



Project Acronym: ODEON

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D.3.4.1

Hachathon / Pitching event / Matching event / Thematical workshops

Assisting students, researchers and entrepreneurs for the development of new services and products

WP n°: 3

Task n°: 3.4 Business development of OD/LOD for marketing objectives

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Executive Summary

The deliverable summarises the activities carried out by CCIAA PD with the Veneto Data HUB in the frame of task 3.4.1. In detail, the following activities are reported: 1 Hackathon, 1 pitching event, 1 matching event, 2 thematic workshops. All activities (apart from the thematic workshop n.1) took place online due to the COVID-19 health emergency.

Hackathon

In order to develop business ideas or solutions, and to promote usage of open data from the public sector, during the COVID emergency, Padova Chamber of Commerce organised in cooperation with TECNA SRL a virtual three days Hackathon that took place online from 20 to 22 April 2020.

The following four challenges were proposed:

- a. Post-Covid-19 economic recovery;
- b. Gentle Mobility and Sustainable Tourism;
- c. Circular Economy;
- d. Decarbonisation.

There were 10 ideas and projects presented.

Pitching event

The pitching event was the following step of the hackathon, where ideas have been developed and solutions worked out, and the pitch has been considered as a presentation in front of a group of investors, partners, stakeholders, where the best developed solutions were presented. Thus from this point on, we combined the guidelines of the classic investor pitch, with guidelines for sales pitch (targeting stakeholders and pubic authorities). The following projects have been presented:

- Marcon Piergiuseppe "Covergel"
- Poppi Claudia " HackathonZoom2020"
- Re Beatrice " Circular ecosystems: a platform for eco-innovation"
- Rizzo Sara and Cappellazzo Gianluca "VenetOPENart"
- Mazzucato Sara "Open Data & Energy and Construction"
- Olivato Pierluigi "A GENIUS of app"
- Libralato Ruggero "Libralato Thermal machine applications"
- Meneghesso Paola "Business Creation & Development"
- Ettore Falde " Move!"
- Marcazzani Marco "Dining, technology at the service of out-of-home catering, an opportunity for everyone and to support all"

Matching event

The matching event took place online on April 23, 2020, with questions formulated by the participating financial and industrial partners addressed to the 6 finalists of the hackathon:

> Ettore Falde - Move! (Hackathon's Winner)

- > Pier Giuseppe Marcon Covergel
- Sara Mazzuccato Open Data & Energy and Construction.
- Claudia Poppi HackathonZoom2020
- > Beatrice Re Circular ecosystems: a platform for eco-innovation
- Sara Rizzo and Cappellazzo Giuseppe venetOPENart

The matching event was useful for the Hackathon finalists to improve their projects to explore the strengths, weaknesses, opportunities and threats.

Thematic Workshops

Padova Chamber of Commerce organized two Thematic Workshops with experts, companies and organizations to understand how to derive value from open data and to analyse the regional best practices.

"Open data: new business models and competitive advantages for companies" was the first workshop that took place on 18th February 2020 in Rovigo at T2I – Certified Business Incubator.

While the second one "new challenges for open data: which opportunities for companies and public sector" was organized during the COVID emergency on line on 5th May 2020

Target Group Assessment

Yes, as summarised in the grid below.

Target group	Hackathon (No. of participants)	Matching event (No. of participants)	Pitching event (No. of participants)	Workshops (2x) (No. of participants)	TOTAL Number reached by the deliverable	Description/name of target group involvement
Local public authority (LPA)	2	3	3	6		CCIAA PDT2I
Regional public authority (RPA)	2	3	3	2		Veneto RegionARPA Veneto
National public authority (NPA)	0	0	0	0		•
Higher education and research (HER)	5	5	5	7		 Venice University Trento University Pavia University Technical Institute Galileo Visionary District
Enterprise, except SME (ENT)	3	4	4	2		ExetraUnicreditInfocamere
SME (SME)	22	25	25	51		Amadori Ruben

	new services	ana produc	CTS	
				Italent Tag
				 Desal
				 Cappellazzo Gianluca
				 Damil Srl
				 Fablab Belluno
				 Blum Srl
				 Liruda Srl
				 Food 24 Srl
				 Crea Sviluppo Impresa Srl
				 Tecno Media Solution Srl
				 MSN
				 3Dweb solution
				 Poppi Claudia
				Rebeschini Federico
				Scarabelli Sara
				 Quantitas Srl
				 Violanti Laura
				 IMagic
				 Triskel Srl
				 TechStation
				 Tognato Dino
				 Paradigma
				 Bissantini Mario
				 Fulcro Srl
				 Hoc Srl
				Youco
				 InternetMedia Srl
				 MC Idem
				 Typis Srl
				• GNK
				 Glob-tech srl
				 Smartmode srl
				 Citycommerce srl
				 Longato Riccardo srls
				 TerraArcella
				Experience
				Stefania Romellini -
				• Zucchetti
				• Desamanera
				Dino Tognato
				Giulio Zanirato
				Borsato Giovanna
				Capellari Alessandra Casta Catavina
				Costa Caterina
				Dal bosco snc
				 Leonardi Andrea

 ${\sf ODEON-D.3.4.1}$ Assisting students, researchers and entrepreneurs for the development of new services and products

					 Cover Studio Montuori Maria Alessandra Zenti Project Lab Osti Visual Snc EllediciVicenza Srl Tiesse Informatica Sas Visentin Irina
Business support organisation (BSO)	6	8	8	16	 CNA Padova CNA Rovigo Confartigianato VI Conf. Fond. Nordest Tecnomedia Solution
General public (GP)	1	1	1	1	Zanier BarbaraAlexandrina Bors

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1 Introduction & Methodology of Hackathon for students / start-uppers

This activity included several sub-actions planned, such as one matching event for SMEs operating in DATA economy and digital innovation, one hackathon for students/start-uppers, one pitching event for investors and two thematic workshops to foster cross-fertilization activities.

In preparation of this activities, Padova Chamber of Commerce and Veneto Region organized in the months of September and October 2019 a focus group with some members of data hub in the perspective of the quadruple helix.

