

Workshop No. 2

FOR REGISTERED PARTICIPANTS

Onsite in Bari, Italy
Fiera del Levante, Puglia Region - Pavillion 152, Conference room 1,
Lungomare Starita, 4

Online on Lifesize

Living Lab methodology

InnovaMare Project – WP 5

Workshop in Bari, InnovaMare Project – WP 5

Wednesday, 14 July 2021

AGENDA

14:00 – 15:30	<p>Welcome speeches</p> <p>Welcome addresses from Puglia Region/ARTI, Lead partner, Project partners and other stakeholders</p> <p><i>Vito Albino, President of ARTI Puglia</i> <i>Gianna Elisa Berlingiero, Director, Economic Development Department, Puglia Region</i> <i>Mateo Ivanac, Croatian Chamber of Economy, Lead partner</i></p> <p><i>Project partners presentation</i></p> <p><i>Moderator: Valeria Patruno, ARTI Puglia</i></p>
15:30 – 17:00	<p>Introduction to the workshop program</p> <p><i>Overview of the training</i></p>
17:00 – 18:00	<p>Meet & greet</p> <p><i>Mingling and networking over refreshment</i></p>

Workshop in Bari, InnovaMare Project – WP 5

Thursday, 15 July 2021

Trainer: Emir Džanić - Mreža znanja d.o.o.

AGENDA

10:00 – 10:15	Warming up
10:15 – 10:45	Explaining Living Labs <i>Moderated discussion: Recalling and reflecting last session</i>
10:45 – 11:30	Living Lab update with the survey results <i>Moderated discussion on survey results for:</i> <ul style="list-style-type: none"> - Project partner organisations - Their innovation processes - User involvement - The nature of InnovaMare Living Lab
11:30 – 13:00	The InnovaMare Living Lab methodology <i>Moderated discussion - Presenting InnovaMare Living Lab methodology:</i> <ul style="list-style-type: none"> - The process - Tools
13:00 – 14:00	Lunch break
14.00 – 15:30	The Design Thinking workshop <i>Discovering new dimensions for the InnovaMare Living Lab process and tools</i>
15:30 – 16:00	Conclusions and key takeaways

Workshop in Bari, InnovaMare Project – WP 5

Friday, 16 July 2021

Trainer: Emir Džanić - Mreža znanja d.o.o.

AGENDA

9:00 – 9:15	Warming up <i>Recalling yesterday's session</i>
9:15 – 9:30	Introduction to today's session
9:30 – 10:30	The InnovaMare Living Lab methodology <i>Moderated discussion-- Presenting InnovaMare Living Lab methodology:</i> <ul style="list-style-type: none"> - Services - Roles - The network structure
10:30 – 11:00	The InnovaMare Living Lab business model <i>Introduction to business modelling</i>
11:00 – 11:30	Coffee / Brunch break
11:30 – 12:30	The Business Model Canvas workshop <i>Workshop: discovering new dimensions for the InnovaMare Living Lab process and tools</i>
12:30 – 12:45	Presenting Business Model Canvas workshop results <i>Workshop: presentation and discussion</i>
12:45 – 13:00	Conclusions and key takeaways