

**STUDY VISIT
TO THE UNIVERSITY OF GENOVA (UniGE), Genoa/Italy
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DISFOR (29.05.2024)

Third mission and social impact: from strategy
to practice

Federica Imperiale – UniGe (Italy)

Third Mission Social, Cultural and Environmental
Responsibility Service



Co-funded by
the European Union

From strategy to practice: what is Third
Mission/Societal Impact?

Which role and responsibility of universities in
addressing social, economical and environment
benefit?

With whom academia integration?

Impact means the transformation or improvement,
produced by the institution, for the economy, society,
culture, health and the environment.

We have national indicators to measure impact



More generally impact means, the fight against economic, social and territorial inequalities to increase the quality of life in a local, regional, national, European or international territorial area.

There is an increasing demand for universities to contribute to society by making good use of their knowledge and to address the growth of societal and economic challenges.

What knowledge?

The themes of the “third mission” and social impact assumed an increasingly central role in academic activities, at national and international level. Universities conceive and implement their social commitment with different approaches and ways in according to their own history, government and organization.

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This so-called Third Mission has been added to the two traditional purposes of academic institutions: research and teaching.

In Italy ANVUR* introduced the concept on 2010:

contribution to social, cultural and economic development through the direct application, enhancement and use of knowledge, as well as lifelong learning and actions, involving the population and all actors in society.

*AGENZIA NAZIONALE DI VALUTAZIONE DEL SISTEMA UNIVERSITARIO E DELLA RICERCA: <https://www.anvur.it/>

Next ANVUR evaluation will be based on 5 thematic areas (2020-2024 at national level).

Technology transfer (spin off, start-up)

Production and management of public goods (museums, theatres)

Public engagement (event, scientific café)

Life and health science (trials, screening campaigns)

Sustainability (SDG's Agenda 2030)



Two main central structures in UniGe organization

- Technology transfer and lifelong learning
- Social, cultural and environmental responsibility

To support Departments to carry out Third Mission activities and projects, to strengthen dialogue and interaction among University, industry and society. Activities to exploit knowledge.

Social, cultural and environmental responsibility activities started in 2023, with four (new) offices:

- Green office to support sustainability and Agenda 2030
- GUP (University of Genoa publisher)
- Public engagement
- Enhancement of the museum system and cultural and social activities

Sustainability - strategy

The University of Genoa recognizes sustainability as one of its main mission: there is a Vice Rector, a permanent commission and a green office (since 2023).

Our challenges are to promote sustainability in every aspect of academic life, to put sustainability at the top of our priorities, to work closely with policy makers, communities, public and private sector and other universities, to share examples of our good environmental practices, to evaluate and report our experience.

Sustainability - initiatives

Specific campaign for academic community (bottle-dispensing)

Free training course for secondary school teachers on the theme of the interconnections between Education to Global Citizenship (ECG), the goals of sustainable development and adaptation to climate change. Organized by UniGE, as partner of the SO|GLOB|E (Strengthening the sustainability of the territories with global citizenship) project, promoted by the Italian Agency for Development Cooperation (AICS)

Sustainability - RUS

We take part in RUS (Italian University Network for Sustainable Development), promoted by CRUI (the Conference of Italian University Rectors) since July 2016. RUS marks the first experience of information sharing and coordination among all Italian Universities committed to the topic of environmental sustainability and social responsibility.

GUP - strategy

GUP is the University of Genoa publisher.

Equity and inclusion: scientific publication in Open Access to aim at overcoming barriers. Accessibility campaign.

Fostering engagement: books for no academic community, public events during book fairs.

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GUP – Initiatives (1)

We take part in UPI (Italian University Press) network.

Presentation of a book on the history and evolution of mafia and anti-mafia in Liguria together Libera Association*

Educational workshops for children entitled “I want to be an astronaut“, inspired by the volume “Illustra il genere”

*a network not only against mafias, corruption, crime and those who feed them, but also strongly 'for': social justice, the search for truth, the protection of rights, transparent politics, a democratic legality based on equality, a living and shared memory, and for a citizenship that lives up to the spirit and hopes of the Constitution.

GUP – Tales of EUkraine (TEUk)

The project has the primary objective of distributing to young refugees in Europe Ukrainian books in bilingual version (Ukrainian and language of the host country).

