



EUniverCities

EUniverCities

Peer Review Meeting Lecce
28-30 January 2015



Connecting cities
Building successes





PROGRAMME

Attractiveness and Economic interconnection: Lecce as Smart and Student City

Problem Statement – City of Lecce

Cities compete to attract skilled people, and universities are a key “asset” in this respect. They attract students, who could become valuable human resources for companies in the city. Smaller university cities have a harder job to retain graduates than bigger ones: there, job markets are smaller and less attractive.

The Keywords for Lecce as university city are **Innovation, youth entrepreneurship, students and creativity**. In order to fight the unemployment rates growing up month by month and to avoid brain drain is mandatory to create conditions for students to stay in Lecce after the conclusion of their studies, for example by developing high qualified jobs in the industries, or by promoting them to create their own company. Enhancing the number of spin-offs and start ups could be a link that can contribute to the development of local economy, beside the regional and national one.

The University of Salento has much to offer for prospective students: good education, an attractive city, relatively low costs of housing and living. However, it faces heavy competition from other universities. In this respect, the South of Italy faces a brain drain to other regions, mainly towards major cities like Milano, Torino and Rome where university education is considered to be of a higher quality and better employment possibilities are offered. It is estimated that there are about 150,000 students from the Puglia region, of which about 40,000 choose to study in another Italian region.

Case study: Officine Cantelmo –The Student centre in the City and its new aspect for youth entrepreneurship #rethinkingcantelmo

The city made a substantial investment in public facilities for University of Salento, in the city centre. Dilapidated old buildings were transformed into a modern complex. The “Officine Cantelmo” complex contains a library, meeting facilities, study rooms, a bookstore, and offices where students can get counselling regarding career opportunities. The buildings are a venue for cultural events, and concerts. The facilities are not only available for cities, but also directed at other young citizens. The complex helps to build the academic community in Lecce, but also gives the

university a “face” and a strong connection to its urban context. The buildings are owned by the city but operated by the university through a students-run cooperative.

Programme

Wednesday, 28 January **Arrival of European guests**

21:00 Welcome dinner, location Hotel Tiziano

Thursday, 29 January **Presentations and Site Visits**

On the first day of the Peer Review the City of Lecce, together with the University of Salento and other key players will present the problem statement through various presentations and site visits.

8.30 – 8.45 Guided walk from Hotel Tiziano to Must

8.45– 9.00	Registration and Coffe	Must
Opening Session An Overview of C-U cooperation and local/regional economic interconnection Attractiveness and Economic interconnection		
09.00 – 09.20	Welcome Words	Mr. Paolo Perrone Mayor city of Lecce Mr. Vittorio Boscia Vice-rector
09:20 – 09.40	Expectation for the meeting and Introduction of the Peer review session	Mr. Patrick van Geel , Advisor, European Affairs, City of Delft Mr. Willem van Winden , Lead Expert EUniverCitie
09.40 – 10.15	Lecce Smart City promoting Entrepreneurship and Social development. Initiatives, cooperation and Situational picture	Mr. Alessandro Delli Noci City Councillor for Technological Innovation, Youth Policy, Vocational Training and Job Policy - City of Lecce Mr Raffaele Parlangei - Director of Smart City Office, Europa2020 Office and Opendata Office - City of Lecce Ms. Valentina Biondi - Dhitech Representative of Living Lab – Puglia Smart Lab – ““PugliaSmartLab: the Living Lab approach for activating people”” – City of Lecce
10.15-10.45	The impact of the University for the development of local cooperation Situational pictures	Mr. Luciano Tarricone Director of ADISU – Regional Agency for university student services An Overview of the project “Studenti al Centro” and its results. Mr. Enrico Pulieri Student’s association Link To be a student in Lecce!
10.45 – 11.00	Q&A Session - Representative of C- U	
11.00 - 11.30	Coffee break	

