

# Digital Creativity for developing Digital Maturity Future Skills



## Digital Maturity Day 1 -Italy

Quality evaluation

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**Digital Creativity**  
for developing  
**Digital Maturity**  
Future Skills



**Erasmus+**

# Objective of the output/activity/event:

Digital Maturity Day are a format of event, opens to the general public, that will take place in the European cities of the partner countries, to support the academic and business communities approaching the theme. There will be three Digital Maturity Day along the project (One event for each country of participating organisations will be organized.)

Technology partners and invited speakers' expert in artificial intelligence (AI), robotics, virtual reality (VR), augmented reality (AR) and other emerging technologies, will exchange knowledge about the potentialities of their technologies and possible areas of application. Other technologic realities will be invited to join the Network for enhancing contamination of knowledge and needs.

It will give the possibility to start to spread the knowledge on the theme of the project.

In each event, different guest speakers will be involved. They will provide some knowledge/experiences on the theme of technology maturity. Participants will have the chance to know more on the theme, enlarge their knowledge on the topic and be engaged for future participation inside the project.

Organisations involved in the project will facilitate the different events bringing also their knowledge and their competences on the theme.

During these events, all the sessions from speakers will be recorded and they will be used as material both for Digital Maturity Pills (O1) and for DC4DM MOOC (O6)

According to the project Gantt the first Digital Maturity Day is organised in Italy in M11 along with the Bootcamp.

## Activities performed to reach the objective:

The first Digital Maturity Day was organized on 13<sup>th</sup> September 2021 inside the MADE Competence Center Industry 4.0<sup>1</sup>, a competence center inside Politecnico di Milano.

During the event there was an introduction on the project made by the project coordinator Marita Canina in order to present the aim and the objectives of the DC4DM project.

The core part of the event was represented by four round tables organized to discuss themes related to the project, with professionals from both academia and industries.

The four round tables were moderated by a journalist - Nicoletta Boldrini - which support us in defining the core questions here presented (please see the attached agenda to see the profiles of speakers):

- **First round table: STRATEGIC AND TECHNOLOGY FORESIGHT SKILLS**

Main topic discussed:

- What are the skills that students will need to develop, to empower, to improve in order to acquire these foresight capabilities?
- What are the ingredients for achieving the skill of "futuring", creating visions of the future that are unbiased, relevant, and insightful?
- What it means to manage foresight techniques and how and where/when is it necessary to apply them? What kind of problems do they help to solve?

- **Second round table: PEOPLE EMPOWERMENT FOR COMPANIES' DIGITAL TRANSFORMATION**

Main topic discussed:

- Which skills need to be strengthened to work as currently required in a cross-functional team?
- The request for analytical skills is increasing because digital transformation paths require data-driven approaches. Should we all become data scientists or IT engineers?
- Nowadays it is important to have both hard skills and soft skills to manage complex new global challenges. Does it take being a bit schizophrenic to generate and manage innovation?
- How is it possible to apply creative thinking inside companies?
- What can or should companies do to attract and retain new talent and ensure that "people power" produces the best possible results?

- **Third round table: DIGITAL ETHICS, SOCIAL AND CULTURAL IMPLICATIONS OF DIGITAL INNOVATION**

Main topic discussed:

- Which skills need to be strengthened to work as currently required in a cross-functional team?

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<sup>1</sup> <https://www.made-cc.eu/?lang=en>

- In order to face the new global challenges, it is important to know the emerging technologies, also through techniques and approaches of future thinking, with a continuous search for balance between technical and humanistic knowledge. Here, the human face of digital innovation becomes relevant and essential to understand its ethical, social, and cultural impacts. Why?
- Why is it so important to address philosophy and ethics of technology? What skills are needed to be able to do this?
- Why it is so important and what does it mean to incorporate ethics into design processes?
- **Fourth round table: EMERGING DIGITAL TECHNOLOGIES: APPLICATION CASES**  
Main topic discussed:
  - Which skills need to be strengthened to work as currently required in a cross-functional team?
  - What is the balance between artificial intelligence and ethical aspects in today's data economy, where data is increasingly becoming a "goods exchange" and the currency of the future?
  - Are IT skills and the related technical knowledge enough to manage digital transformation or is it important to integrate them with different aptitudes, skills and capabilities?

During the event a guided tour of the technologies within MADE has been offered to participants in order to discover the digital opportunities offered by the center and generate a networking moment. To conclude, the next activities of the project has been presented by Carmen Bruno with information on how to be part of the DC4DM community.

The event was streamed live on the YouTube channel of the DC4DM project<sup>2</sup> to allow participation of people from the three project countries and beyond. Indeed, the event has been promoted by the whole consortium through their own institutional channels and the DC4DM social media channels. Eventbrite has been adopted as platform for collecting participants registration. Around 60 participants attended the event, belonging from companies (both tech and not), universities and experts from the tech sector. The whole event sessions were recorded and are available on the Youtube channels (see annex) and will be further edited to be used in DC4DM MOOC.

During the corner a video shooting corner has been set up to enable the registration of the Digital Maturity Pills from the invited speakers.

## Changes from the proposal

Everything that was stated in the proposal was performed as described for the submission of the project. Due to the Covid emergency the event has been moved from M11 (July 2021) to M13 (Sept 2021) to enable project partners to attend in presence safety.

