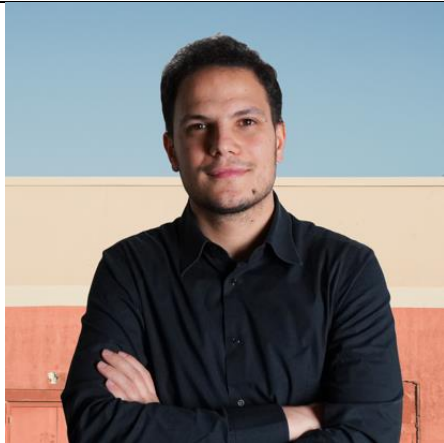
Andrea Piccaluga, the coordinator of this Seasonal School, is the Director of the Institute of Management at Scuola Superiore Sant'Anna. He is vice-President of Netval (www.netval.it), the Italian network of University Technology Transfer Offices, after being president from 2014 to 2019. He holds a PhD from Scuola Superiore Sant'Anna and a Master in Technology and Innovation Management from SPRU-University of Sussex. He is Associate editor of the R&D Management Journal. He has published articles and books in the broad field of knowledge transfer and has also had management roles in this area. In the last few years he has been increasingly active in the field of purpose-driven organisations.



Natalia Marzia Gusmerotti is a researcher at the Institute of Management of Scuola Superiore Sant'Anna, where she coordinates a research team on Circular Economy and Natural Capital Management (CENC), within the Laboratory of Sustainability Management (SuM). Natalia leads many research projects at international and national level. She also holds several courses, in particular in post-graduate, PhD and executive programs, and is author of many scientific and technical publications.



Sara Barsanti is assistant professor of Management at the Laboratorio Management e Sanità, in the Institute of Management of Scuola Superiore Sant'Anna. She has a PhD in Health Care Management. In the past years, she has worked on a variety of health research projects and collaborated with several international institutions. Her research interests focus on performance management in public administration, organizational model of public services, with focus on primary care, integration and integrated care and long-term care.



Gianluca Gionfriddo is a Post-doctoral research Fellow in Management at the Institute of Management and Department EMbeDS, Sant'Anna School of Advanced Studies, Pisa. He holds a master's degree in Innovation Management at Scuola Superiore Sant'Anna and a bachelor's degree in Industrial Engineering at the University of Pisa. His research interests deal with business ethics, focusing on corporate purpose and the management of purpose-driven companies, social impact generation and assessment and social innovation.



Valentina Cucino is a Post-doctoral Fellow in Management at the Institute of Management and Department EMbeDS, Sant'Anna School of Advanced Studies, Pisa. She holds a PhD in Management Innovation, Sustainability, and Healthcare. Her research interest and teaching mainly deals with innovation management, purpose-driven innovation and university- industry technology transfer. Her works have been published in journals such European Journal of Innovation Management, Journal of Knowledge Management, R&D Management, Studies in Higher Education, Technological Forecasting and Social Change, and The TQM Journal.







Maria Giulia Garcea is a contract researcher at Scuola Superiore Sant'Anna, with a Master's degree in Management Engineering from the University of Pisa. She has 4 years of experience in a sustainability consultancy, where she developed ESG strategies for major Italian companies. At Sant'Anna, she manages social impact projects and helps companies measure their social impact and develop strategies that maximize their positive impact on society



Nicola Bellini is professor of management at the Scuola Superiore Sant'Anna in Pisa. A former director of the Regional Institute for Economic Planning of Tuscany - IRPET and of the Institute of Tourism Management at La Rochelle Business School (France), he teaches tourism economics and management also at LUISS Business School, IULM University in Milan, the University of Pisa (Campus Foundation in Lucca) and the Stanford University campus in Florence. During 2022, he served as expert of the European Commission for the ex-ante evaluation of the "Sustainable Tourism" priority under the "Urban Agenda of the European Union" program.

Organizations and places to be visited

Organization and link	Brief description	Pictures
<p>Fondazione Casa Cardinal Maffi (FCCM) – Rosignano Solvay</p>	<p>The facility, located in Rosignano Solvay, provides socio-medical and care services in residential and semi-residential regimes (RSA and Day Centre) for non-self-sufficient elderly persons, including also a specialized Cognitive-Behavioral Module for persons suffering from Alzheimer's disease. It has a total of 40 places in the RSA and 10 places in the Day Centre.</p> <p>The Residence, authorized and accredited in both services, also provides internal continuity paths from semi-residential to residential in order to respond to the increasingly diversified needs of the elderly population</p>	
<p>Medical Micro Instruments (MMI)</p>	<p>Medical Microinstruments S.p.A. (MMI) was founded in 2015 near Pisa, Italy to enhance surgical performance through the development of a robotic system that enables surgeons to achieve better outcomes in microsurgery. The Symani Surgical System combines proprietary innovations including the world's smallest wristed microinstruments as well as tremor-reducing and motion-scaling technologies. Together, these powerful capabilities allow more surgeons to successfully perform microsurgery while expanding the field of supermicrosurgery. MMI is backed by international medtech investors including Andera Partners, Panakes Partners, Fountain Healthcare Partners and Sambatech.</p>	

<p>VRMedia</p>	<p>Kiber is powered by VRMedia, spin-off company of the Scuola Superiore Sant'Anna. VRMedia developed Kiber's solutions with industrial key players to answer the real needs of the Industry in remote collaboration by making interaction between people easy, safe and efficient. Our day-to-day challenge is to bring the future everyday closer.</p>	
<p>Enel Pisa Innovation Hub&Lab</p>	<p>In Pisa, the Enel Innovation Hub&Lab of the Global Thermal Generation (GTGx) Business Line is integrated in the network of Innovation Hubs&Labs managed by the Group. The one in Pisa is a space that aims to host start-ups and partners that collaborate with GTGx in the development and implementation phases of projects. The Innovation Hub&Lab allows partners to work side-by-side with the business and enables the creation of synergies between start-ups that already collaborate with Enel, seeking to share value and manage the challenges thrown up by Thermal Generation. Finally, it hosts workshops and events focusing on specific technologies.</p>	

[Cappuccini Center](#)

The "Cappuccini Center" is a former convent structure that has been refurbished to host university students or people in training who are on a path of professional growth. Living together is based on respect for the guests and the internal rules, but also on building a community spirit to accompany the students on their educational and study path away from their families.