11.30 – 12.45	<p>Site Visit around the city by TOURANGO Simulation of new model of tourism in the City linked to the University cultural places. The Path proposed represents a potential solution to take advantage of the city tourism in order to boost the brand of Lecce University City. Action proposed in the LAP by the GSL.</p>	
13.00 – 14.00	Light Lunch @Must	
<p>Afternoon session @ Student Center - Officine Cantelmo Entrepreneurship and Students Student solution for a Smart City and the participative Process towards a Common Agenda!</p>		
14.00 – 16.00	<p>Visit of the Campus Ecotekne Innovation and Creativity and Technological Innovation Spin-offs H. 14.00 Arrival at Euromediterranean Incubator H. 14.00-14.40 Presentation of the research activities and spin-offs involved H. 14.30 –15.00 Visit of Research Laboratory – Mr. Angelo Corallo and Mr. Luca Salvatore H. 15.00 – 15.30 Visit of Research Laboratory – Mr. Alessandro Sannino H. 15.30-16.00 Visit of Technological District – DHITECH – Mr. Lorenzo Vasanelli</p>	
16.00 – 16.15	Coffee break @ Officine Cantelmo	
16.15 – 16.30	<p>Welcome words Officine Cantelmo as best practice for social and student entrepreneurship and best example of cooperation City/University/Region</p>	<p>Mr. Marco Cataldo President of Officine Cantelmo</p>
16.30 – 16.45	<p>Presentation of the Local Action Plan and the main solutions identified for the cooperation C-U</p>	<p>Ms. Lara Mastrogiovanni Local Support Group coordinator The participative process and the Local Action Plan</p>
16.45 – 17.00		<p>Mr. Salvatore Modeo – CEO of The Qube and Expert of startup ecosystem Proposal of Regeneration of Officine Cantelmo with the support of City/ University/Region #Rethinking Cantelmo Project</p>
17.00 – 17.30	<p>Diversity and Dynamism in the cooperation C-U: Round table Smart Solution by Students and Entrepreneurs</p>	<p>Ms. Marialba Pandolfini – CEO Tourango Ms. Vanessa Coppola – CEO Violed Ms. Giulia Antonucci - Living Lab Mr. Antonio Scarnera – CEO Island of Host Mr. Carlo Monticelli – CEO Cercoalloggio Mr. Giorgio Mele – CEO Zemove Mr. Ernesto Caracchia - CEO Beecode</p>

17.30 – 17.45	Q&A And Peer Local Support Group coordinator
17.45 – 18.00	Closing Session and Intro of the Peer Review Session of tomorrow
18.00 – 19.00	Guided walk to “Archaeological Museum Faggiano” and testing itinerary with traditional food.

19.30-22.00

Dinner, restaurant *73cento*

Friday, 30 January Peer Review Session and Conclusion

The Peer review session will take place in a working room in Hotel Tiziano in order to facilitate those who will leave during the morning session.

- 1) What can be done to improve the Image of the City as an attractive Student City?
- 2) How to attract skilled people, students and boost them to become valuable human resources for companies linked to Lecce as Smart and Student City

8.45 – 9.00	Registration and coffee	
09.00 – 09.10	Welcome	Mr. Alessandro Delli Noci City Councillor for Technological Innovation, Youth Policy, Vocational Training and Job Policy - City of Lecce
09.10 – 09.15	Intro Peer review Methodology	Mr. Willem van Winden, Lead Expert EUniverCities
9.15 – 10.45	Peer Review Session in two groups	Ms. Lara Mastrogiovanni Mr. Salvatore Modeo – and LSG for the report
10.30 – 10.45	Coffe break	
10.45 – 11.30	Presentation of the results	LSG Coordinator and Students
11.30 – 12.00	Closing Session	Mr. Patrick van Geel, Advisor, European Affairs, City of Delft Mr. Willem van Winden, Lead Expert EUniverCities

A lunch pack will be provide after the closing session or take away for those who have to take the flight.

Practical Information

- **Contact**

Gianna Delli Noci ufficioeuropa@comune.le.it 0039 0832682972

Lara Mastrogiovanni info.europedirect@unisalento.it 0039 3280928430

- **Flight and Transport**

- 1) **By plane Brindisi Airport** ("Papola - Casale"), where you can catch the bus (SITA - Journey Time 45 min) connecting the airport to the center of Lecce.

