InnoSocial

Mainstreaming Inclusive Innovation and Social Entrepreneurship in Higher Education

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Piloting of the Course in II&SE Country report

University of Pavia
Italy

Piloting of the course in Inclusive Innovation and Social Entrepreneurship

Country report - University of Pavia (UNIPV) / Italy

1. Basic information

1.1	*Partner organization*: Università degli Studi di Pavia (UNIPV)
1.2	*Number of participants at the beginning of the course*: Activity n. 1 in Aveiro: 10 Activity n. 2 in Pavia: 33 students
1.3	*Students:* Male: 19 Female: 24 *Trainers:* Male: 0 Female: 5
1.4	*Number of the Students by age:* 18-20: 0 21-25: 10 25-30: 0 Other, please specify: not sure about the remaining 33 students
	Number of Trainers by age: till 30: 4 31-40:0 41-50:1 51 and more: 0
1.5	*Student's specialties and grades:* International business and entrepreneurship
1.6	*Trainers Position at the HEI:* Research fellows and full professor
1.7	*Information on the students' selection procedures* Aveiro: Students are selected on the basis of their motivation and relevance with study program. Pavia: Students are selected on the basis of their interest in the topics of the course.

1.8	*Information about pilot course organization, implementation*
	Aveiro:
	The course took place from 24th June - 21th June, 2024 both online and in presence at Institute of Information Sciences and Administration - ISCIA, Portugal.
	Pavia:
	The course took place from 16th September - 20th September, 2024 both online and in presence at Università degli Studi di Pavia - UNIPV, Italy.
1.9	*Information about ideas presentation to stakeholders event (min 1 external stakeholder has to be involved).*
	"I've been through the materials you sent and shared with me and I consider them to be extremely clear, objective andengaging. The examples provided help to understand the theoretical concepts. Therefore, I don't have any suggestions of improvement - eventually, but I don't know if that is the focus of your project, maybe include references to the way different European countries tackle these concerns and the SDGs."
1.10	*Analysis of assessment results (min. 80% of the Pilot training participants, who successfully completed the Course, demonstrate improved knowledge, skills and competences in the subject of the training, measured through the analysis of assessment results (based on the assessment tools available in the Syllabus)*
	Students shared that it was an amazing opportunity and that they really enjoyed being part of the program. As for suggestions for further improvements, students argued that it would be great to have more interactive presentations so the audience can be fully engaged.

2. Feedback from Students and Trainers on the InnoSocial Pilot Training

2.1	*Please, provide a summary/ analysis of responses to **Question 2.1***
	Students are mostly satisfied or partly satisfied with the teaching materials.
2.2	*Please, provide a summary/ analysis of responses to **Question 2.2***
	Quality of teaching is satisfactory, even though some of them suggested a more interactive session.
2.3	*Please, provide a summary/ analysis of responses to **Question 2.3***
	Being students of international business and entrepreneurship, the impact has been appreciated.
2.4	*Please, provide a summary/ analysis of responses to **Question 2.4***
	They would recommend the training to other students.
2.5	*Please, provide a summary/ analysis of responses to **Question 2.5***
	Students suggested more interactive sessions.

3. Lessons learnt and success stories

3.1	*Please, provide the "lessons learnt" as described by teachers and students in **Question 3.1** of the evaluation form (please, follow the structure given in the evaluation form)*:
	Students particularly enjoyed the topic. More specifically, some of them, being students of the Sustainable Management track, highlighted the alignment between the course topic and their field of study.
	The areas of lesson learnt were different considering the different levels of education. In particular, bachelor students particularly appreciated the theoretical part of Unit 1.1 Sustainable development goals and societal challenges since they were quite new to the topics of the course. Instead, master students were particularly satisfied with, especially, the following units that are more practical. The provision of the tools for designing a social enterprise provided in Module 3 have been appreciated by the majority of the students since it provides some practical tools that are relevant for reducing the gap between the theoretical explanation and the practical implementation of the topics.
	After a frontal presentation of the theoretical topics, the students were asked to split in group for the assignments and for the application of the tools to develop some inclusive innovation practices. This situation allowed students to deepen their abilities to work in group.
	With specific regards to the content, for some students (especially master students), it was a repetition of concepts that they already know from previous studies.
3.2	*Please, provide the "success stories" as described by teachers and students in **Question 3.2** of the evaluation form (please, follow the structure given in the evaluation form)*:
	Second Chance Design - Upcycling with people with disabilities
	Short description
	Second Chance Design is an inclusive design studio in Milan that produces fashion and home accessories from recycled materials, designed and produced by people with physical and/or mental disabilities. The project combines creative work, environmental awareness and social participation. The focus is on high quality products, inclusive work on an equal level and sustainability in product design.
	Problem
	People with disabilities often face significant barriers to entering the labour market - especially in creative and design-oriented professions. At the same time, huge amounts of usable materials are discarded by industry and households. There is a lack of innovative initiatives that address both social inclusion and environmental sustainability in an integrated way.
	Innovative elements

