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Academic Highlights

USGM international workshop
on Project Management within HANDS project

Glance at the Future

Guglielmo Marconi University hopped
on the CONNECTING EUROPE EXPRESS in Rome!

Spotlight on Research

First Progress meeting of SO-FREE project



Academic Highlights

USGM INTERNATIONAL WORKSHOP ON PROJECT MANAGEMENT WITHIN HANDS PROJECT



PROJECT MANAGEMENT

HANDS
Traditional Craft Heritage Training,
Design and Marketing in Jordan and Syria

Project Management Workshop

14:00 - 17:00

- Incubators in Jordan
- JUST incubator as a case study
- The Business Plan: purpose, structure and operational breakdown
- Project Management in the Business World
- The history and evolution of Digital Marketing

Online
July 7th, 2021

https://zuj.edu.zoom.us/j/9qDssGNW-deK5WqUb_dm_iKZyL-Fh
14:00 - 17:00 Pm Amman local time

Co-funded by the Erasmus+ Programme of the European Union

ERASMUS+ PROGRAMME
Project Number: 610238-EPP-1-2019-1-JOEPKKA2-CBHE-JP

On the 7th of July Guglielmo Marconi University coordinated an international workshop on "Project management" in the framework of the HANDS project (traditional craft Heritage training, design and marketing in Jordan and Syria). The Erasmus Plus KA2 Capacity Building in Higher Education project is coordinated by Al-Zaytoonah University of Jordan and Guglielmo Marconi University is partner in it together with 11 European, Jordanian and Syrian Universities. Dott. Arturo Lavalle gave an interesting speech on Project Management in the Business World, Prof. Donatello Aspromonte presented clearly the purpose, structure and operational breakdown of the Business Plan, and Prof. Tommaso Saso gave a precise overview of the Social Selling and Digital Marketing.

HANDS is a project funded by the European Commission in the framework of the Erasmus Plus Programme, that started in November 2019. The Consortium is coordinated by Al-Zaytoonah University of Jordan and it is composed of 5 European partners (Università degli Studi Guglielmo Marconi, Università degli Studi di Firenze, CESIE, World University Service of the

Mediterranean, Blue Room Innovation S.L), 5 Jordanian and 3 Syrian universities.

The project aims at introducing traditional handicraft design techniques and procedures in Jordanian and Syrian universities in order to preserve their handicraft cultural heritage. The overall objective is to develop a high quality university vocational training programme through specific courses on traditional craft heritage, marketing and business development.

For more detailed information about HANDS project please visit the website www.zuj.edu.jo/HANDS/# or write an email to s.cella@unimarconi.it

by Sara Cella



NATIONAL EVENT IN THE PHILIPPINES: TRUST PROJECT MEETS UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

The **Philippine National event, Addressing Sustainable developing goals**, was arranged online the 16 and 17 September 2021. The event, arranged in the framework of TRUST project, was divided in two main sessions: Session 1 Academe's best practices in achieving the sustainable development goals; Session 2 Quality of education and partnership for the goals, developing of master's programmes in Financial Technology to support Financial Services industry needs. The event was targeted to professors, staff and academics of Higher Education institutions, staff and managers of enterprises of the Financial Services Sector and FinTech Start-ups in the Philippines. Moreover, representatives of national public bodies attended the event by presenting the national accreditation procedures to get the masters recognition: Directors of International Affairs Staff and of the Office of Programs & Standards Development Commission on Higher Education in the Philippines. More than 250 participants attended the event among academics, professionals of the financial industry and students.

The TRUST project aims to prepare students, future workers of the Financial Services Sector with the use of technology by designing a new master on Financial Technology (FINTECH) and digital innovation and by modernizing other masters of Business and Economics in Vietnamese and Philippines Universities.

In the current context, where the pandemic led economic uncertainty, there is a sector almost as vital as the healthcare system, which sustained the global quarantined economy, FinTech. In 2020, Fintech became essential for business survival during the pandemic, acting as a core enabler of the rapid migration to digital payments. The rapid digitization of the world in the wake of the coronavirus pandemic speed it up. Fintech is now a bigger part of our everyday lives than ever before, and it is highly unlikely that it will ever loosen its grip. In this updated context the TRUST project goal to improve the education system capacity to prepare a new workforce in this sector is becoming more and more crucial. The designing of a new master in Fintech and the modernized ones, the improving of the skills of the Higher Education Institutions staff in that field contribute to the improving of quality of education and teaching, enrichment of the Higher Education System capacity in Vietnam and Philippines and its role in the whole society at large in the targeted countries.