Link of shuttle Brindisi airport – Lecce city Terminal – Brindisi Airport:

<http://www.salento-turismo.com/airport-city-terminal-aeroporto-brindisi-lecce.html>

We suggested also a private shuttle CRUSI Viaggi for going to Brindisi-airport to Hotel with € 20/25€. Reservation needed at

Crusi Viaggi
Tel: 0832305522
Mail: info@crusiviaggi.it

2) By Plane Bari Airport (approx. 120 minutes to Lecce by train)

Here you can find Flights to Brindisi International Airports and Bari International Airport
[>> Click here](#) for all flights to and from Brindisi International Airport (approx. 40 minutes from Lecce). **(Suggested)**

[>> Click here](#) for all flights to and from Bari International Airport

- **Information about the Hotel**

There are 2 hotels with negotiated discount prices for the EUniverCities meetings. The participants should make their reservation directly to the hotels.

1) Grand Hotel Tiziano e dei Congressi** (suggested)**

Viale Porta d'Europa - 73100 Lecce
Tel. +39 0832 272 111
Fax +39 0832 272 841
info@grandhoteltiziano.it
<http://www.grandhoteltiziano.it/directions.asp>

- Single Classic Room at 50,00 EUR per night
- Double Classic room at 70,00 EUR per night
- Double Superior room at 85,00 EUR per night

Directions

By plane

Brindisi Papola Casale International Airport, then Shuttle Bus to Lecce with stop at the Air Terminal (50 meters from the Hotel)

By train (for those who arrive from Bari Airport)
Lecce FS Railway Station, then 10 minutes by taxi to the Hotel

Mail booking code: Urbact - EUniverCities to info@grandhoteltiziano.it.
Please add in the communication the contact e-mails of ufficioeuropa@comune.le.it,
info@europedirect@unisalento.it

2) Patria Palace Hotel







Piazzetta Riccardi 73100 Lecce
Tel. + 39 0832 245111 Fax + 39 0832 245002
e-mail info@patriapalacelecce.com
<http://www.patriapalacelecce.com/ita/index.htm>

Mail booking code: Urbact- EUniverCities to: info@patriapalacelecce.com

Local Project Coordinator - EUniverCities

<p>Gianna Delli Noci</p> <p>Role: European Officer for the city of Lecce. Member of the Local Support Group.</p> <p>Contact: ufficio.europa@comune.lecce.it</p> 	<p>Lara Mastrogiovanni</p> <p>Coordinator of Urban Local Support Group - Europe Direct Salento – UniSalento</p> <p>Contact: info.europa@unisalento.it</p> 	<p>Teresa Magrini</p> <p>Role: European Office and Member of Local Support Group – City of Lecce</p> <p>Contact: ufficio.europa@comune.lecce.it</p> 
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Speakers

<p>Paolo Perrone</p> <p>Role: Mayor city of Lecce</p> <p>Contact: sindaco@comune.lecce.it</p> 	<p>Vittorio Boscia</p> <p>Role: Vice Rector of University of Salento</p> <p>Bio: Professor of Economics of financial intermediaries and finance business</p> <p>Contact: vittorio.boscia@unisalento.it +39 0832 29 8635</p> 
<p>Willem van Winden</p> <p>Role: Lead Expert EUniverCities</p> <p>Short bio: He is specialised in the field of urban economic development and policy and intends to help cities improve their economic policies, and let cities learn from each other's good and bad practices.</p> <p>Founder of Urban IQ - company specializing in co-designing creative solutions for cities</p> <p>Professor of Urban Knowledge Economy at Amsterdam University of Applied Sciences (AUAS)</p> 	<p>Patrick Van Geel</p> <p>Role: Senior Advisor European Affairs - City of Delft</p> <p>Short bio: Coordinator EUniverCities Network & Lead Partner of EUniverCities URBACT project addressed to improve the cooperation between European cities and their universities. Good governance between city administrations, universities and other stakeholders is key to create better conditions for attracting talent and excelling in science and technology.</p> 
<p>Alessandro Delli Noci</p> <p>Role: City Councillor for Technological Innovation, Youth Policy, Vocational Training and Job Policy - City of Lecce</p> <p>Contact: alessandro.dellinoci@comune.lecce.it</p> 	<p>Raffaele Parlangei</p> <p>Role: Director of Smart City Office, Europa2020 Office and Opendata Office - City of Lecce</p> <p>Contact: raffaele.parlangeli@comune.lecce.it</p> 

Luciano Tarricone



UNIVERSITY

Role: Director of ADISU – Regional Agency for university student services

Contact:
L.tarricone@adisupuglia.it



Lorenzo Vasanelli



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Role: President of Dhitech Scari and Professor of Unisalento.

