REGINNA 4.0

31.08 - 02.09.2023

SUMMER HACKTOWN 2023

Pordenone, via Prasecco 3/a
Consorzio Universitario,
ROOM S1

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→ **WHAT IS?**

SUMMER HACKTOWN 2023 is a special Summer Event that wants to gather society and youth around the disruptive transformation and evolution of technological progress and societal challenges. SUMMER HACKTOWN 2023 is organized by the REGINNA 4.0 project co-financed by the (EIT) European Institute of Innovation & Technology, that aims at majoring topics on nanotechnologies, industry 4.0, innovation and entrepreneurship.
The hosting partner of this Hackathon is the Consorzio Universitario of Pordenone, which is the co-organizer together with the University of Udine and Polo Tecnologico Alto Adriatico.

→ **WHY?**

SUMMER HACKTOWN 2023 aims at giving concrete answers and finding solutions on the potential of new technologies and digital transformation in accordance with societal needs and challenges. The general objective is exploring the concept of society 5.0, that is a human centric system which enables to balance economic progress with social problems resolution by integrating the virtual and physical spaces.

→ **WHERE?**

SUMMER HACKTOWN 2023 would explore many societal and technological aspects, through which the hackathon's challenge will take shape and create its own innovative scenario. In the next future, plenty of people with multidisciplinary competences will be involved in the society management and related technological (positive) interference. These people can be urbanists, designers, ICT experts, infrastructural experts, botanists, sustainability experts, etc. that would cooperate and work together to establish the "society of the future" with citizen hotspots (focal points), various interconnections and spaces. *"Technology is not as a threat by society, should be perceived as a support."* S. Abe

→ **WHO? (REQUIREMENTS)**

SUMMER HACKTOWN 2023 is targeting students from Universities, post-diploma professional schools such as ITS (Istituti tecnici Superiori), students that have finished high school and are enrolled for first academic year 2023-2024 at University/ITS and recent graduates.

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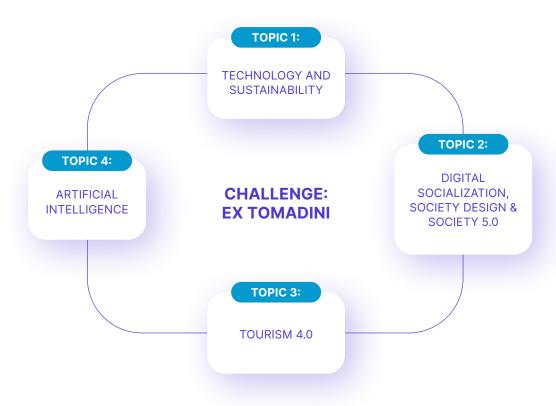ISIA ROMADESIGN — CONSORZIO UNIVERSITARIO DI PORDENONE — Comune di Pordenone

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→ **CHALLENGE**

SUMMER HACKTOWN 2023 identifies one main challenge = dream think a near future where Pordenone will offer an Energy park in the EX TOMADINI-area, a dynamic place of excellence that attracts all citizens, but is meant specifically for the young people and is managed by them.
In simple words, the hackathon participants will have the chance to design and develop a product/service/prototype to be realized/used there, that can solve the existing fragmentation between the society and the enabling technologies, while contributing to make Pordenone more attractive and revitalize spaces for youngsters in the center.
Here below, the main challenge of SUMMER HACKTOWN 2023 is represented in the middle, whilst related focal 4 topics are shown around as exploring thematics.