The members of focus group decided that to reach bigger number of participants at each action and to combined themes interesting for broader public, was better to organize events in a single package, so that innovative stakeholders could be present at several activities in few day.

In the next step the tender procedure for the organization of the event was conducted and the suitable event organizer was selected.

The hackathon was organized from 21 April to 23 April 2020 on-line due to the covid emergency.

The development was carried out in an off-line manner and maintaining the social distancing as required by the regulations in force at the time of the hackathon for the containment of the contagion from Covid- 19.

It was addressed primarily to students and start-uppers but it was opened to all people and enterprises, associations and organizations. It was possible to participate individually or as a team.

The participation at the event was free. The way in which participants registered for the Hackathon was written on the regulation and it provided for the following dedicated site: farmweb.canpadova.it.

Each participant had to attach a project idea elaborated with some slides of power point.

Topics:

The general topics proposed by the organizers were: cultural and creative industries, green economy and green growth.

In detail, the themes proposed were:

- a. Post-Covid-19 economic recovery: how Open Data can be useful tools for the development of solutions that facilitate territorial economic recovery
- b. Gentle Mobility and Sustainable Tourism: which innovative solutions can improve gentle mobility, lead to an efficient environmental transition, and to a better and safer place to live
- c. Circular Economy: which innovative solutions can be identified to manage natural resources and waste from the food, textile, automotive and mobility industries, electronics, plastics and packaging and eco-building
- d. Decarbonisation: how can today's technologies reduce the human carbon footprint and what solutions exist to implement this reduction in citizens' daily lives, so as to determine a significant increase in current retrofit rates to achieve the Paris goal "well below two degrees"

Each topic had to be declined starting from the following four challenges: data science, data harvesting, interaction design, earth observation.

The Commission was composed by five members (one representative of Padova Chamber of Commerce, one of Veneto Region and three experts)

The criteria that the Commission used to grade the projects of participants were: innovative, feasibility, usefulness, design and impact.

After the pitch, the members of the commission assigned a vote from 1 to 10 to each project.

In this manner, the Commission selected six finalist and then the winner.

The prize for the finalists in this contest was be the participations to the matching events, local working groups, study visits.

Target of reference:

According to the regulation, participation in the Event involved the following target groups:

- natural persons: individuals or in teams who have reached the age of 18 or, in the case of
 minors with the authorization of their parents or legal guardian, to be downloaded at
 farmweb.cnapadova.it/hackathon which must be sent by post e-mail to
 project.odeon@pd.cna.it at the time of registration, specifying in the subject of the message
 "Hackathon registration release";
- legal persons: in any corporate form, including innovative startups (pursuant to the Crescita-Bis Decree converted into law no.221 of 17 December 2012 and subsequent amendments) and whose share capital is held by one or more legal persons or individuals who have turned 18;
- companies regularly registered in the business register (Italian or foreign);
- natural or legal persons residing in the European Union

1.1 Short description of the Hackathon / Living lab

The hackathon took place online from 20 to 22 April 2020 and It was called "Hackathon: emergenza Corona Virus e rilancio dell'economia: sfruttiamo meglio gli open data per aiutare le imprese"

The selected final projects, choosen among the 10 presented, were the following ones:

- Ettore Falde Move!. The project is based on a mobile application with functions of: Share mobility through electric and non-electric bicycles, electric scooters and other public transport systems. Courses and events reachable through the available means. Gamification for collecting points and concessions. Location of service stations to make it easy to find vehicles in as many places as possible in the city.
- 2. **Pier Giuseppe Marcon** Covergel. International patent holder, which uses a non-toxic water-based super-absorbent gel inside an athermic panel suitable for both walls and ventilated roofs, which, with spontaneous and natural operation, produces both cooling during the summer higher than ice! due to the evaporative cooling effect, both total insulation in the winter due to the igloo effect, as well as giving good insulation during the intermediate seasons due to the strong thermal inertia.
- 3. Sara Mazzuccato Open Data and Energy and Construction. . Exploitation of Open Data with a view to reducing energy consumption and Smart City. Starting from the dataset with the raw data obtained from the open data banks, a system for monitoring the energy consumption of the territory has been created and which allows daily forecasts. Through the app, citizens can monitor the consumption levels of different areas of the territory, with the possibility of selecting the layers of greatest interest and seeing the forecasts in a simple interface such as a map.
- 4. Claudia Poppi HackathonZoom2020. System that provides coordinates to not get lost in the complexity of the current tourism theme with an attention to slow sweet tourism and proximity tourism linked to the territory. The objectives are the enhancement of the territories, the construction of territorial networks, the engagement of the stakeholders, the data collection to return monitoring to the territory with respect to the issue of protection and safeguard.
- 5. **Beatrice Re** Circular Ecosystem. Platform that allows companies and the various ecosystem stakeholders to communicate and develop synergies to promote ecoinnovation. The platform will make available to subscribers a series of data, carefully commented, both macro related to circular indicators, and micro, by Municipality / Region of origin. The data will be aimed mainly at providing an indication of the secondary raw materials available on site and the consumption of circular products.
- 6. Sara Rizzo e Cappellazzo Giuseppe venetOPENart. Platform organized in two sections: the DISCOVERY and TRAINING section. The first consists of a catalog of museums and monuments which can be filtered by geographical area and historical period. The second is a catalog of free and free courses on historical and artistic themes. At the end of each module there will be an understanding quiz that will give access to more in-depth content. Upon obtaining all the modules relating to one, you will have access to ad hoc discounts in local operators, in order to encourage consumption at local level and widespread tourism.
- 7. **Libralato Ruggero -** Libralato thermal machine applications

This is new simple kinematic concept made up of three pieces, which can replace the classic shaft-piston-rod with countless advantages. We have a rotary motion compared to an alternative one.

