



UNIVERSITÀ DI PARMA

Third Mission @UNIPR

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Topics

- **Third Mission @UniPr**
- The **Parma Area**: traditions, heritage
- **Research and TT**: Success Stories, future Plans
- **Public Goods** Production
- **Initiatives**, initiatives ...
- **UniPr + Parma Municipality**

The Third Mission @Unipr

- **Third Mission:** Openness of the University to the Social and Economic Context through valorization and transfer of its know-how
- **2 macro-areas:**
 - **Valorisation of Research;** enhancement of our relationship with the industries, creation of incubators and spin-off's
 - **Public Goods Production:** management of Museums. Historic Buildings, Archeologic Diggings, Life-Long Learning, Health Protection, Promoting Spread of Science etc.

The Parma Area

- Rich cultural and industrial tradition past and present
- Excellent opportunities for third mission development
- Solid base build in past years
- Principle of two-way exchange between UniPr and community: mutual contributions to future joint progress

Research and TT: Success Stories, future Plans

- Already Existing **Advanced TT activities**
- **Ambarella** @UniPR Campus
- **UniPr Technopole** @UniPR Campus, part of Emilia Romagna Region High Technology Network – hosting industrial research labs aimed at economically and socially valorising the research results
- @UniPr Campus: **food project area & Institute of Advanced Food and Nutrition Studies** dedicated to food science topics, strongly supported by private businesses contributions
- Support to Academic and Teaching Initiative **Food Farm 4.0** and interaction with ALMA.
- **26 spin-off's**
- Efforts to **incentivize innovative industrial processes**: facilitation of administration and management of procedures, contracts, patents and exploitation optimisation

Public Goods Production

- Involvement with many local museums
 - **CSAC** at the Valsenera abbey: a museum unique in its genre, subject to many investments in the past years valorising it non just an archive and museum, but as a multifunctional, teaching and research space as well; does need further visibility efforts
 - **Bottego Museum** at the University Headquarters: Not currently open; will be subject to study on integrated exhibition structure, centralizing our main naturalistic collections
 - **Various Museums part of our Departments**
 - **Botanical Garden:** Today only partialy open to visitors; needs valorisation works that will allow it to regain its teaching and research functions, but also for innovative applications in the fields of pharmacy and nutrition

Initiatives, initiatives ...

- Third Mission Activities in Health Protection initiatives
 - University's Dental Surgery Centre
 - Veterinary Hospital
- Life-Long and Continuous Learning Activities
- Researchers' Night
- Employment of ever more innovative technologies (i.e. smartphone teaching apps)

UniPr + Parma Municipality

- The **interaction between UniPr and the Municipality of Parma** will have a central role for the success of the Third Mission Initiatives
- Cultural and Category **Associations support** will be important as well
- A great challenge: **Parma Capital City of Culture 2020 candidacy.**

GRAZIE!



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