



Università
di Catania



E-ELAB SUMMER SCHOOL 2025

HACKATHON THINKING: BRIDGING CULTURE, SPARKING INNOVATION

	VILLA CITELLI 30 June	PALAZZO DELL'ETNA 1 July Bridging Culture	PALAZZO DELL'ETNA 2 July Hackathon Mindset	PALAZZO DELL'ETNA 3 July Tech Hackathon Day	PALAZZO DELL'ETNA 4 July Sparking Innovation
09:00 - 11:00		09:00-09:15 Company Talk Natalia Burlaga (MiCo Scientific) 09:15-11:00 A Journey Through Creative Entrepreneurship: From wild ideas in potential solutions Roberto Dal Bosco (Service Agency)	09:00-10:00 Mindset to Market: Hacking Ideas into Prototypes Serghei Baltag (BTU) 10:00-11:00 ESG-Driven Startup Innovation Maxime Manderlier and Loann Astorino (UMONS) (I PART)	09:00 - 09:30 Welcome Etna Digital Growth Eunice Partners* Vera Tucci (Service Agency) 09:30-10:00 Kick-off & Introduction 10:00-11:00 Ideation Team Formation	09:00-11:00 Culture Clash or Creative Spark? Building Global Startups Across Borders Vera Tucci (Service Agency)
11:00 – 11:30		Coffee-break	Coffee-break	Coffee-break	Coffee-break
11:30 13:00		11:30-13:00 Communication and conflict management in multidisciplinary and multicultural teams Luisa Augusto (IPV)	11:30-12:00 ESG-Driven Startup Innovation Maxime Manderlier and Loann Astorino (UMONS) (II PART) 12:00-13:00 Tracking Impact: ESG Measurement for Responsible Growth Ilias Makris (UoP)	11:00-12:00 Concept Design 12:00-13:00 Prototyping (Phase 1)	11:30-12:30 Business Models from the St. Gallen Business Model Navigator As Top 10 Ready-To-Go Models for your Business Kirill Sarachuk (BTU) 12:30 – 13:00 Closing Remarks Cristina Longo (UNICT)
13:00- 14:00		Light lunch	Light lunch	13:00-14:00 Light lunch	



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14:00-16:00	14:00 REGISTRATION 15:00 WELCOME ADDRESSES Institutional Greetings Mattia Frasca (Erasmus Coordinator, UNICT) Cristina Satriano (Eunice coordinator UNICT) Cristina Longo (Chair TSC E-Elab, UNICT) Giusy Catanese (IRO Coordinator) Moderator: Rosa Rossi (Eunice UNICT Project Officer) 15:30 -16:30 <i>Global Leadership Lab: Creativity, Collaboration, and Inclusion</i> Małgorzata Bączyńska (PUT) 16:30 - 18:00 <i>Hackathon Thinking – Collaborate to Innovate”</i> Roberto Dal Bosco (Service Agency)	14:00-15:00 <i>Team Building: Cooperation in Multicultural and Interdisciplinary Teams</i> Ewa Badzińska (PUT) 15:00-16:00 <i>Digital social entrepreneurship</i> Hassan Abdullah (BTU)	14:00-16:00 AI for Customer Acquisition, Engagement Marco Besi (Service Agency) online	14:00-15:00 Prototyping (Phase 2) 15:00-16:00 Pitching and Story telling 16:00-17.00 Pitch Presentation 17.00-18:00 Judging /Break for Participants 18:00-18:30 Awards & Closing Remarks 19.00 Happy Hour *Pitch Trainers and Mentors from Eunice Loann Astorino (UMONS) Luisa Augusto (IPV) Małgorzata Bączyńska (PUT) Ewa Badzińska (PUT) Serghei Baltag (BTU)) Abdullah Hassan (BTU) Ilias Makris (UoP) Maxime Manderlier (UMONS) Kirill Sarachuk (BTU) Victor Zakar (BTU)	
	18:00 Welcome Cocktail	17:00 Benedettini Tour (Officine Culturali) Meeting Point: Piazza Dante	17:30 Business Tour: Le Village Cristina Longo and Rosa Rossi (UNICT) Meeting Point: Via Ursino, 58, 95131 CT		