In detail, the new master in Fintech is equipped with academic courses, and blended with hands-on experiences to explore emergent trends in Fintech from a global perspective focusing on how the digital transformation impact in all the finance industry



ASDG 2021

Co-funded by the Erasmus+ Programme of the European Union

ADDRESSING SUSTAINABLE DEVELOPMENT GOALS
by Partnership in Research, Innovation and Academic Programs

TRUST National Event: Partnership for Quality Education
Session 2

1 **Quality** | 4 **Industry** | 10 **Partnership** | 17 **Modern**

Know how Philippine learning institutions address the growing need for technology-ready workforce in the financial services industry through new and modernized master's degree programs.

September 17, 2021 | 15:00
(UTC+08:00, Manila, Philippines)

Susanna Correnti
USGM
Italy

Dr. Bonifacio T. Doma, Jr
Mapua University
Philippines

Dr. Zenedeth Monang
St. Louis University
Philippines

Dr. Virginia Akiate
CIED

Dr. Ofelia Mana
University of Cebu
Philippines

Dr. Michael N. Young
Mapua University
Philippines

Dr. Yolanda Sayson
University of Cebu
Philippines

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Scan the QR code to register for the event



and in the financial services to produce graduates/talents who can support the manpower needs of the FinTech industry. International immersion would expose students to various socio-economic cultures which would be helpful to talents before they enter into the, submit themselves to work for, and contribute to the success of FinTech industry.

Join the **TRUST community** <https://www.trustproject.eu/public/community/> to be part of the network of representatives of the education as well as of the Finance sector to exchange of knowledge, peer training and long-term collaboration in the field Financial Technology and Financial Services sector in the Philippine, Vientiane and Europe. The Community would be used for collaboration through the online platform, newsletters, future events and project ideas.

<https://www.trustproject.eu/>

<https://www.facebook.com/TRUSTPROJECT.EU>

<https://twitter.com/TRUSTProject1>

<https://www.linkedin.com/in/trust-project-1451581a7>

by Susanna Correnti



ALLIANCE FOR EDUCATION, TRAINING AND UNIVERSITY STUDY PROGRAMMES FOR LIBYA



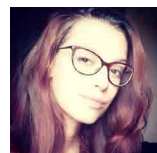
Guglielmo Marconi University is a partner of the GETS Consortium, alliance for education, training and university study programs along with Federal Vocational Education (REFA), German Vocational Training Institute (GVTI) and Technical Überwachungsorganisation (TÜO).

Dynamic and complex are the characteristics of the current global situation. Agile leadership is very popular today and is becoming increasingly relevant due to the progress of digitalization: organizations with agile structure can react more quickly and dynamically to changes that affect the economy and the labor market. Companies that want to be internationally competitive and at the top of their field today need flexibility, creativity and a high level of leadership and methodological competence. Of course, this is paired with smooth internal processes, an efficiently designed organization and most importantly qualified, motivated and well-trained employees at all hierarchical levels. The primary task of personnel development is to support, encourage and nurture the professional potential of employees. This in turn guarantees the long-term success of the company. It also contributes to the motivation and loyalty of employees.

The Consortium is specialized in supporting companies national and internationally in human resources development. It provides hard skill such as standard oil and gas training, REFA Methodology (process design, workflow, production line) and soft skills, management training as well as university degrees, providing standard and tailored training programs from introductory sessions to Masters.

The Alliance is a strong group of highly experienced management experts, lead auditors, professors in economic and environmental protection as well as safety and health assessment, geologists, engineers, commercial and financial experts, with practical international experience.

by Darina Chesheva



SECOND STUDY VISIT OF INDUSTRY 4.0 PROJECT



Seconda Visita di Studio Progetto Europeo INDUSTRY 4.0

Guglielmo Marconi University organized the second Study Visit of the INDUSTRY 4.0 project, which involved universities from three target countries: Malaysia, Indonesia and Cambodia. Unimarconi has been active in the Southeast Asian area for some time, recognizing the socio-economic and geopolitical importance of the region, which, with a total GDP of 2.6 trillion dollars, constitutes the fifth largest economy in the world and third in Asia. The three-year project, implemented by a consortium made up of sixteen members from six different countries, aims to develop an innovative Master on the issues of Industry 4.0 with a verticalization on three key sectors: Manufacturing, Agriculture/ Aquaculture, Pervasive Health. The virtual meeting, which took place from 19 to 21 May 2021, was attended by over 60 delegates. The study visit was a very important opportunity for the partnership and stakeholders - European and Asian - to share experiences, knowledge and best practices on the 4.0 paradigm.

the course of the first two days in particular, the Italian context relating to Industry 4.0 was analyzed both from the regulatory-programmatic and from the academic point of view with the presentation of good practices inherent to the main professional training courses carried out thanks to an intense collaboration between university and industry.