- > With this invention, was built a machine that uses steam to make a cycle very close to the Carnot cycle. It has both the expansion and compression part.
- > The machine is modular: the steam can be produced from multiple sources and this is separated from the machine. It simply uses it with maximum efficiency and lowest cost, to provide mechanical and electrical energy.
- > The machine is simple to build, simple to enter the market, inexpensive and efficient.
- > It allows a simplification of energy plants. >
- ➤ In the field of small plants of cogeneration it is advantageous compared to a Diesel engines or turbines.
- > A collaboration is underway for the application in the field of solar concentrating.
- > For the world market, and for populations living in poor areas where it is difficult to find fuel or where there is too much pollution.
- > It is perfect for decarbonisation especially for emerging countries where in the last ten years we have had the greatest increase in the input of 22 Gt co2 compared to 12.3 Gt in the advanced economies countries (2019 international energy agency)
- Another very interesting application is as a hybrid car engine (range extenderd)

8. Olivato Pierluigi - A GENIUS of app

The designed product is a smartphone app. It will use various OPEN DATA starting with those of the Civil Protection and the Veneto Region. The process begins with a process of selection of the datasets, extraction for each dataset of the information relating to the domains of interest, then to a phase of data control in terms of reliability, quality and effectiveness as a function of subsequent processing. It is necessary to make the information scenario homogeneous and significant (by controlling frequencies, making projections, trends, extracting new parameters through various Machine Learning techniques, Deep Learning, Decision Tree, quantitative and qualitative statistical methods, and other Data Science and / or Data Hardening).

Therefore, they can be used by users through user friendly interfaces that use artificial intelligence and matching software, in particular they will find the possibility to be guided in the search for the solution by a "human" agent software. However, they may want to provide their "person profile" with need and interest in order to obtain with a click the indications and the complete plan including the COVID-19 safety profiles of the activities (transport, catering, mountain urban marine hospitality and places and routes, ..)

Finally, they can also use social media to obtain direct news, share and exchange travel itineraries and more, thus providing and using a large database of experiences.

9. **Meneghesso Paola -** Business Creation & Development

The COVID-19 emergency has raised a "veil" on the Italian business system. A "veil" which, however, even beforehand revealed already existing areas of "crisis". When I speak of "crisis" I am not referring to factors external to the Company, but ... to the internal ones. Company management areas not adequately manned. On the other hand, we know well that the Italian people (fortunately for them) have (I believe in their DNA) a predisposition that I would define "innate" to the creative talent to the manual skill to taste and beauty, as well as the desire to "be entrepreneurs". As Entrepreneurs (therefore capable of producing a good and / or a service of value), they arrive on the market with expertise in the sector, but they do not (often) have as much competence in business

management (in all its aspects - which are many) and which cause death premature of many companies (from statistics they do not exceed 5 years of activity), as well as not exceeding the second or third generation. Obviously more than something is wrong. Training as complete as possible on business management and development is essential. Currently the entrepreneur is mostly "supported" (the term does not convey the reality well) by an accountant who, however, follows him Mainly for the fiscal part ... while the Entrepreneur needs a lot of knowledge that goes well beyond the tax bureaucracy. Requires training both specific to its sector, management control, marketing support, and management training of personnel, of the management and guidance of the sales network, of personal improvement (he / she directly as the architect of actions and choices continuously) .. etc. etc.

My project concerns "tutor courses" (which includes all the issues that make a business grow and develop successfully) both for young people and for "senior" entrepreneurs.... With constant support, guidance and advice on the way.

Training and coaching of professionalism from various fields a 'set of QUALITY INGREDIENTS' for an excellent business result. The reset that COVID-19 will produce (many companies will close and others will wonder what to do ...) opens up the space for a concept that is still too little clear to those who want to do business, constant training and education to guide their own business ideas to the best.

10. Marcazzani Marco - Dining, technology at the service of out-of-home catering, an opportunity for everyone and to support all. How @Dining works, the smart restaurant whenever and wherever you want. No cooks or internal kitchens, no meals left for hours in thermal basins, no timetables for eating, no confusion of flows, no obligations to book days in advance, certified and reliable logistics, product protection, no "common physical interface", no thought on where to go for lunch and no thought about what to buy for dinner in the evening Within the company, a place will be created where each user entitled to can conveniently take single-portion dishes from specific smart fridges equipped with protected cells and that maintain and control the correct operating temperatures. The dishes will be produced and certified by leading Restaurants and / or Gastronomies who will prepare the courses following the cook & chill production protocol, thus ensuring a varied menu that is always up to the requirements. To access the point of sale, each customer must identify himself by showing the smartphone with the personal code generated by the Food24 Wallet app to a special reader. From that moment on, a sophisticated platform will allow you to book your meal for the day or for the moment you deem most appropriate; in fact, in addition to eating in the workplace, each of us can already get home with the desired dish. @Dining feeds your time and is perfectly in line with all modern Welfare concepts. Comfortable true! Yes, for all of us. @Dining is the right solution for any type of reality where booking and delivery are combined giving rise to an extraordinary service. The food choices will suit all tastes and budgets as well. In this difficult phase, any Entrepreneur, Manager (Private or Public), will be able to provide their Collaborators with a concrete solution for an essential and important service in order to optimize the efficiency and effectiveness of their business.

Participants: describe the structure of participants and fill in the number of them in hierarchy table. Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
2	2	0	5	3	22	6	1

1.2 Main conclusions, learnings

Hackaton's goal was to select the best 6 projects from among the 10 participating projects for the creation of technological and creative solutions dedicated to the enhancement of open data in the creative industries and the Green Economy sector.

The Jury composed of 5 evaluators, (a representative of the Padua Chamber of Commerce and the Veneto Region, directly or through subjects designated by them, and 3 experts) evaluated the Projects according to the following criteria:

- 1. innovation: key ideas and background of the solution identified;
- **2.** feasibility and usability: commercial value or social perspective and degree of user-friendliness;
- 3. design: ability to fully exploit Open Data
- **4.** utility and impact
- **5.** Presentation: completeness and clarity of the information received.

The 6 finalists were able to:

- exhibit their project to a group of representatives of the industrial and financial sector;
- **b)** Participate in 2 local working groups to develop the methods of applying their ideas and to complete the strategic framework of the project. The working groups were created by the partners. The working groups were attended by representatives of various categories of the business and financial world.
- c) Participate in 2 Study Visits organized online in regional realities of excellence in the development and use of open data

The need to comply with the provisions of the lockdown for the health emergency made it necessary to organize the competition online.

