



PLEASE TAKE TO YOUR DIARY!

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AGENDA

Tuesday 28th January

Venue: Palazzo Malvezzi (Metropolitan City of Bologna headquarter), via Zamboni, 13 - Bologna

8h30 – 9h00 Registration

9h00 – 9h15 **Welcome** by Giuseppe De Biasi – Head of Cabinet Metropolitan City of Bologna

9h15 – 10h45 **Introduction** by Marta Felip i Torres. General Secretary of the Business and Knowledge Ministry. Government of Catalonia

START EASY project. Work plan follow up

- i. Activities & results
- ii. Communication strategy: indicators and strategy
- iii. Project management: 1st project and financial reporting
- iv. Work plan of semester 2

Next steps:

- v. Exchange of experience and co-evaluation methodology – SCS Consulting
- vi. Date of the meeting in Gent
- vii. Analysis of other start-up ecosystems: Innoenergy

10h45 – 11h00 Coffee break

11h00 – 12h00 **Simplification policies for startups**

National level: Stefano Augusto, *University of Ferrara*

Regional level: Sveva Ruggiero, *Emilia-Romagna Region*

Metropolitan level: Sara Maldina, *Metropolitan City of Bologna*

12h00 – 13h00 **Towards the One Stop Shop: Bologna starting points**

Marzia Florindi, *Progetti d'Impresa – Metropolitan City of Bologna*

Barbara Benassai, *Bologna Chamber of Commerce*

Case study of Creative Keys start-up, winner of Incredibol 2019 call

13h00 – 14h00 Lunch at the venue

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| 14h30 – 15h30 | Visiting "Net Service Digital Hub" Via Ugo Bassi, 7, 40121 Bologna (https://www.netservice-digitalhub.com/it/) |
| 16h00 – 16h30 | Coffee break at Serre Giardini Margherita |
| 16h30 – 18h00 | Visiting "Le Serre dei Giardini Margherita" Via Castiglione, 134, 40136 Bologna (http://www.emiliaromagnastartup.it/en/pages/le-serre-di-aster) with 2 startups' presentations from Le Serre Incubator |
| 20h00 | Dinner at "C'era una volta" restaurant in Via Massimo D'Azeglio, 9 - Bologna |

| Wednesday 29th January | |
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| Venue: Palazzo Malvezzi (Metropolitan City of Bologna headquarter), via Zamboni, 13 - Bologna | |
| 9h00 – 9h30 | Introduction Marino Cavallo, <i>head of "Research, Innovation and European projects management" Service, Metropolitan City of Bologna</i> Presentation of START EASY PROJECT Cristina Pruñonosa, <i>director of Management Business Office Government of Catalonia</i> Partners presentation |
| 9h30 - 11h00 | Bologna Local Group Workshop: how to better support startups Moderator: SCS Consulting |
| 11h00 – 11h15 | Coffee break |
| 11h15 – 12h30 | Peer review session between Stakeholders and Partners Moderator: SCS Consulting |
| 12h30 – 12h45 | Conclusions of the workshop |
| 12h45 – 13h00 | Next steps of START EASY project |
| 13h00 – 14h00 | Networking lunch at the venue |

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