## Annex

- Agenda of the event
- Recordings of the whole event can be found at:

[DM Day - Introduction: https://www.youtube.com/watch?v=7mdkKG3kChw](https://www.youtube.com/watch?v=7mdkKG3kChw)

[DM Day - Round Table 1: https://www.youtube.com/watch?v=3nNIOyNEz1w&t=267s](https://www.youtube.com/watch?v=3nNIOyNEz1w&t=267s)

[DM Day - Round Table 2: https://www.youtube.com/watch?v=AAdwbi52ixM&t=1112s](https://www.youtube.com/watch?v=AAdwbi52ixM&t=1112s)

[DM Day - Round Table 3: https://www.youtube.com/watch?v=cwfigjZUjis](https://www.youtube.com/watch?v=cwfigjZUjis)

[Digital Maturity Day - Round Table 4 and conclusion:](https://www.youtube.com/watch?v=PEGBNWlvrlq&t=2655s)

<https://www.youtube.com/watch?v=PEGBNWlvrlq&t=2655s>

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<sup>2</sup> <https://www.youtube.com/channel/UC8o5QqkrUDto6kccB33s4sg>



# DIGITAL MATURITY DAY

A day dedicated to sharing cross-cultural knowledge on Digital Maturity through 4 round tables, networking with digital experts and a presentation of emerging technologies.

## AGENDA

13th sept 2021 | from 9.30 am to 5.30 pm CET  
MADE Competence Center Industry 4.0 | Campus Bovisa, Politecnico di Milano

The DC4DM network is pleased to present the first Digital Maturity Day! During the day there will be four round tables focused on technological and strategic foresight, skills training, digital ethics, and innovative digital applications. Also, networking moments with a European network of HEIs, SMEs and Startups, Business Incubators, and a guided tour through emerging digital technologies offered by MADE competence center Industry 4.0.

Registration is mandatory. Please [CLICK HERE TO REGISTER](#).

09.30 - 10.00 **WELCOME & REGISTRATION**

10.00 - 10.30 **DIGITAL CREATIVITY FOR DEVELOPING DIGITAL MATURITY FUTURE SKILLS (DC4DM PROJECT)**

**Marita Canina**

Project Coordinator and Associate Professor, Dept. of Design, Politecnico di Milano

**ROUND TABLE SESSIONS** moderated by

**Nicoletta Boldrini**

Independent journalist, author and speaker

10.30 - 11.30 **STRATEGIC AND TECHNOLOGY FORESIGHT SKILLS**

**Alberto Robiati**

Innovation and foresight expert  
Director of Forwardto - Studies and skills for future scenarios

**Marco Taisch**

Full Professor, Dept. of Economics, Management and Industrial Engineering, Politecnico di Milano, President of MADE Competence Center I4.0

**Giuliana Iannaccone**

Associate Professor, Dept. of Architecture, Built Environment and Construction Engineering, Politecnico di Milano, Member of the Scientific Committee - Center for Technology Foresight

11.30 - 12.30 **PEOPLE EMPOWERMENT FOR COMPANIES' DIGITAL TRANSFORMATION**

**Matteo Losi**

Head of Presales Architect and Innovation, SAP EMEA South

**Roberta Anelli**

Innovation Manager at New Ventures, PwC Italy

**Paolo Sbuttoni**

Creative Thinking Coach; Marketing & Communication, ROLD

12.30 - 14.00 **NETWORKING AND LIGHT LUNCH**

14.00 - 15.00 **MADE Competence Center Industry 4.0**

Guided tour of technologies and digital opportunities

**ROUND TABLE SESSIONS** moderated by

**Nicoletta Boldrini**

Independent journalist, author and speaker

15.00 - 16.00 **DIGITAL ETHICS, SOCIAL AND CULTURAL IMPLICATIONS OF DIGITAL INNOVATION**

**Simone Arcagni**

Associate professor, Università degli Studi di Palermo

**Fabio Fossa**

Post-Doc Researcher, Dept. of Mechanical Engineering, Politecnico di Milano

**Pawel Pokutycki**

Interaction designer, lecturer and researcher, the Royal Academy of Art (KABK), The Hague, The Netherlands

**Stefano Epifani**

President of Digital Transformation Institute

16.00 - 17.00 **EMERGING DIGITAL TECHNOLOGIES: APPLICATION CASES**

**Giorgio De Ponti**

Product Strategy Manager Retail, Epta

**Maurizio Decollanz**

Head of Communications, IBM Italy

**Fabio Mosca**

Co-founder and CTO, AnotheReality

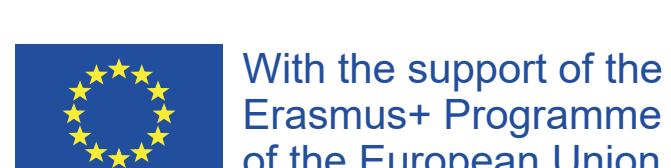
17.00 - 17.30 **DC4DM Community - HOW TO BE PART OF AN EU NETWORK**

**Marita Canina**

Project Coordinator and Associate Professor, Dept. of Design, Politecnico di Milano

**Carmen Bruno**

Post-Doc Researcher, Dept. of Design, Politecnico di Milano



PROJECT PARTNER



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