We learnt that the combination of online and offline hackathon phases has fostered greater participation.

We think that if it had been possible to carry out the hackathon in presence it would have been possible to share more the projects being created.

1.3 Published and Press release of Hackathon / Living lab event

To communicate events and initiatives related to the ODEON project, the following tools were used:

- Newsletter;
- Dedicated website: https://farmweb.cnapadova.it/
- Posts on the main social networks:
 - https://www.facebook.com/pd.cna.it;
 - https://www.linkedin.com/company/cna-pd/
- Traditional information materials and signage

- Posters: https://farmweb.cnapadova.it/wp-content/uploads/2020/04/CNA-Pd-locandina progetto odeon apr20-4.pdf
- Folders provided to participants

1.4 Agenda of the event

20 APRIL 9.30 am: Technical check of connection on a dedicated platform

Convocation of the participants in call conference for the technical verification of the connection.

21 APRIL 9.30 am: Start of the Hackathon with connection to a dedicated platform

- Institutional greetings from Antonio Santocono, President of the Chamber of Commerce of Padua and Gianluigi Cogo, Project manager of the Veneto Region
- Organizational instructions, explanation of the challenges to be developed and methods of construction of the projects;
- Training session on the interpretation and compilation of the Business Model Canvas, by Luca Giuman
- Training session on how to make an effective presentation, online and in a short time, by Giacomo Brunoro
- At the end of this session, the activities relating to the development of projects took place in OFF LINE mode.

22 APRIL 9.30 am: Project verification

Call to verify the progress of the projects and to intervene on any doubts or clarifications

23 APRIL

9.30 - 11.00 pitching event (Presentation of the ideas and announcement of the winner)

11.00- 12.00 matching event

Invitation publishing links: : https://www.eventbrite.it/o/progetto-odeon-30137594686

1.5 List of participants

Cognome	Nome	Ruolo	
Amadori	Ruben	Pmi	Libero professionista
Ambrosi	Federico	Associazione di categoria	Cna Padova
Ancillotto	Pierluigui	Agenzia di sviluppo	Italent – Tag
Boniolo	Cedric	Associazione di categoria	Triskel srl
Cappellazzo	Gianluca	Pmi	Libero professionista
Ceolato	Francesco	Pmi	Damil srl
Cogo	Gianluigi	Rappresentante di Ente Pubblico	Regione Veneto
Da Rolt	Fabio	Pmi	Fablab belluno

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Dotto	Francesco	Agenzia di sviluppo	Desal
Falde	Ettore	Università	Università degli Studi di Trento
Fasolo	Benedetta	Associazione di categoria	Confartigianato Vicenza
Fasulo	Andrea	Pmi	Bloom srl
Galeota	Andrea	Rappresentante di Ente Pubblico	CCIAA Padova
Libralato	Ruggero	Pmi	Liruda srl
Marcazzani	Marco	Pmi	Food 24 srl
Marcon	Pier Giuseppe	Scuola	Istituto tecnico
Zaggia	Marita	Grande impresa	Infocamere
Mazzuccato	Sara	Università	Università degli Studi di Venezia
Meneghesso	Paola	Pmi	Crea Sviluppo e Impresa srl
Mimo	Barbara	Pmi	Tecno Media solution srl
Moro	Eleonora	Agenzia di sviluppo	Italent – Tag
Olivato	Pierluigi	Pmi	MSN
Pasqualotto	Michele	Associazione di categoria	Cna Padova
Pieretti	Michele	Pmi	3DWEB snc
Pisanu	Matteo	Associazione di categoria	Confartigianato Vicenza
Poppi	Claudia	Pmi	Libera professionista
Re	Beatrice	Università	Università degli studi di Pavia
Rebeschini	Federico	Pmi	Libero professionista
Rizzo	Sara	Università	Università degli Studi di Venezia
Scarabelli	Sara	Pmi	Libero professionista
Schiavon	Duccio	Pmi	Quantitas srl
Scomparin	Davide	Agenzia di sviluppo	Desal
Segantini	Enrico	Agenzia di sviluppo	T2I incubatore di impresa
Terrabujo	Carlo	Rappresentante di Ente Pubblico	Arpa Veneto
Tognato	Dino	Pmi	Libero professionista
Tognon	Elena	Grande impresa	Infocamere
Veller	Cristian	Grande Impresa	Exetra
Ventura	Catia	Associazione di categoria	Cna Padova
Verdicchio	Nicola	Associazione di categoria	Cna Padova
Violanti	Laura	Pmi	Libero professionista
Zanier	Barbara	Privato	Privato
<u> </u>	1	<u>i</u>	

1.6 Photos

Participants



Antonio Santocono - President of Padova Chamber of Commerce



Gianluigi Cogo - Project Manager of Veneto Region



2 Introduction & Methodology of Matching event for SMEs operating in DATA economy and digital innovation

The matching event which was held temporarily (immediately after the pitching event) on 23 April 2020, gave the possibility to financial partners, experts and investors present at the meeting to formulate detailed questions to the 6 finalists of the hackathon to verify their effective implementation and sustainability.

They were analyzed and discussed the following projects:

- > Ettore Falde Move!
- > Pier Giuseppe Marcon Covergel
- > Sara Mazzuccato Open Data & Energy and Construction.
- Claudia Poppi HackathonZoom2020
- > Beatrice Re Circular ecosystems: a platform for eco-innovation
- Sara Rizzo and Giuseppe Cappellazzo venetOPENart

Topics:

The main topic of the marching event was the meeting, knowledge, deepening and building relationships between the finalists of the hackathon with financial and industrial partners to make the proposed ideas operational

Target of reference:

companies, representatives of development agencies, representatives of trade associations, representatives of public bodies, representatives from the world of school and university and private citizen.

