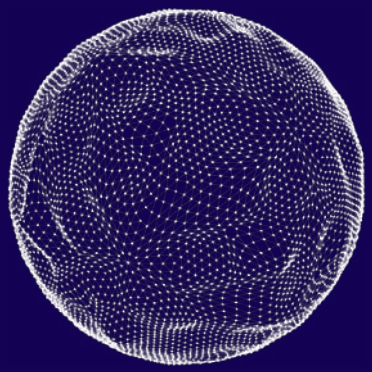


CBI.ATTRACT

Challenge Based Innovation ATTRACT

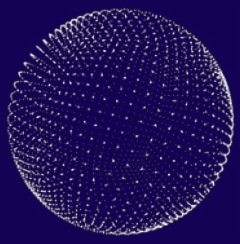
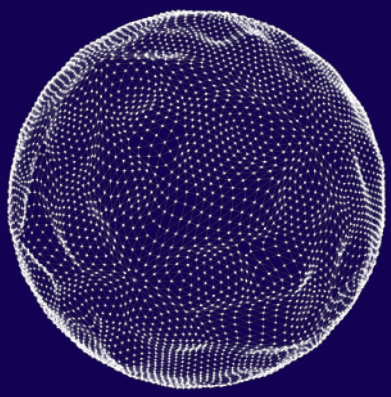
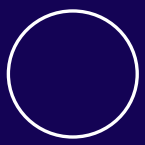
PUBLIC SUMMARY

The University of Bologna, founded in 1088, is the oldest university in continuous operation, relying on one of the world's broadest range of faculties and disciplines. The University of Modena, and Reggio Emilia, highly specialized in engineering, business, science, and tech disciplines, thanks to its connection with the local multinational industries.

The University of Ferrara, very well known for its Architecture and Innovation Design Faculties. Almacube, Innovation hub of Unibo and Confindustria Emilia, with extensive experiences in open innovation students' programs, point of reference of the Consortium for open innovation methodologies. These actors are partnering to run together with the CBI.ATTRACT Student Program: the three universities engage their students, professors and researchers, facilities, and networks; Unibo acts as the coordinator; Almacube is responsible for the methodological approach and supporting the Student Teams with its coaches.

The aim of CBI.ATTRACT is to develop the students' entrepreneurial mindset as future innovation players while ensuring the valorisation of existing innovative technologies and applying them to resolve societal needs. In 16 weeks, inter-university teams of multidisciplinary students investigate breakthrough technologies to exploit their potential and develop relevant solutions to solve society, human, and ecosystem needs.

The program methodology is a hybrid model based on the human-centered approach of Design Thinking and Tech-Driven Innovation processes to nurture the students' ability to identify and evaluate technology opportunities with societal impact on a global and local level. Students will connect with researchers, either with those who developed the technology and with other experts, to acquire a technical understanding of the technology; with users and professionals from different fields to understand the technology's potential impact in different contexts; finally, they will develop various ideas in an iterative process and will verify with users which applications have more potential.

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