- **Upcycling meets inclusion:** Creative work with used materials not only promotes sustainability, but also participation and helps to integrate people with disabilities. *Second Chance Design* combines social and environmental sustainability.
- **Design co-creation:** People with disabilities work as equal designers in the team, not as "assistants".
- **Design and impact combined:** The products are professionally designed, have a high quality of manufacturing and carry a clear social message.
- **Workshop as a meeting place and social awareness:** Open workshops and exhibitions make inclusion visible and encourage a change of perspective.
- **Local material cycles:** Working with businesses, tradespeople and households to obtain materials enables the recycling of materials.

Impact
- **Social inclusion:** People with disabilities gain access not only to the labour market but also to meaningful, creative and socially visible work.
- **Sustainable use of resources:** Used materials do not have to be thrown away but are transformed into long-lasting design objects.
- **Public awareness:** The project raises awareness of inclusion, sustainability and the value of handmade products.
- **Economic independence and empowerment:** Through their work at *Second Chance Design*, people with disabilities are empowered to develop their own skills and creative potential. This promotes not only self-confidence, but also economic independence and personal empowerment.
- **Promoting diversity in creativity:** *Second Chance Design* opens up the creative sector to people of all abilities and helps to further establish diversity and inclusion in the design and craft sector.

Second Chance Design shows how creative processes and social inclusion can be combined. The project not only promotes the professional participation of people with disabilities, but also actively contributes to conserving resources and promoting the circular economy. With a clear focus on sustainability and empowerment, *Second Chance Design* is setting an example for a more inclusive and resource-efficient future.

Cucina Interculturale e Inclusiva – A multicultural restaurant with refugees

Short description

Cucina Interculturale e Inclusiva is a unique restaurant in Florence that provides refugees with valuable opportunities to find employment and integrate into society. Refugees can receive training to become chefs, or take on roles in cooking, service or cleaning, gaining both skills and a sense of belonging. The restaurant's multicultural spirit is not only reflected in its diverse team but also in its menu, which features culinary specialities from around the world. In doing

so, it creates new career paths for refugees while fostering inclusion, cultural exchange, and community. Guests are invited to engage with the staff, hear their personal stories and gain an intercultural experience with insights into different journeys and backgrounds.

Problem

Refugees often face social exclusion and limited access to the job market, leaving them marginalized and financially vulnerable. *Cucina Interculturale e Inclusiva* offers a solution by employing refugees. This not only provides them with financial stability but also promotes social integration. Working in a multicultural team fosters meaningful connections with both locals and people from diverse backgrounds, helping build a stronger, more inclusive community.

Innovative elements

- **Refugee employment and support:** Refugees are offered the opportunity to receive paid training in the catering industry directly within the company – covering everything from kitchen practice and service to hygiene standards and language skills.
- **Cultural events:** Guests can try dishes from other countries and learn about the refugees' life stories.
- **Social integration:** By interacting with guests, it allows refugees to integrate into society and interact with locals as well as other nations.
- **Language courses in the kitchen:** Refugees are not only trained in the kitchen, but also learn Italian, which is useful for future jobs and integration into society.

Impact

- **Labour market integration of refugees:** Through training, employment and support, *Cucina Interculturale e Inclusiva* promotes access for refugees to skilled and fairly paid work in the gastronomy sector.
- **Reducing prejudice:** Direct contact between guests and staff creates personal connections that help break down stereotypes about migration and refugees.
- **Strengthening intercultural understanding:** The restaurant becomes a place where cultural diversity is not only visible, but can be experienced through food, dialogue and events.
- **Social integration:** By working in the restaurant, refugees interact with locals and find it easier to make connections in society. At the same time, the personal interaction promotes openness, understanding and greater acceptance of refugees among the local population.
- **Improved language skills:** Accompanying language courses in the kitchen and during training help refugees to improve their Italian language skills. In the service area, they can apply and consolidate what they have learned by interacting directly with guests.
- **Empowerment and self-confidence:** Refugee employees take an active role, contribute their identity and experience, and are perceived as competent employers. This strengthens their self-confidence and social participation.

Cucina Interculturale e Inclusiva combines integration, empowerment and cultural exchange in a gastronomic concept. The project promotes social participation, reduces prejudice and strengthens the economic prospects of refugees, contributing to a more inclusive and diverse society in line with the global sustainability goals.