2.1 Short description of the Matching event

The title of the event was "Corona virus emergency and economic relaunch" it took place online on Thursday 23 April 2020 from 11.00 to 12.30 included the presentation of the six finalist ideas of the hackathon selected by the jury during the previous pitching event, obviously more prominence was given to the winning Project of the Hackathon Move! presented by Ettore Falde.

During the event all the finalist projects were discussed, studied and evaluated by possible investors and project financiers.

Participants: describe the structure of participants and fill in the number of them in hierarchy table.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
3	3	0	5	4	25	8	1

2.2 Main conclusions, learnings

Thanks to the matching event The finalists of the hackathon of the ODEON project were able to interact with subjects already active in the financial and business world, increasing awareness of the possibilities of realizing their own ideas but also acquiring skills useful to correct the project development trajectories, making them more palatable to the market. Investors and companies welcomed the projects presented, subsequently participating in specific working local groups to verify the feasibility and market of single project ideas.

2.3 Agenda of the event

Coronavirus emergency and economic revival (matching event)

Thursday 23 April 2020

11.00 - 12.30

Venue: online event

Program:

- Institutional greetings Andrea Galeota Padua Chamber of Commerce
- Presentation of ideas in the race: Catia Ventura
- Speeches by hackathon participants:
- Ettore Falde Move! (Hackathon's Winner)
- Pier Giuseppe Marcon Covergel
- Sara Mazzuccato Open Data & Energy and Construction.
- Claudia Poppi HackathonZoom2020
- Beatrice Re Circular ecosystems: a platform for eco-innovation
- Sara Rizzo and Cappellazzo Giuseppe VenetOPENart
- Public interventions and discussion of projects
- Closing of works: Catia Ventura

Invitation publishing links:

https://www.eventbrite.it/o/progetto-odeon-30137594686

https://farmweb.cnapadova.it/workshop/

2.4 List of participants

Cognome	Nome	Position	
Amadori	Ruben	Pmi	Libero professionista
Ambrosi	Federico	Associazione di categoria	Cna Padova
Ancillotto	Pierluigui	Agenzia di sviluppo	Italent - Tag
Antonio	Bassi	Agenzia di sviluppo	Unicredit
Boniolo	Cedric	Associazione di categoria	Triskel srl

 $\sf ODEON-D.3.4.1$ Assisting students, researchers and entrepreneurs for the development of new services and products

Brisotto	Nicola	Agenzia di sviluppo	TechStation		
Cappellazzo	Gianluca	Pmi	Libero professionista		
Ceolato	Francesco	Pmi	Damil srl		
Cogo	Gianluigi	Rappresentante di Ente Pubblico	Regione Veneto		
Da Rolt	Fabio	Pmi	Fablab belluno		
Dotto	Francesco	Agenzia di sviluppo	Desal		
Falde	Ettore	Università	Università degli Studi di Trento		
Fasolo	Benedetta	Associazione di categoria	Confartigianato Vicenza		
Fasulo	Andrea	Pmi	Bloom srl		
Galeota	Andrea	Rappresentante di Ente Pubblico	CCIAA Padova		
Libralato	Ruggero	Pmi	Liruda srl		
Marcazzani	Marco	Pmi	Food 24 srl		
Marcon	P.G.	Scuola	Istituto tecnico		
Zaggia	Marita	Grande impresa	Infocamere		
Mazzuccato	Sara	Università	Università degli Studi di Venezia		
Meneghesso	Paola	Pmi	Crea Sviluppo e Impresa srl		
Mimo	Barbara	Pmi	Tecno Media solution srl		
Moro	Eleonora	Agenzia di sviluppo	Italent - Tag		
Olivato	Pierluigi	Pmi	MSN		
Pasqualotto	Michele	Associazione di categoria	Cna Padova		
Pieretti	Michele	Pmi	3DWEB snc		
Pisanu	Matteo	Associazione di categoria	Confartigianato Vicenza		
Poppi	Claudia	Pmi	Libera professionista		
Potti	Gianni	Agenzia di sviluppo	IMagic		
Re	Beatrice	Università	Università degli studi di Pavia		
Rebeschini	Federico	Pmi	Libero professionista		
Rizzo	Sara	Università	Università degli Studi di Venezia		
Santolamazza	Roberto	Agenzia di sviluppo	T2I		
Scarabelli	Sara	Pmi	Libero professionista		
Schiavon	Duccio	Pmi	Quantitas srl		
Scomparin	Davide	Agenzia di sviluppo	Desal		
Segantini	Enrico	Agenzia di sviluppo	T2I incubatore di impresa		

 ${\sf ODEON-D.3.4.1}$ Assisting students, researchers and entrepreneurs for the development of new services and products

Togon	Manola	Rappresentante di Ente Pubblico	Regione Veneto
Tegon	Manoia	Pubblico	Regione veneto
		Rappresentante di Ente	Arpa Veneto
Terrabujo	Carlo	Pubblico	
Tognato	Dino	Pmi	Libero professionista
Tognon	Elena	Grande impresa	Infocamere
Toschi	Gianluca	Associazione di categoria	Confindustria/Fond. NordEst
Veller	Cristian	Grande Impresa	Exetra
Ventura	Catia	Associazione di categoria	Cna Padova
Verdicchio	Nicola	Associazione di categoria	Cna Padova
Vincoletto	Dino	Pmi	Paradigma srl
Violanti	Laura	Pmi	Libero professionista
Zanier	Barbara	Privato	
Zini	Alessio	Agenzia di sviluppo	Galileo Visionary District

2.5 Photos

Participants



3 Introduction & Methodology of Pitching event for investors

The pitching event took place on line on 23 April 2020, it is the next step of the hackathon (organised before the matching event), where ideas are developed and solutions are worked out, and the pitch is considered as a presentation in front of a group of investors, partners, stakeholders, where all the developed solutions are presented.