<https://culture.ec.europa.eu/creative-europe/projects/search/details/101100131>

Tales of EUkraine (TEUk) will address the issue with a solution that will favour the integration of Ukrainian refugees in their host countries, notably by facilitating the inclusion of children and their building relationships with peers from host countries, while supporting the Ukrainian publishing industry.

Public engagement – strategy

The aim is to share academic training and research, even with those who have no work- or study-related ties to the university. To establish an open dialogue and a solid working relationship between university and its territory.

A different model of knowledge, of engaging the public, overcoming the idea of a closed academic eco-system.

Public engagement & fundraising & Alumni

- Development of fund raising activities for the collection of funds from private individuals, companies, national and international public bodies
- Advice to Fundamental Structures for fund raising campaigns
- Campaign management five per thousand
- Acquisition and management of sponsorship contracts by companies
- Acquisition of prizes and bequests, donations, inheritances and links to the diversity and relations with its donors, management of foundations
- Management of relations with Alumni

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Public engagement – channels of communication

- TV
- Newspaper
- Festival

Public engagement – ERN

- ERN: European Researcher's Night

One night full of activities. ERN is a good opportunity for citizens to meet researchers and understand how Europe can support research. Partnership includes the local branches of the main National Italian Research Institutes.

The idea of the European Researchers' Night within the framework of Horizon2020 is to run parallel, Europe-wide public events to raise the awareness on science careers and the enhance the public recognition of researchers in general.

Public engagement – Famelab

FameLab is the first talent of science, an international competition of scientific communication for young researchers and university students.

famelab-italy.it/

It is an event conceived by the Cheltenham Festivals and promoted worldwide until the 2021 edition by the British Council in over 30 different countries.

Finalists who will participate in the FameLab Masterclass, a training workshop in science communication from 21 to 23 June 2024 in Perugia.

The finalists will compete in the National Final which will take place in the second half of October.

The semi-finals and the international final of FameLab, in which the only Italian winner will compete with competitors from all over the world, will take place in November 2024.



Public engagement – Festival della Scienza – Genoa Science Festival

Festival to promote, enhance and disseminate scientific and technological culture. Last edition 300 scientists from all over the world and 350 institutions, associations, companies and publishers, with a program of 239 events that had as keyword Footprints. 30,000 students attended and the total number of visits reached 200,000.

<https://www.festivalcienza.it/>

Enhancement of the museum system and cultural and social activities

Activities:

Museums

SCU

US



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SCU - Voluntary Service

EVS is a program for young people between 18 and 30 years old to carry out a national voluntary service (12 months) in an organization or public body.

It provides the reimbursement of travel expenses and complete coverage of the costs of food and accommodation for the international volunteer.

Thanks to the intercultural dimension and its non-formal approach, European Voluntary Service is a unique opportunity to come into contact with cultures different from your own and to acquire new skills and abilities useful for your personal and professional growth.

europeanvoluntaryservice.org

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SCU in UniGe

In Unige

- 4 annual cycles since 2021
- 3 main projects in 6/8 seats
- 18 volunteers a year



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PUP

Penitential university campus

Our activities pursue the aim of rehabilitation and social reintegration of the penalty provided for by the Italian Constitution and Article 19 of Law 345/1975, which deals with training in prison and promotes conventions and protocols with the university institutions as instruments for the promotion of personality.

In addition to the priority objective of enabling detainees to obtain a university-level degree, there are others such as to spread academic culture within institutions, to allow an ever deeper knowledge of the penitentiary system by the academic world and more generally by citizenship, as well as to organize cultural initiatives aimed at the social inclusion of the prison population.



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UniGeSenior

In 1983 we set up the first cultural courses for senior (over 45) in Liguria.

Main aims: to meet the needs of many people belonging to the so-called third age, away from the world of work and free from professional commitments, to offer them not only new interests and intellectual stimuli, but also opportunities for meeting and moments of socialization, to offer new and stimulating activities to this age group.



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UniGeSenior a.a. 2023-24

The UniGeSenior students (1800 in last academic year, more than 2.200 hours of teaching activity) are full members of our student family.

UniGE opens its doors to its territory and promotes an increasingly close and profitable relationship with other bodies and institutions.



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