TOPIC 1:
TECHNOLOGY AND SUSTAINABILITY

TOPIC 4:
ARTIFICIAL INTELLIGENCE

CHALLENGE: EX TOMADINI

TOPIC 2:
DIGITAL SOCIALIZATION, SOCIETY DESIGN & SOCIETY 5.0

TOPIC 3:
TOURISM 4.0

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AGENDA
Thursday, 31.08.2023

→ **OPENING SUMMER HACKTOWN 2023**
10:00 - 10:30
Greetings
- Cristina Amirante, Regional Advisor for Infrastructure Region FVG
- Alberto Parigi, Deputy Mayor of the Municipality of Pordenone
- Jurij Urbančič, Project Manager REGINNA 4.0
- Franco Scolari, Director of Polo Tecnologico Alto Adriatico
- Andrea Zanni, Director of Consorzio Universitario Pordenone
- Maria Chiarvesio, professor at University of Udine

→ **PRESENTATION OF TOPICS**
10:30 - 11:30
- Presentation of INSIGHT 1 "Technological Renewable Systems/Technology and sustainability", Renato Villalta, Municipality of Pordenone
- Presentation of INSIGHT 2 "Digital socialization, society design & Society 5.0", Edy Fantin, ISIA
- Presentation of INSIGHT 3 "Tourism 4.0", Alessandra Gruppi, Strategia & Controllo
- Presentation of INSIGHT 4 "Artificial Intelligence", Giuseppe Serra, University of di Udine

→ **PRESENTATION OF THE MAIN CHALLENGE**
11:30 - 12:00
Introduction and Presentation of HACKATHON CHALLENGE "EX TOMADINI",
Municipality of Pordenone
- Local strategy for young talents society
- The renewal of the ex Tomadini area
- FILL IT WITH IDEAS!

12:00 - 13:00
- Team Composition (5pax x group approx)
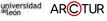- Presentation of Mentors and related expertise/competences

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AGENDA
Thursday, 31.08.2023

→ **LIGHT LUNCH**
13:00 - 14:00

→ **1ST SESSION OF HACKATHON**
14:30 - 15:00
- Workshop on Idea & Business Modelling, Fabrizio Rondo, PoloAA and ISIA
- Workshop on Pitch skills, Alessandra Gruppi, Strategia & Controllo

15:00 - 16:00
- Getting to know each other
- Matching of mentors with team groups

→ **COFFEE BREAK**
16:00 - 16:30

→ **SENSING DESIGN OUTDOOR**
16:30 - 20:00
- Team groups will be accompanied by mentors in visualizing the project idea with brainstorming/ brainwriting/design thinking activities outdoor in the garden
- Group Idea Internal Validation (each team group has to represent the idea through a moodboard or other physical representation)

→ **DINNER**
20:00 - 21:00 (REDBULL!)

→ **2ND SESSION OF HACKATHON (ALL NIGHT LONG!)**
21:00 - 07:00
- Business idea modelling (Business Plan)
- Prototyping and Modelling (in the 3D printers Labs) if needed
- Developing in different programming languages (in the Informatic Labs) if needed

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AGENDA
Friday, 01.09.2023

→ **BREAKFAST**
07:00 - 08:45

→ **IDEA PACKING AND VIDEO PITCH**
09:00 - 13:00
- Mentors will be available to finalize the ideas together with team groups
- Team groups have to concentrate on: idea finalization with all relevant elements, preparation of pitch, definition of team leader and group member expertise
- Team groups have to shoot in-live idea pitches with the support of a video maker
- At 12:45, every video pitch has to be already shot, edited and packed!

→ **LIGHT LUNCH**
13:00 - 14:30

→ **IDEA PRESENTATION**
14:30 - 16:30
- (10') Presentation of the Jury (n.5 members)
- (10' pitch + Q&A = 100' - 10 mins *10 groups) Team groups will launch video pitches and get ready for Q&A session post-pitch

16:30 - 17:00
- Jury Reunion and definition of winners

→ **THE TRIANGLE OF INNOVATION CAN PARTY**
19:00 - 24:00
- Animation, live music, DJ set
- Pizza & Beer track

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AGENDA
Saturday, 02.09.2023

→ **CEREMONY SESSION**
10:00 - 11:00
• The Jury summarizes each team group's idea or give a general comment to each one
• Launching of each video pitch before the official announcement of winners

11:00 - 11:30
• Presentation of winning team groups
• Prizes ceremony
• Ceremony closing

11:30 - 12:00
• Social sparkling BRINDISI

WE WAIT FOR YOU!

APPLY NOW