The presented project were:

- Ettore Falde Move! (Hackathon's Winner)
- ➤ Pier Giuseppe Marcon Covergel
- Sara Mazzuccato Open Data & Energy and Construction.
- Claudia Poppi HackathonZoom2020
- ➤ Beatrice Re Circular ecosystems: A platform for eco-innovation
- Sara Rizzo and Cappellazzo Giuseppe VenetOPENart
- Libralato Ruggero Libralato thermal machine applications
- Olivato Pierluigi A GENIUS of app
- ➤ Meneghesso Paola Business Creation & Development
- ➤ Marcazzani Marco Dining, technology at the service of out-of-home catering, an opportunity for everyone and to support all

During the event, the 10 projects were shared through short 10-minute "pitches"; according to a model of project partnership. Each presentation focused on the collaboration process generated, the shared objectives and the expected results in terms of sustainability, anticipating some key steps of the projects developed.

After each presentation, there was a further moment of questions asked by the hackathon jury to better highlight the strengths and weaknesses of each project and therefore evaluate each singular proposal in a more complete and precise way.

At the end of the pitching event, the evaluation jury proclaimed the 6 finalist project ideas and the winner of the hackathon, who were able to access the subsequent matching phase with the financial and industrial partners.

Topics:

among all the presented projects the topic was to identify the most interesting ideas from the point of view of the best use of Open Data, relevance to the proposed topics and sustainability.

Target of reference:

The involved target was companies, representatives of development agency, credit institution, representatives of school and University, representatives of trade associations experts and investors.

3.1Short description of the Pitching event

The pitching event, carried out at the end of the hackathon development phase, allowed the presentation of the project proposals to the evaluation jury.

The pitching event took place on the same day as the matching but was organized earlier

Participants: describe the structure of participants and fill in the number of them in hierarchy table.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	RPA	NPA	HER	ENT	SME	BSO	GP
3	3	0	5	4	25	8	1

3.2 Main conclusions, learnings

The winner and the selected finalist projects after this step will received feedback about their project ideas and had the opportunity to receive answer about important topic such as financial plan, next step and all the information they can need to develop their ideas.

Furthermore, new cooperation or funding opportunities for the teams may appear during the remaining activities of the project.

3.3 Published and Press release of Pitching event

To communicate events and initiatives related to the ODEON project, the following tools were used:

- Newsletter;
- Dedicated website: https://farmweb.cnapadova.it/
- Posts on the main social networks:
 - https://www.facebook.com/pd.cna.it;
 - https://www.linkedin.com/company/cna-pd/
- Traditional information materials and signage
- Posters: https://farmweb.cnapadova.it/wp-content/uploads/2020/04/CNA-Pd-locandina progetto odeon apr20-4.pdf
- Folders provided to participants

3.4 Agenda of the event

Coronavirus emergency and economic revival (pitching event)

Thursday 23 April 2020

09:30 - 11.00

Venue: online event

<u>Presentation of project ideas to the Jury for the evaluation and proclamation of the six best projects and, among these, the winner of the Hackathon.</u>

Program:

- Institutional greetings Andrea Galeota Padua Chamber of Commerce
- Jury Presentation: Catia Ventura
- Presentation of ideas in the race: Catia Ventura
- Speeches by hackathon participants:
- Marcon Piergiuseppe challenge "Energy and construction"
- Poppi Claudia challenge "Sweet Mobility and Sustainable Tourism"
- Re Beatrice "Circular Economy" challenge
- Rizzo Sara and Cappellazzo Gianluca "Economic recovery post Covid-19" challenge
- Mazzucato Sara challenge "Energy and construction"
- Olivato Pierluigi challenge "Sweet Mobility and Sustainable Tourism"
- Libralato Ruggero "Energy and construction" challenge
- Meneghesso Paola "Economic recovery post Covid-19" challenge
- Ettore Falde challenge "Sweet Mobility and Sustainable Tourism"
- Marcazzani Marco "Post-Covid-19 economic recovery" challenge
- Jury evaluation
- Finalists and winners announcement

3.5 List of participants

Cognome	Nome	Ruolo	
Amadori	Ruben	Pmi	Libero professionista
Ambrosi	Federico	Associazione di categoria	Cna Padova
Ancillotto	Pierluigui	Agenzia di sviluppo	Italent – Tag
Bassi	Antonio	Agenzia di sviluppo	Unicredit
Boniolo	Cedric	Associazione di categoria	Triskel srl
Brisotto	Nicola	Agenzia di sviluppo	TechStation
Cappellazzo	Gianluca	Pmi	Libero professionista
Ceolato	Francesco	Pmi	Damil srl
		Rappresentante di Ente	Regione Veneto
Cogo	Gianluigi	Pubblico	
Da Rolt	Fabio	Pmi	Fablab belluno
Dotto	Francesco	Agenzia di sviluppo	Desal

 ${\sf ODEON-D.3.4.1}$ Assisting students, researchers and entrepreneurs for the development of new services and products

Falde	Ettore	Università	Università degli Studi di Trento
Fasolo	Benedetta	Associazione di categoria	Confartigianato Vicenza
Fasulo	Andrea	Pmi	Bloom srl
Galeota	Andrea	Rappresentante di Ente Pubblico	CCIAA Padova
Libralato	Ruggero	Pmi	Liruda srl
Marcazzani	Marco	Pmi	Food 24 srl
Marcon	Pier Giuseppe	Scuola	Istituto tecnico
Zaggia	Marita	Grande impresa	Infocamere
Mazzuccato	Sara	Università	Università degli Studi di Venezia
Meneghesso	Paola	Pmi	Crea Sviluppo e Impresa srl
Mimo	Barbara	Pmi	Tecno Media solution srl
Moro	Eleonora	Agenzia di sviluppo	Italent – Tag
Olivato	Pierluigi	Pmi	MSN
Pasqualotto	Michele	Associazione di categoria	Cna Padova
Pieretti	Michele	Pmi	3DWEB snc
Pisanu	Matteo	Associazione di categoria	Confartigianato Vicenza
Poppi	Claudia	Pmi	Libera professionista
Potti	Gianni	Agenzia di sviluppo	Imagic
Re	Beatrice	Università	Università degli studi di Pavia
Rebeschini	Federico	Pmi	Libero professionista
Rizzo	Sara	Università	Università degli Studi di Venezia
Santolamazza	Roberto	Agenzia di sviluppo	T2I
Scarabelli	Sara	Pmi	Libero professionista
Schiavon	Duccio	Pmi	Quantitas srl
Scomparin	Davide	Agenzia di sviluppo	Desal
Segantini	Enrico	Agenzia di sviluppo	T2I incubatore di impresa
Tegon	Manola	Rappresentante di Ente Pubblico	Regione Veneto
Terrabujo	Carlo	Rappresentante di Ente Pubblico	Arpa Veneto
Tognato	Dino	Pmi	Libero professionista
Tognon	Elena	Grande impresa	Infocamere
Toschi	Gianluca	Associazione di categoria	Confindustria/Fond. NordEst

