

THE ROLE OF NEW TECHNOLOGIES IN LINKING FIRMS, CONSUMERS AND TERRITORIES

This **MasterClass** aims at discussing the current trends concerning the role of new technologies in linking firms, consumers and territories. The MasterClass is articulated over four main topics covering new consumption models and sustainable diets; how Industry 4.0 is shaping production and consumption processes, enabling new ways to create, deliver and capture value; the importance of circular economy and the pursuit of sustainability; the role of stakeholders in shaping the future of regional development.

Industrial and academic partners will participate in roundtable discussions with the goal of providing the audience with a broader overview of the several aspects to be considered when talking about AgriTech.

A **STREM** (STudent, REsearchers and Managers) challenge will be launched at the end of the MasterClass and covers one day and a half of working groups in providing solutions over the topic of ‘sustainable packaging for the wine industry’. A seminar lecture by Prof. Michael Braungart will close the activities of this event, placed between theory and practice.

MasterClass

Day 1- September 19th, 2022

9:00-9:15	Registration	Franco Romani
9:15-9:30	Welcome <ul style="list-style-type: none"> ● <i>Dr. Elena Casprini</i> - Introduction ● <i>Prof. Anne-Laure Mention</i> (online) - RMIT Melbourne 	Franco Romani
09:30-11:00	New consumption models and sustainable diets <ul style="list-style-type: none"> ● <i>Dr. Jessica Danaher</i> - Alternative proteins (insect-based), consumer attitudes and sensory perspectives ● <i>Ms. Romy Narayan</i> - Local food system and socio-technical transition in the food industry ● <i>Dr. Antje Gonera</i> (online) - Plant-based food – the innovation adoption curve applied to consumer behavior and intervention development 	Franco Romani
11:00-11:30	Coffee Break	Chiostro
11:30-13:00	New technologies for the production process <ul style="list-style-type: none"> ● <i>Dr. Niccolò Fiorini and Mrs. Meriam Trabelsi</i>: A literature review of Artificial Intelligence in the AgriTech ● <i>Mr. Mirko Bartolucci</i>: Peralisi ● <i>Mr. Alessio Valleggi</i>: McCormick 	Franco Romani
13:00-14:30	Lunch	Chiostro
14:30-16:15	Circular economy and sustainability in the food industry <ul style="list-style-type: none"> ● <i>Mrs. Valentina Ciccolini</i> - Fertiglobal ● <i>Dr. Antje Gonera</i> (online) - Design thinking for knowledge transfer in research projects ● <i>Prof. Annalisa Santucci</i>: <ul style="list-style-type: none"> ○ “Circular bio-economy and sustainable food production” ○ “Beerbone: a case of applied research toward a novel/functional food” 	Franco Romani
16:15-16:45	Coffee break	Chiostro
16:45-18:00	<ul style="list-style-type: none"> ● <i>Prof. Ciro Gennaro Corvese</i> - Greetings from the Head of the Department of Business and Law <p>What’s the future of agritech?</p> <ul style="list-style-type: none"> ● <i>Prof. Angelo Riccaboni</i>: Agritech: New technologies and methodologies for traceability, quality, safety, measurements and certifications to enhance the value and protect the typical traits in agri-food chains 	Franco Romani

Day 2 - September 20th, 2022

10:00-10:30	Coffee break	Chiostro
10:30-12:30	Stakeholders' involvement and Regional development <ul style="list-style-type: none"> • <i>Prof. Cornelius Herstatt</i> - C2C • <i>Laura Bello</i> - EQUALITAS • <i>Michele Manelli</i> - the future of packaging • Launching STREM 	Aula Franco Romani
12:30-14:00	Lunch	Chiostro

Moderator: *Dr. Elena Casprini*, University of Siena

STREM

September 20th, 2022

14:30-18:30	STREM work groups	PhD Room Meeting Room
16:30-17:00	Coffee break	Chiostro

September 22th, 2022

9:00-10:30	STREM work groups	PhD Room Meeting Room
10:30-11:00	Coffee break	Chiostro
11:00-13:00	STREM work groups	PhD Room Meeting Room
13:00-14:00	Lunch	Chiostro
14:00-16:00	STREM work groups	PhD Room Meeting Room
16:00-17:00	Seminar lecture - <i>prof. Michael Braungart</i>	Franco Romani
17:00-17:30	Coffee break	Chiostro
17:30-18:30	Presentations of the work groups	Franco Romani
18:30-18:45	Concluding remarks	Franco Romani

Place of the Events

Department of Business and Law, University of Siena
 Piazza San Francesco, 7/8
 53100 Siena

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The activities are organized within and supported by the EU project OpenInnoTrain.
 We also thank:



Registration

All the events are free of charge.

Depending on which event (MasterClass and/or STREM) and how (in presence or online) you like to attend, please do the registration using the links below:

EVENT	IN PRESENCE / ONLINE	Links
MasterClass Monday 19 Sept.	In presence	https://www.eventbrite.com/e/masterclass-day-1-in-person-attendance-registration-tickets-418895296107
	Online	https://www.eventbrite.com/e/masterclass-day-1-online-registration-tickets-418877763667
MasterClass Tuesday 20 Sept.	In presence	https://www.eventbrite.com.au/e/masterclass-day-2-online-registration-tickets-418910601887
	Online	https://www.eventbrite.com.au/e/masterclass-day-2-online-registration-tickets-418917973937
STREM Tuesday 20 Sept. and Thursday 22 Sept.	In presence	https://www.eventbrite.com.au/e/strem-in-person-attendance-registration-tickets-418924894637
Prof. Braungart's lecture Thursday 22 Sept.	In presence	https://www.eventbrite.com.au/e/seminar-lecture-professor-michael-braungart-in-person-registration-tickets-418939919577
	Online	https://www.eventbrite.com.au/e/seminar-lecture-professor-michael-braungart-online-registration-tickets-418935436167

How to reach Siena

Siena is located in the heart of Tuscany amid a wide hilly landscape. Built on three steep hills and encircled by ancient walls, the medieval city of Siena welcomes its visitors with a Latin motto at the Porta Camollia entrance to the centre "*Cor Magis Tibi Saena Pandit*" (Siena opens its heart to you wider than this gate).

You will find below some information on how to reach Siena using various kinds of transport.

By train: Siena is connected to Chiusi railway station (for Rome) and Empoli (for Florence and Pisa). See the Italian Railways website for rates, routes and timetables. The railway station is about 2 km from the town centre and it can easily be reached by bus in a few minutes.

By bus: There are bus connections with several northern and southern cities; the most frequent are for Florence, Rome and Bologna. See the SENA website for rates, routes and timetables.

How to reach the historical centre:

The centre is largely pedestrianised. The TRA.IN bus company provides a minibus service (called "pollicino") in the centre. See the TRA.IN website for rates, routes and timetables.

There are several parking areas located by the town gates.

Accommodation

Suggested hotel (write an email with the object MASTERCLASS UNISI 2022):

Hotel Moderno

email: info@hotelmodernosiena.it

<https://www.hotelmodernosiena.it/>

