

Design Thinking empowered by AI for Sustainable Innovation



*Within the framework of Rome Future Week
and with the patronage of
the University of Rome "Tor Vergata"
the School of Economics and Management
Innovation
are organising a Hackathon
where it will be possible to acquire new digital
tools and approaches to promote sustainable
innovation.*

Where: School of Economics of University of Rome "Tor Vergata"
at Via Columbia, 2, 00133 Rome

When: Friday September 15th and Saturday 16th 2023 in presence, plus an
online introductory short course from Sept 11th to Sept 14th 2023

Instructors: Corrado Cerruti, Natalia Gusmerotti, Emilio Sassone Corsi and
Sabrina Corrieri

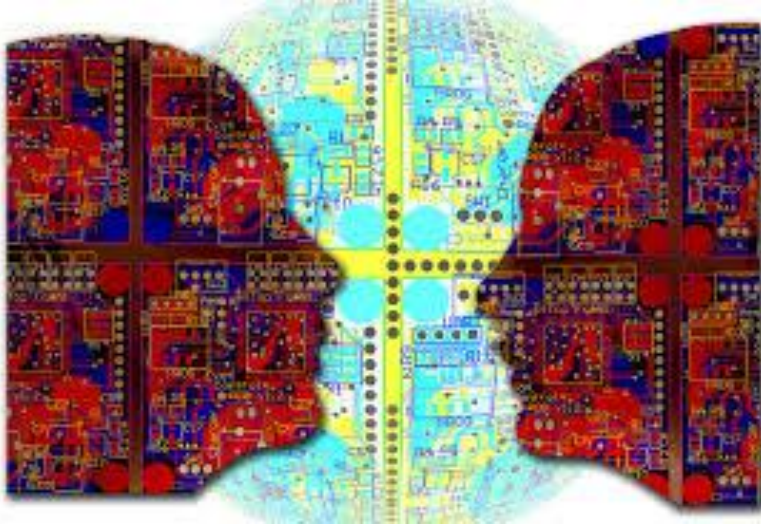
Target group: bachelor students (any discipline)

Participation is free of charge but is limited to a maximum of 50 students for organisational reasons. Admissions will be granted in order of receipt until the maximum number is reached.

Reserve your slot at:

<https://survey.ccd.uniroma2.it/?r=survey/index/sid/463881/newtest/Y/lang/en>

Programme overview



Monday 11/9 – 16:00-18:00 (**online**):
Sustainable innovation

Tuesday 12/9 – 16:00-18:00 (**online**):
Digital innovation & Low-Code platforms

Wednesday 13/9 – 16:00-18:00 (**online**):
Design Thinking and its applications

Thursday 14/9 – 16:00-18:00 (**online**):
Generative AI and its applications

Friday 15/9 – 9:00-13:00 (**in presence**):

- How to apply Design Thinking and AI to foster creativity
- *Groupwork activities on sustainable innovation: brainstorming and problem selection*

Friday 15/9 – 14:00-20:00 (**in presence**):

- How to apply Design Thinking and low-code platforms promote application development
- *Groupwork activities on sustainable innovation: brainstorming on potential solutions and prototype selection*

Saturday 16/9 – 9:00-13:00 (**in presence**)

- *Groupwork activities on sustainable innovation: prototype development*

Saturday 16/9 – 13:00-15:00 (**in presence**)

- *Proposals pitches*



Classes will be held in **English**, with special attention to Italian students who may need language support. **Group work** and the **final pitch** can be conducted in English or Italian (at the discretion of each group).

Each participant who attends **at least 80%** of the lessons and actively participates in the group work will receive a certificate that will allow him/her to apply to the respective Academic Board for **up to 3 credits as extra activity**.