MomPreneur - Empowerment for single mothers through entrepreneurship

Short description

MomPreneur is an initiative that empowers single mothers to start and run their own small businesses. The programme provides comprehensive training in entrepreneurship, finance, marketing and time management to help mothers achieve their professional goals while balancing their family responsibilities.

Problem

Single mothers often find it difficult to reconcile work and family life, especially if they do not have access to flexible working arrangements or financial resources. At the same time, there is gender inequality in entrepreneurship: men are more likely to start a business than women. In particular, single mothers often do not have the same resources or networks to start a successful business.

Innovative elements

- **Flexible learning options:** Online courses and workshops tailored to the needs of single mothers so they can manage their time flexibly.
- **Mentoring and coaching:** Experienced female entrepreneurs and experts from a range of sectors provide individual support and advice.
- **Financial support:** The programme provides access to microcredit and small seed capital funds to facilitate entry into entrepreneurship.
- **Childcare:** Working with local facilities to provide childcare during learning and work periods.

Impact

- **Economic independence:** Single mothers can become financially independent by starting their own business while caring for their family.
- **Strengthening professional skills:** Mothers gain new skills in entrepreneurship, finance and management that improve their career prospects.
- **Work-life balance:** The programme supports the development of flexible working models that enable mothers to combine work and family life.
- **Long-term positive impact on society:** Promoting mothers' entrepreneurial activities also improves families' economic opportunities in the long term, reducing poverty and social inequality.

- **Tackling the gender gap in entrepreneurship:** The programme actively contributes to reducing gender inequality in entrepreneurship by providing all mothers, especially single mothers, with the necessary resources and networks to successfully start and run a business.

MomPreneur is an initiative that equips single mothers with the resources and skills they need to successfully start their own business. Through tailored training, mentoring and financial support, mothers are empowered to become economically independent while fulfilling their family responsibilities. The initiative not only promotes the independence of mothers but also contributes to improving the quality of life for their families and creating a more equitable society.

ElderTech - Technology assistants for seniors

Short description

ElderTech is a social service project that helps older people access the digital world through personal technology assistants. Young people - such as students - are trained to help older people use digital devices, applications, online services and communication platforms. The project promotes intergenerational learning, digital inclusion and health literacy.

Problem

Many older people find it difficult to use modern technology, which can affect their independence and quality of life. At the same time, they are vulnerable to isolation and health problems that could be better monitored and mitigated through the use of digital tools. There is a lack of personalised support when going digital, which limits independence, health and social participation.

Innovative elements

- **Personal technology assistance:** Young assistants provide one-on-one support for using devices, applications and online services - at home, in community centres or online.
- **Health-related applications:** Older people learn how to use tools such as pedometers, blood glucose apps, telemedicine platforms and medication reminders. Digital tools can help identify and mitigate health problems at an early stage.
- **Intergenerational exchange:** The project strengthens the bond between young and old through respectful learning and mutual support.
- **Qualification programme:** Assistants are prepared for dealing with older people - with content on data protection, digital security, communication and health knowledge.

Impact

- **Digital inclusion:** Older people gain access to digital and health services and can use them independently.
- **Health promotion:** The use of digital health applications enables older people to better manage their health and identify health risks early.
- **Social participation:** Contact with family, friends and social programmes is facilitated by digital communication, preventing isolation.
- **Strengthening independence:** The use of technology promotes personal responsibility and increases the possibility of independent living.
- **Intergenerational understanding & engagement:** Young people take on social responsibility and acquire key social and digital skills.

ElderTech not only promotes digital participation but also makes an active contribution to health prevention and independence in old age. Personalised support makes it easier for older people to access digital health solutions. At the same time, it creates an intergenerational initiative that combines technological development with social cohesion. *ElderTech* thus contributes to several Sustainable Development Goals.

Education and Equity

Short description

A number of social initiatives across Brazil are actively working to reduce racial inequality in the labor market by providing free training and professional development for Black youth and women. These programs focus on high-impact areas such as technology, language education, and employability, equipping participants with the skills, confidence, and networks needed to access strategic career opportunities and break cycles of exclusion.

Problem

- **Racial inequality in employment:** Structural racism in Brazil has led to persistent disparities in the labor market. According to the latest national household survey, the unemployment rate among Black women is three times higher than that of white men.
- **Barriers to education and training:** Many black individuals face obstacles in accessing quality education and technical training due to financial and systemic limitations.
- **Underrepresentation in strategic sectors:** Despite the growth of the tech industry and other high-opportunity fields, black professionals remain largely underrepresented.
- **Lack of inclusive development paths:** Traditional training programs often overlook the specific challenges faced by Black individuals, leaving them without adequate support or pathways for growth.

