



Seasonal School on

Management of Innovation and Common Good

Pisa, February 28-March 4, 2022

Version of February 17, 2022

This Seasonal School addresses some of the main issues regarding innovation management and knowledge exchange (including technology transfer) with a broad vision which includes sustainability and health management. The specific approach of this Seasonal School (1) aims at arousing the interest of participants from different scientific disciplines and (2) focuses on the goal of contributing to the common good (at the level of universities, companies, territories). The theories and tools for managing innovation will be presented and discussed not so much with the objective of creating competitive advantage, but as a support to the ability to launch new initiatives of various kinds aimed at creating value for the society as a whole, especially in coherence with the need to rethink the current capitalism system. Emphasis will be given to the role of purpose-driven organizations, their capacity to trigger architectural innovation to address societal problems, as well as on 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 transformation of the economy which is urgently needed will be presented, such as those of the creation of shared value, integral ecology and civil economy. The role of the United Nations Sustainable Development Goals will also be addressed.

The Seasonal School will include lectures by professors as well as presentations by entrepreneurs and other people and organizations active with different types of profit and non-profit initiatives aimed at contributing to the common good. Students will be also asked to contribute not only with questions but also with short presentations about specific issues as well as their personal experiences.

Date	Title	Speaker	References
Monday February 28			
9-11	Introduction to the course and participants' presentation	Andrea Piccaluga, Natalia Gusmerotti, Gianluca Gionfriddo and Sara Barsanti (IdM)	<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). - P. Cardona, C. Rey (2022), <i>Management by missions</i> (Open Access). https://link.springer.com/book/10.1007/978-3-030-83780-8 - F. Barca, E. Giovannini (2020), <i>Quel mondo diverso</i>, Laterza, Bari.
11-13	Rethinking capitalism	Gianluca Gionfriddo and Andrea Piccaluga (IdM)	<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.
14-17	Creating shared value and Open Innovatibiliy: the case of ENEL	Fabrizio Furbini (ENEL)	
17-18	Final discussion	Gianluca Gionfriddo and Andrea Piccaluga (IdM)	
Tuesday March 1st			
9-10.30	Open Innovation, Flourishing Business model and Prosper.	Gianluca Gionfriddo and Andrea Piccaluga (IdM)	<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
10.30-11.30	The valorisation of results from public research: from technology transfer to impact	Andrea Piccaluga (IdM)	<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., Cavallade, 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.
11.30-13.00	2 km of future. The enterprise to seed beauty	Maria Paola Palmeri (Loccioni)	<ul style="list-style-type: none"> - "2 KM di futuro" Lombardi-Varvelli con Maria Paola Palmeri, Il Sole-24Ore Edizioni, 2014 - "Animal Spirits in Vallesina", Mario Bartocci, Luiss University Press 2011 - "Quaderno di cultura manageriale", Lombardi Varvelli, Desiderio Editore 2019
14-18	Firms and territories: processes of transformative resilience	Andrea Piccaluga (IdM)	<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.
Wednesday March 2nd			
9-13	Innovation and fragility: new models for the construction of common good	Andrea Piccaluga (IdM)	<ul style="list-style-type: none"> - Asselle M, Piccaluga A. (2019), <i>Sorella Economia. Da Francesco di Assisi a papa Francesco: un'altra economia è possibile?</i>, Ed. Porziuncola, Assisi.
14-16	Sustainability, Circularity and Climate Neutrality as a common good: an introduction	Marco Frey, Natalia Gusmerotti (IdM)	<ul style="list-style-type: none"> - Gusmerotti N.M., M. Frey, F. Iraldo (2020), <i>Management dell'economia circolare. Principi, drivers, modelli di business e misurazione</i>, 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.

			<ul style="list-style-type: none"> - 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.
16-18	Adaptation to climate change for resilient communities and territories	Natalia Gusmerotti, Niccolò M. Todaro (IdM)	<ul style="list-style-type: none"> - 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. - 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.
Thursday March 3			
9-11	Measuring the business contribution to preserve common goods: approaches and tools	Natalia Gusmerotti, Filippo Corsini, Serena Carlesi (IdM)	<ul style="list-style-type: none"> - Gusmerotti, NM, Testa, F, Corsini, F, Pretner, G, Iraldo, F (2019) <i>Drivers and approaches to the circular economy in manufacturing firms</i>. <i>Journal of Cleaner Production</i>, Volume 230 2019 Pages 314 327 ISSN 0959 6526 - Corsini, F., Gusmerotti, N.M., Frey, M. (2020). <i>Consumer's circular behaviors in relation to the purchase, extension of life, and end of life management of electrical and electronic products: A review</i>. <i>Sustainability</i>, 12(24), pp. 1–16, 10443
11-13	Working group on sustainability metrics	Natalia Gusmerotti (IdM)	
14-15	Health and health care as common good: definition and measures of equity and inequity	Sara Barsanti (IdM)	<ul style="list-style-type: none"> - Sara Barsanti , Sabina Nuti <i>The equity lens in the health care performance evaluation system</i> <i>Int J Health Plann Manage</i> 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

15-16	Innovation and resilience in health care during the pandemic	Sara Barsanti (IdM)	<ul style="list-style-type: none"> - Gostin LO. <i>The Great Coronavirus Pandemic of 2020—7 Critical Lessons.</i> JAMA. 2020;324(18):1816–1817. doi:10.1001/jama.2020.18347 - Lyng, H.B., Ree, E., Wibe, T. et al. <i>Healthcare leaders' use of innovative solutions to ensure resilience in healthcare during the Covid-19 pandemic: a qualitative study in Norwegian nursing homes and home care services.</i> BMC Health Serv Res 21, 878 (2021). https://doi.org/10.1186/s12913-021-06923-1
16-17.40	Three case of innovation for equity in health care: 1. digital innovation; 2. Coproduction and empowerment 3. Integration and health promotion (AFA)	Sara Barsanti (IdM) Anna Maria Murante (IDM) Manila Bonciani (IDM) Francesca Pennucci (IDM)	<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.</i> <i>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.
17.40-18	Take home messages	Sara Barsanti (IdM)	
Friday March 4			
9-13	Cases of firms and entrepreneurs who try to “change the world”	9-10 – Lorenzo Pisoni (PCUP) 10-11 – Francesco Pezzuoli (LIMIX) 11-12 – Federico D’Annunzio (Traent) 12-13 – Alessandra Farres (Intendime)	<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.

14-18	Final evaluation session	Natalia Gusmerotti (IdM)	
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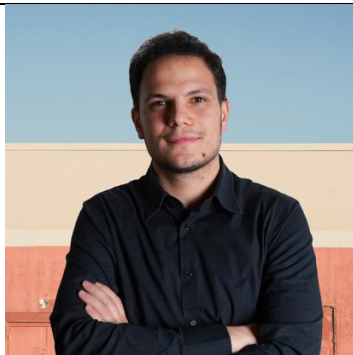
Andrea Piccaluga, the coordinator of this Seasonal School, is the Director of the Institute of Management at Scuola Superiore Sant'Anna. He is vice-President of Netval (www.netval.it), the Italian network of University Technology Transfer Offices, after being president from 2014 to 2019. He holds a PhD 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 research assistant 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 PhD Student in Innovation Management at Scuola Superiore Sant'Anna. 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 main research interests deal with the role of corporate purpose in rethinking capitalism and management of purpose-driven companies, with a specific focus on social impact generation, business model innovation and corporate performance measurement. He is currently visiting student at UIC in Barcelona.

Fabrizio Furbini