

WORKSHOP PROJECT SHEET

Anno Accademico / Academic Year 2023/2024

Titolo Workshop / Workshop title:

PROJECT BRIEF: SAVE THE PLANET

Design for circular economy

A cura di / Curated by:

Propose: Francesca Gollo

Entrepreneur: **Marco Guarna**

Indirizzato a / Intended audience:

-to all students and particularly recommended to students of MA and Design

Partecipanti / Participants:

MIN 12-MAX 25

Requisiti richiesti / Requirements:

-English Language

-supports to be brought into the classroom: personal laptop, (free) FIGJAM/ MIRO account

Durata e Crediti / Duration and Credits:

30 hours / 2 CREDITS

Periodo di svolgimento / Workshop period:

Oct 16th-Saturday, Oct 21st 2023

Giorni, orari ed aule di svolgimento / Days, times and classroom:

Monday 16 October from 9.00 to 16.00 (1 hour lunch break)

Tuesday 17 October from 9.00 to 16.00 (1 hour lunch break)

Wednesday 18 October from 9.00 to 16.00 (1 hour lunch break)

Thursday 19 October from 9.00 to 16.00 (1 hour lunch break)

Friday 20 October from 9.00 to 16.00 (1 hour lunch break)

RUFA LIBETTA – ROOM G05

	FASE	
UNDERSTANDING CIRCULAR FLOWS	UNDERSTAND	Oct 16th
REGENERATIVE THINKING		
SERVICE FLIP		Oct 17th
CHALLENGE DEFINITION	DEFINE	
OPPORTUNITY SCOUTING		Oct 18th
BUILD YOUR TEAM		
USER CENTRED RESEARCH	LAUNCH	Oct 19th
IDEA GENERATION		
EMBED FEEDBACK		Oct 20th
PRODUCT JOURNEY MAP	VALIDATE	
LAUNCH TO LEARN		Oct 21st
IMAGINE NEW PARTNERSHIPS		

Breve descrizione / Short description:

Circular Economy aims to regenerate natural resources, protect the environment, and make the communities thrive in harmony with the ecosystems. This program of workshops will equip you with the mindset and tools to design products and services that

create no waste, are sustainable over time and fit the user's needs. Design for the circular economy is not only important to address global problems like the climate crisis and the pollution and to create products and services of high quality but is also of paramount importance of the organizations as the UE intention to transform Europe in a sustainable economy before 2050, as for Circular Economy EU Package of 2018 (D.Lgs. 116/2020) and Ecodesign for sustainable products act, March 2022.

Short Biography:

Trained at INSEAD Paris, IMD Lausanne and HYPERISLAND Stockholm, Marco served as c.e.o. of EURO-ENGINEERING Italia, managing partner of DIGITAL MAGICS, the leading Italian startup incubator, and managing director of «magic wand – sustainability», the acceleration program for impact startups.

Marco is currently a contract professor of "Entrepreneurship & new ventures finance, cases and applications", at the Management Department of LA SAPIENZA University, in Rome. He is also the founder of DIATOMEA, the independent research center for sustainability and social impact.

He is client service contractor of the organizational excellence unit of EY
[Diatomea – sustainability & impact \(diatom-ea.com\)](https://diatom-ea.com)

[\(4\) Marco Girolamo Guarna | LinkedIn](#)

[marco guarna on Behance](#)