ODEON - D.3.4.1 Assisting students, researchers and entrepreneurs for the development of new services and products

Veller	Cristian	Grande Impresa	Exetra
Ventura	Catia	Associazione di categoria	Cna Padova
Verdicchio	Nicola	Associazione di categoria	Cna Padova
Vincoletto	Dino	Pmi	Paradigma srl
Violanti	Laura	Pmi	Libero professionista
Zanier	Barbara	Privato	
Zini	Alessio	Agenzia di sviluppo	Galileo Visionary District

3.6 Photos

Ettore Falde Hackathon's winner



4 Introduction & Methodology of Thematic workshops to foster cross-fertilization activities

Thematic Workshops are interactive sessions based on the requests received from stakeholders during the open consultation process. These workshops are organized and designed by the stakeholders who submit the request.

Within ODEON each partner should organize 2 thematic workshops. We propose to organize 2 workshops: "Open data: new business models and competitive advantages for companies" and "New challenges for Open Data: what opportunities for companies and the public sector"

Topics:

WORKSHOP 1:

- Introduction to the concept of Open Data and Link open Data
- Open data and new business models. Presentation of several regional success cases
- Hackathon presentation: challenge between companies to develop a business idea on Open Data

WORKSHOP 2:

- The open data between public and tried
- Presentation of the finalist ideas of the Odeon Hackathon
- Doing business with Open Data
- Support of PA for SMEs: current and future planning to implement the use of OPEN DATA

Target of reference:

SMEs and start-uppers

4.1 First thematic workshop

4.1.1 Short description of the first thematic workshop

This Workshop has been organized with experts, companies and organizations to understand how to derive value from Open Data and how to use them in the best way through descriptions and analysis of best practices.

Participants: describe the structure of participants and fill in the number of them in hierarchy table.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	LPA RPA NPA HER ENT SME BSO GP						
2			2	2	26	7	1

4.1.2 Main conclusions

Thanks to these two workshops, companies have understood the potential of Open Data, the different ways of using them for their production activities.

The efforts of the PA at the regional level to spread and increase their use in all areas.

4.1.3 Agenda of the event

Title: Open data: new business models and competitive advantages for companies

Tuesday 18th February 2020

09:30 - 12.30

Headquarters: T2I business incubator - Viale Porta Adige 45, Rovigo

Workshops with experts, companies and organizations to understand how to derive value from open data. Best practices analysis.

Program:

- Presentation of the Odeon Project: Andrea Galeota Padua Chamber of Commerce
- Introduction to the concept of Open Data and Link open Data: Stefano Campostrini Department of Economics Cà Foscari Venice
- A case study of a Business Company born thanks to the use of Open Data in different application fields: Duccio Schiavon: Data Scientist at Quantitas srl
- Open data and new business models. The experience of ISPIRO srl: Davide Grossato
- The Copernicus Program at the service of Green Growth: Vittorio Cannas Director of Spacearth Technology
- Use cases of Open Data in the context of Green Growth: Elisa Furlan Researcher at the Euro-Mediterranean Center on Climate Change
- Hackathon presentation: challenge between companies to develop a business idea on Open Data

Invitation publishing links: https://farmweb.cnapadova.it/workshop/

4.1.4 List of participants

COGNOME	NOME	RUOLO	
Adami	Andrea	PMI	Fulcro srl

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Ambrosi	Federico	Associazione di categoria	Cna Padova
Ambrosi		PMI	Hoc srl
	Marco		
Ancillotto	Pierluigi	Agenzia di sviluppo	ITalent
Ballaben	Marco	PMI	Youco
Bors	Alexandrin a	Privato	
Buson	Pier Giovanni	Associazione di categoria	Cna Rovigo
Campostri ni	Stefano	Universita	Università di Venezia
Celadin	Tommy	PMI	InsertMedia srl
Dalla Villa	Filippo	Associazione di categoria e PMI	Cna Ro/Freskiz Comunication
Degirolam o	Carlo	PMI	MC Idem
Fasolo	Benedetta	Associazione di categoria	Confartigianato vicenza
Furlan	Elisa	Università	Università di Venezia
Galeota	Andrea	Ente Pubblico	CCIAA Padova
Gandolfo	Matteo	PMI	Typis srl
Gastaldello	Giancarlo	PMI	GNK
Gavelu	Giovanni	PMI	Glob-tech
Ivan	Riccardo	PMI	Smartmode srl
Liu	Xin	PMI	Citycommerce srl
Longato	Riccardo	PMI	Longato Riccardo srls
Mimo	Barbara	Associazione di categoria e PMI	Cna PD/TecnomediaSolution
Moniaci	Sebastiano	PMI	Citycommerce srl
Moro	Eleonora	Agenzia di sviluppo	ITalent
Norkunaite	Ruta	PMI	TerrArcella Experience
Pasqualott			Cna padova
0	Michele	Associazione di categoria	·
Pieretti	Michele	PMI	3DWeb Solution
Pisanu	Matteo	Associazione di categoria	Confartigianato Vicenza
Poletto	Lorenzo	PMI	Hoc srl
Romellini	Stefania	PMI	Libero Professionista
Schiavon	Simone	PMI	Zucchetti
•	-		

 ${\sf ODEON-D.3.4.1}$ Assisting students, researchers and entrepreneurs for the development of new services and products

Schiavon	Duccio	PMI	Quantitas srl
Segantini	Enrico	Agenzia di sviluppo	T2I
Sevarin	Andrea	PMI	Youco
Tenan	Laura	PMI	Desamanera
Tognato	Dino	PMI	Libero Professionista
Tognon	Elena	Grande Impresa	Infocamere
Trevisa	Federico	PMI	Citycommerce srl
Vasquez	Luider	PMI	TerrArcella Experience
Zaggia	Marita	Grande impresa	Infocamere
Zanirato	Giulio	PMI	Libero Professionista

4.1.5 Photos





4.2 Second thematic workshop

4.2.1 Short description of the second thematic workshops

Several experts participated in the Webinar to make people understand the value of open data and present the six finalist ideas of the Hackathon.