During the event, Arturo Lavalle (Guglielmo Marconi University - USGM) presented "Industry 4.0" Italy's National Plan for Industry - latest changes and trends" and "Innovation Management in Ind 4.0, ISO Standard Framework ", Alberto Garinei (USGM) "Competences and Expectations of the Industry connected to Industry 4.0's themes", Ioannis Chatzigiannakis from Sapienza University "Experiences from teaching at MSc level using blended mode techniques and Presentation of interdepartmental MSc Course on Data Science for Industry 4.0"; Gualtiero Fantoni from the University of Pisa presented "Master in Industry 4.0 Design - Enterprise Digitalization and 4.0 Technologies", Paolo Vercesi (Cluster Fabbrica Intelligente) "The Italian experience within the National Technological Cluster Fabbrica Intelligente", Louis Carrieri (Baker Hughes) "Baker Hughes Experience on Industry 4.0 Training".

The study visit was also an opportunity to compare different regional experiences of the approach to the digital revolution and to change of business models as well as the opportunity for Asian partners to learn from the successful and critical elements of the Italian experience by evaluating the impact and functionality of some strategic choices.

During the third day, the participants, distributed in working groups according to the different specializations and interests, collaborated to explore and agree on the characteristics of the different modules envisaged by the Master.

Spotlight on Research

FIRST PROGRESS MEETING OF SO-FREE PROJECT

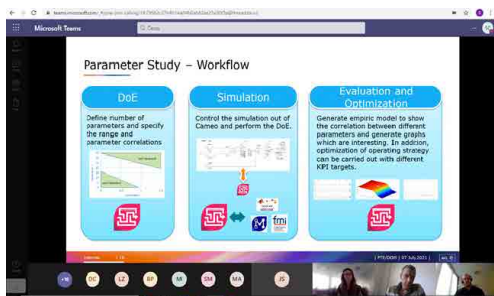
The first Progress meeting of SO-FREE “Solid oxide fuel cell combined heat and power: Future-ready Energy” project took place online on 16 September 2021. During the meeting, the partners presented the progress of the work carried out in each Work Package since the beginning of the project. In particular, the partner organizations discussed crucial topics such as the System-ready stacks, the definition of system requirements, pre-certification, demonstration and economic assessment of the system. G. Marconi University as Dissemination Leader presented the activities to be performed in order to maximize the influence of the project, promote the dissemination of the results and assure market uptake of SO-FREE technology.

The SO-FREE project is funded by the Fuel Cells and Hydrogen 2 Joint Undertaking (JU) under the framework of the European Commission Horizon 2020 programme. It aims to develop a fully future-ready solid oxide fuel cell (SOFC)-based system for combined heat and power (CHP) generation, this means a versatile system concept for efficient, near-zero-emission, fuel-flexible and truly modular power and heat supply to end users in the residential, commercial, municipal and agricultural sectors.

SO-FREE has been conceived to realize a truly flexible SOFC platform, addressing the 5 kW_e power class, that allows to integrate multiple SOFC stack technologies within any CHP system, fed with any fuel mixture ranging from natural gas to biogas to pure hydrogen. Two stack technologies are considered in order to cover the full spectrum ranging from the lowest-temperature anode-supported stacks operating at 650°C to electrolyte-supported stacks running at 850°C. The ambition of SO-FREE is to achieve full interchangeability of stacks in different systems, in pursuit of a barrier-free market for SOFC stack and system manufacturers alike, by standardising the stack module-system interface. Main BoP development aspects will focus on the anode gas recirculation and thermal management for the wide operating range, developing necessary controls to achieve fully autonomous regulation of the system as a function of the fuel composition fed.

Finally, the two systems running on flexible fuel compositions will be demonstrated, each for at least 9 months and clocking 6000 hours stack running time. One system will be operated in pre-certification mode addressing all applicable requirements for the prototype in order to formulate a pathway for successive CE conformity and certification. The other system will be operated in end-use application (selected by PGE), in order to identify real-world response and measure ultimate performance, both in terms of stack degradation and end user satisfaction.

For further updates on the projects, please visit the website <https://www.so-free.eu/>



GICO PROJECT AT THE NANONNOVATION 2021 CONFERENCE

Prof. Enrico Bocci (Industrial Engineering at Marconi University) presented the GICO project (an H2020 project for which Marconi is coordinator) at the Nanoinnovation 2021 Conference & Exhibition, with a talk on “Steam indirectly heated gasification for biofuels productions from residual biomass”, held on 22 September within the “Nanomaterials and Nanotechnology for CO₂: Capture and Conversion” workshop. Nanoinnovation represents the international meeting place for the multidisciplinary community involved in the development of nanotechnologies and their integration with other key enabling technologies (KETs), in all application fields. The main purpose of Nanoinnovation 2021 is to present to a wide and broad audience, state-of-the-art research, recent achievements and global trends in nanoscience and nanotechnology, as well as promoting cross-disciplinary interactions highlighting developments in this field of research. The conference aims to bring together leading academics, scientists, researchers and any professional operating in the field of nanotechnology in order to exchange and share ideas, know-how and information.