Innovative elements

- **PretaLab – Black and Indigenous Women in Tech:** A movement that increases the presence of Black and Indigenous women in the tech sector through free programming courses and events, in partnership with companies like Microsoft and Oracle.
- **reprograma – Coding for Black Women:** Offers intensive, beginner-friendly web development programs exclusively for Black women, providing them with tools to enter and grow in the tech job market.
- **MOVER – English Scholarships & Career Development:** A coalition of companies offering over 30,000 scholarships for English courses through EF Education First, as well as other employability-focused programs to support the Black population.
- **AfroPython – Accessible Programming Workshops:** Introduces Black youth to the Python programming language through free, inclusive workshops, opening doors to software development and tech careers.
- **Programa Prosseguir (CEERT):** Created by the Center for the Study of Labor Relations and Inequalities, this program focuses on employability for Black youth, especially in underserved regions like Northern Brazil, fostering leadership and social inclusion.

Impact

- **Expanded access to education and training:** Thousands of black individuals gain free access to quality technical and professional education through these initiatives.
- **Increased employability in strategic areas:** Participants are equipped with practical skills in high-demand sectors like technology and languages, enhancing their job prospects and income potential.
- **Strengthening of support networks:** By creating spaces for connection and mentorship, these initiatives help foster belonging, confidence, and long-term personal and professional development.

Black at Bain Mentorship Program

Short description

Black at Bain is a strategic mentorship initiative by Bain & Company that aims to promote racial equity and increase Black representation in the consulting industry, providing personalized mentorship, practical training, and exposure to real consulting cases. The program is part of Bain's broader commitment to fostering inclusive leadership, breaking systemic barriers, and empowering black individuals to thrive in high-impact careers.

Problem

- **Racial underrepresentation in consulting:** Black individuals remain significantly underrepresented in the field of strategic consulting due to systemic racism and a lack of inclusive recruitment pipelines.

- **Barriers to career advancement:** Without tailored development programs, Black professionals often face challenges in navigating competitive corporate environments and advancing into leadership roles.
- **Lack of cultural belonging:** A gap in representation and inclusion can lead to feelings of isolation, limiting confidence and long-term engagement within the industry.

Innovative elements

- **Tailored mentorship journey:** Participants receive one-on-one guidance from Bain consultants, fostering personalized professional development and confidence-building.
- **Exposure to real consulting practices:** Through training sessions and business case simulations, mentees gain practical insights into the consulting field and Bain's strategic methodologies.
- **Affinity-driven support network:** The initiative is part of the Black at Bain affinity group, which creates spaces for dialogue, shared experiences, and community among Black professionals.

Impact

- **Talent development and empowerment:** The program equips participants with knowledge, skills, and support to successfully pursue careers in strategic consulting.
- **Increased representation:** By fostering Black talent early in their careers, the program contributes to diversifying the consulting industry and strengthening inclusive leadership pipelines.
- **Sense of belonging:** Participants gain a sense of community and confidence, which supports their long-term growth and engagement in the corporate world.

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AfroSaúde – Inclusive Healthtech for Racial Equity

Short description

AfroSaúde is a pioneering healthtech and social enterprise that works to democratize access to healthcare for the Black and marginalized population in Brazil. Through a digital health platform and corporate wellness programs, AfroSaúde connects patients with Black healthcare professionals, promotes culturally sensitive care, and supports organizations in building inclusive health and well-being strategies.

Problem

- **Structural racism in healthcare**: The Black population in Brazil has historically faced systemic barriers to accessing quality healthcare, often due to lack of representation and implicit bias.
- **Underrepresentation of Black professionals**: From medical schools to patient care, there is a critical absence of Black professionals, which limits trust, accessibility, and the cultural relevance of treatment.
- **Inequitable mental health support**: Mental health services often ignore racial and cultural factors, leaving Black individuals without adequate emotional and psychological support.

Innovative elements

- **Culturally competent digital health platform**: AfroSaúde connects patients with over 2,000 Black health professionals across Brazil, ensuring care that respects identity, culture, and lived experiences.
- **AfroSaúde subscription model**: Members receive discounted consultations and benefits on pharmaceutical products.
- **Corporate wellness programs**: AfroSaúde supports organizations in designing inclusive mental health and well-being initiatives tailored to the Black experience.

Impact

- **Increased access to inclusive care**: Thousands of patients from underrepresented communities now receive care from professionals who understand and respect their identities.
- **Empowerment of Black professionals**: AfroSaúde strengthens the visibility and market presence of Black healthcare providers, contributing to systemic change.
- **Public awareness and advocacy**: AfroSaúde's work sparks national dialogue on racial equity in healthcare, influencing public policies and social attitudes among companies.

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