The Covid-19 emergency has taught us the value of Open Data as a tool to govern our decisions.

The six finalist challenges of the Hackathon launched by the odeon project "EMERGENCY CORONA VIRUS AND RELAUNCH OF THE ECONOMY. How Open Data can enhance the cultural & creative and green economy sectors were the protagonists of this in-depth webinar.

The webinar was attended by Gianluca Toschi, economist and researcher of the North East Foundation, who illustrated how to use open data, useful for dialoguing both with the public administration and with businesses, Duccio Schiavon, CEO of Quantitas srl, active in the field of data visualization and Gianluigi Cogo, project manager of the Odeon project, Veneto Region, who reviewed the current and future projects of the Region's data Hub Veneto.

Participants: describe the structure of participants and fill in the number of them in hierarchy table.

Participants hierarchy:

TARGET GROUP INVOLVEMENT*							
LPA	LPA RPA NPA HER ENT SME BSO GP						GP
2	2		5	2	25	9	

4.2.2 Main conclusions, learnings

the Webinar focused on highlighting the expectations in this regard the world of open data and new social forms of production and use of data, particularly in quantitative research, with data produced by third parties or self-produced.

During the webinar were illustrated the six finalist projects of the hackaton.

Furthermore they were also highlighted future projects of the Data Hub of the Veneto Region, which is part of the creation of innovation laboratories.

The theme of open data in this sense is fundamental, and the Region wants to implement the specially created portal quickly and in the best possible way by providing targeted training for their best use.

4.2.3 Agenda of the event

New challenges for Open Data: what opportunities for companies and the public sector.

Tuesday 5th May 10.00 - 12.00 Online event

- Greetings and presentation of the Odeon Project Andrea Galeota Padua Chamber of Commerce
- The open data between public and tried Gianluca Toschi, research economist of the North East Foundation
- Presentation of the finalist ideas of the Odeon Hackathon
- Doing business with Open Data Duccio Schiavon: Data Scientist at Quantitas srl
- The data Hub of the Veneto Region: current and future planning Gianluigi Cogo, project manager of the Odeon project, Veneto Region

Invitation publishing links: https://farmweb.cnapadova.it/nuove-sfide-per-gli-open-data-quali-opportunita-per-le-aziende-e-il-settore-publico/

4.2.4 List of participants

COGNOME	NOME	RUOLO	
Ancillotto	Pierluigui	Agenzia di sviluppo	Italent
Andracco	Carlotta	Pmi	Confartigianato Vicenza
Boniolo	Cedric	Associazione di categoria	Can Padova
Borsato	Giovanna	Pmi	Libero professionista
Brisotto	Nicola	Agenzia di sviluppo	TechStation
Cappellari	Alessandra	Pmi	Libero professionista
Cappellazzo	Gianluca	Pmi	Libero professionista
Cogo	Gianluigi	Ente Pubblico	Regione Veneto
Costa	Caterina	Pmi	Libero professionista
Da Rolt	Fabio	Pmi	FabLab Belluno
Dal Bosco	Giacomo	Pmi	Dalbosco snc
Falde	Ettore	Università	Università studi di TN
Fasolo	Benedetta	Associazione di categoria	Confartigianato Vicenza

 $\sf ODEON-D.3.4.1$ Assisting students, researchers and entrepreneurs for the development of new services and products

Fasulo	Andrea	Pmi	Blum srl
Galeota	Andrea	Ente Pubblico	CCIAA PD
Leonardi	Andrea	Pmi	Libero professionista
Maniezzo	Roberto	Pmi	Cover studio
Marcon	Pier Giuseppe	Scuola	Istituto tecnico
Zaggia	Marita	Grande impresa	Infocamere
Mazzuccato	Sara	Università	Università studi di VE
Meneghesso	Paola	Pmi	Crea sviluppo e Impresa srl
Mimo	Barbara	Pmi	tecnoMedia Solution srl
Montuori	Maria Alessandra	Pmi	Libero professionista
Moro	Eleonora	Agenzia di sviluppo	ITalent
Noventa	Leopoldo	Pmi	Zenit Project Lab
Osti	Maria Cristina	Pmi	Osti Visual snc
Padovan	Daniela	Pmi	EllediVicenza srl
Pasqualotto	Michele	Associazione di categoria	Cna Padova
Pieretti	Michele	Pmi	3DWeb Solution
Pisanu	Matteo	Associazione di categoria	Confartigianato Vicenza
Poppi	Claudia	Pmi	Libera professionista
Re	Beatrice	Università	Università degli studi di PD
Rizzo	Sara	Università	Università degli studi di Ve
Schiavon	Duccio	Pmi	Quantitas srl
Segantini	Enrico	Agenzia di sviluppo	T2I
Sinigaglia	Tiziano	Pmi	Tiesse Informatica sas
Spennato	Christopher	Pmi	Confartigianato Vicenza
Tegon	Manola	Ente Pubblico	Regione veneto
Tognato	Dino	Pmi	Libero professionista
Tognon	Elena	Grande impresa	Infocamere
Toschi	Gianluca	Associazione di categoria	Confindustria veneto
Ventura	Catia	Associazione di categoria	Cna Padova
Verdicchio	Nicola	Associazione di categoria	Cna Padova
Vincoletto	Dino	Pmi	Paradigma srl
Visentin	Irina	Pmi	Libero professionista

4.2.5 Photos

Participants

