

How to connect research and sustainable business: The role of knowledge networks in enhancing circular economy

DATE 12.10.2021 online (<https://us06web.zoom.us/j/83669634000>)

HOUR: 14:30 – 17:00 CEST

Agenda

- 14:30-14:40 **Introducing the meeting: presentation of CUEIM’s Ecosystem**, G. Zarlenga (CUEIM)
- 14:40 - 14:50 **“Business as a force for good”: Yves Rocher Italia SB Case study**, D. D. Cazzaniga (InVentoLab)
- 14:50 - 15:00 **Sinergie IJM: The role of a Scientific Journal in connecting research and real world**, M. Ugolini (University of Verona)
- 15:00-15:10 **Determinants of circular economy practices in SMEs and benefits of their adoption**, F. Corsini, (Sant’Anna school of Advances studies - Pisa)
- 15:10 -15:20 **The analytical assessment of the relationship between circular economy principles and smart sustainable cities**, M. Fedele, A. Bashirpour Bonab (University of Cassino)
- 15:20–15:30 **Tourism and sustainability: opportunities and challenges for hotel enterprises**, F. Buffa (University of Trento)
- 15:30 - 15:40 **Social Open Innovation: Using stakeholder engagement to link Open Innovation with Social Needs**, G. Basile (Universitas Mercatorum)
- 15:40 - 15:50 **A process of evolution: AI as an enabler for breaking down institutional silos of non-inter-disciplinarity** M. Hadjiathanasiou (Gnosis - Mediterranean Institute for Management Science)
- 15:50 - 16:00 **The training role in the social open ecosystem building. Entrepreneurs and workers as means and ends of social behaviours**, S. Bentreovato (Federterziario)
- 16:00 - 16:10 **European and national institutions role in promoting a collaborative framework, to develop circular and social innovation experiences for a fair transition**, A. Paglia (TES)
- 16:10 - 16:20 **B Corp e Benefit Corporation, a model of sustainability**, L. Guarneri (Nativa B Corp)
- 16:20 -16:30 **CUEIM, A Knowledge and Collaborative Network: approaches, projects and academy** G. Zarlenga (CUEIM)
- 16:30-17:00 **Final Round Table** with possibility of interaction with the audience/discussion about the comments they left on shared docs.

The webinar aims to present the knowledge network of CUEIM by promoting the research works developed by the academic components and systematizing the best practices for businesses that have the potential to promote the value of knowledge sharing and the organizations' commitment to real change.

During the online event, we will guide you through a reflection that starts from how to make circular and sustainable business today, research works and perspectives, the effects on the territories and communities, open innovation paths opportunities and the real training needs in the field of sustainable business growth.

Finally, we will present organizations that are already moving in this direction and the projects that CUEIM is carrying out to move towards a sustainable future.

CUEIM is an international open network consisting of 27 universities, local public entities, private organizations and innovation centers.

In its unique structure, CUEIM facilitates the exchange of knowledge and practical skills between researchers and project designers thus generating concrete opportunities for partnership and mutual growth at national and international level in the main sectors of circular economy, sustainability, innovation, sustainable tourism and smart cities.