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Lorenzo.vasanelli@unisalento.it



Luca Salvatore



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Role: Founder of Type-One srl, spin-off of the University of Salento.

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Luca.salvatore@unisalento.it



Angelo Corallo



UNIVERSITY

Role: President of Innovars – Association of Spin-off and innovative companies and Prof. of Management @ University of Salento.

Contact:
Mail: angelo.corallo@unisalento.it



Marco Cataldo



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Role: President of the Student Center Office Cantelmo

Short bio: Degree in Informatic Engineering and specialization in industrial research - aerospace industry. Co-Founder in 2007 of the cooperative Lecce University City, along with a group of former representatives of the university students. In 2008 we opened the Office Cantelmo and currently I hold the position of President.

Administrator of a spin off of the University of Salento that designs and develops ICT solutions for complex systems

Contact: m.cataldo@officinecantelmo.it



Salvatore Modeo



UNIVERSITY

Role: Project Manager @ The Qube

Bio: MSc in Engineering and Master in Entrepreneurship @ University of Salento. PMP certified. Work experiences in Nokia, SAP AG, DHITECH Scari, InnovAction Lab. In 2010 founded MRS srl. (Mechanical Design), the first spin-off without teacher. In 2013 start the Qube, association for the promotion of an entrepreneurial ecosystem.

Contacts:
Mail: salvatore.modeo@gmail.com
Website: www.theqube.eu
Mobile: 328.2351175



Marialba Pandolfini



UNIVERSITY

- CEO & Founder Tourango.it
- Awards at work:
- **Digital Icon 2014** for the european project "Watify – Stimulating Digital Entrepreneurship"
- **Italia Talent 2014** – Category "New Product Idea"
- **Contacts**
www.tourango.it
marialba@tourango.it
Cell. +39.3475724615



Antonio Scarnera



UNIVERSITY

Role: CEO Island of Host

Short bio: Smart student of Galilei Costa and young entrepreneur with Island of Host (Web Hosting), among the 20* young innovators @ Maker Faire of Rome and Digital Champions for the city of Lecce

Contacts:
Mail: antonio_scarnera@me.com
Website: www.islandofhost.com





Giorgio Mele



Role: CEO of Zemove, company of electric car sharing in Lecce.

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www.zemove.it
 +39 320 3020 113
direzione@zemove.it





Vanessa Coppola



- Role:** CEO e founder of Violed Srl
- Bio:** Vanessa has founded a startup that develops and sells innovative hi-tech bags, containing an OLED light and a wireless battery charger inside. The mission is to combine craftsmanship of luxury with modern technology, revolutioning the concept of fashion.

Mail: vanessa@loveb.it
Mobile: 0039 3897992953





Giulia Antonucci



Civic Technologist
 Member of Living Lab PugliaSmartLab and Co-Founder beMINT srl

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Carlo Monticelli



Co-Founder Cerco Alloggio 2.0
 CEO Apulia Student Service Soc. Coop.
 Engineering Student

www.cercoalloggio.com





Enrico Pulieri



Role: Academic Senator at University of Salento

Short Bio: Economics and Finance Student; Member of LINK Lecce www.linklece.it and YouthMed's Vicepresident www.youthmed.net

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Valentina Biondi



- Civic Technologist**
- Member of Puglia Smart Lab, Innovative SolutionCitizens/Public Body/Enterprise**
- Co-founder di beMINT srl, service management startup** valentina.biondi@dhitech.it
- www.pugliasmartlab.it**
info@pugliasmartlab.it





Ernesto Carracchia



Role: CEO Beecode - Innovative Startup

Short Bio: Degree in Economics and Commerce, Master's Degree in Marketing and Communication at University of Salento. By the support of the Apulia Region he created the platform Beecode.it aimed to spread the events in an innovative way

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ernesto@welabs.it
www.beecode.it







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Peer Review Meeting Lecce

28-30 January 2015

Innovation and Creativity for Lecce as Smart and Student City

Co-operation between city and university for the development of knowledge economy

Investimenti del

URBACT II



EUROPEAN UNION
European Regional Development Fund



Città di Lecce



**UNIVERSITÀ
DEL SALENTO**

Connecting cities
Building successes



URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/project