The GICO project is funded by the European Commission under the framework of the Horizon 2020 programme. GICO aims to develop renewable energy technologies that will form the backbone of the EU energy system by 2030 and 2050. GICO seeks to develop an advanced (in terms of applicability, reliability, efficiency, cost and impacts), smart and flexible (encompassing almost all biomass residues and highly discontinuous electricity) approach to convert bioenergy and RES electricity excess into biofuel and on-demand power production, so producing fuel for the transport sector meanwhile balancing the grid stability. To achieve such goals, a solution based on the integration of advanced SEG, CCSU and P2G technologies is proposed.

by **Monica Fasciani**



Glance at the Future

Guglielmo Marconi University hopped on the **CONNECTING EUROPE EXPRESS** in Rome!



Guglielmo Marconi University is glad to sustain and join a great European initiative. Thanks to our Professor Romeo Giuliano the University has hopped on the train Connecting Europe Express, stopping in Rome for one day. Connecting Europe Express will travel in 26 countries, 40 railway partners, 100 cities and for 20.000 kilometres to promote RAIL transport. The train started from Lisbon and will arrive in Paris on 7 October. It will crisscross Europe to promote rail as a sustainable and innovative mode of transport. The aim is to encourage the use of trains by both people and freight, thus reducing the carbon footprint. The University strongly sustains the European rail sector's challenges and goals, in academic path and in the research challenges. USGM is in fact partner in the AB4Rail project, led by Professor Franco Mazzenga of Radiolabs, with the objective to investigate and assess the Adaptable Communication System (ACS) in terms of Alternative Bearers and Communication Protocols for railways applications. Through the identification and testing of possible alternative communication technologies AB4Rail will support the rail as a sustainable and innovative mode of transport worldwide, thus contributing to the EU Green Deal goal.



Hop on the CEE train
<https://www.connectingeuropeexpress.eu/>
 and Ab4Rail initiative too <https://www.so-free.eu/>



by Ilaria Reggiani



Transferring technologies from universities to SMEs: Marconi Future Lab is launched



The digital revolution and the challenges arising from global dynamics, emphasised by the pandemic phenomenon, have on the one hand definitively highlighted the impact of technological progress on learning models and on the other hand determined the key role of Italian universities as a coordinator of the innovation ecosystems in which they are inserted. This aspect is an integral part of the development strategy of Guglielmo Marconi University, which intends to assume the leading role both on national and international level, not only in the distance-learning sector but also in the field of scientific research and the third mission.

In this perspective, among the numerous initiatives undertaken, there is the creation of the Marconi Future Lab incubator-accelerator, a new tool that will promote the growth of innovative start-ups and SMEs, enhancing the proposals that will come directly from students of the University, and create ever stronger synergies and collaborative relationships with the territory, society and the productive fabric.

The incubator/accelerator will implement go to market and go to finance actions by offering market analysis, business valuation, financial planning, funding and mentoring services of the departments of the faculties of economics, law and applied technologies of the University. It will promote access of innovative companies to private financing through the meeting with different types of investors and the opening of periodic open innovation tables with public utilities and large industrial groups.

The Energy Communities in the Recovery and Resilience Plan



Università degli Studi
Guglielmo Marconi

GreenHill
ADVISORY

Guglielmo Marconi University, together with GreenHill Advisory and Studio Legale Ghisellini, organized a free webinar on the subject of the energy communities in the Recovery and Resilience Plan, attended by 830 participants, with the involvement of institutions and specialized companies.

The RRP provides for 2.2 billion euros to support collective self-production structures and energy communities, which in addition to representing an innovative model of distribution, production and consumption of renewable energy, will also constitute an important tool for the development of the territory, not only in urban planning but also in favor of areas at risk of depopulation. These resources will be able to integrate with the measures for the 110% Superbonus and with the investments envisaged by Objective 2 of the 2021/2020 Community Programming of the Structural Funds. Companies and Administrations are called to a strong planning commitment to activate these resources and open a new phase of energy policy.



GMU Magazine has been released with the contribution of all academic staff and partners around the world, if you wish to contribute highlighting any important news in accordance with the line of the release, please do not hesitate to contact us sending an email to d.chesheva@unimarconi.it