

The dept. of Excellence DII organizes a short course for both PhD in Industrial Engineering  
at Federico II on

## Innovation strategies for a resilient and sovereign Europe

Prof. Claudia Kasper, Federico II's Visiting Professor

Director Marketing, Association, Sales Technology at Sparkassen-Versicherung Sachsen

February, 23rd - 25th, 2026

Scuola Politecnica e delle Scienze di Base



### Course Contents

This lecture series provides a comprehensive overview of how **deep tech innovation** drives competitiveness, resilience, and **technological progress in Europe**. It begins by outlining the strategic relevance of innovation and highlighting the contribution of research organizations such as **Fraunhofer**.

The course then contrasts social and technological innovation, examining the **German innovation system**—its key actors, funding structures, and the role of **non-university research institutions**—while also comparing it to the Italian landscape.

Subsequent sessions explore different innovation models with a focus on start-ups as essential catalysts for technology transfer. The concept of **technological sovereignty** is analyzed in the context of global polycrises, including criteria for sovereignty, resilience challenges, and competitive pressures, illustrated through the automotive industry.

**Artificial intelligence** is discussed as a **transformative technology** enabling new business models. Building on this, the final lesson addresses opportunities and risks of **AI within the energy transition**. Topics include investment trends, the energy demand of AI systems, and concrete ways in which AI can support the shift toward sustainable energy systems.

### Invited Lecturer



Prof. Claudia Kasper

#### Personal Profile:

- Born in Dresden, Germany
- Study of Journalism and Communication Science at the Free University of Berlin
- Lecturer at the Dresden University of Technology and Business (HTW)

#### Career:

- 2025 **Visiting Professor at Federico II**, DII Excellence project
- 2024 Director Marketing, Association, Sales Technology at **Sparkassen-Versicherung Sachsen**
- 2023 Head of Corporate Communications at **ParTec AG**
- 2019 till 2023: Director Corporate Development and Communications at **Fraunhofer-Gesellschaft**, focus: **Innovation Management**
- 2013 till 2019: Public Relations Manager at **Rosenthal GmbH**
- 2005 till 2013: Head of Corporate Communications at **Hyundai Motor Germany**

 **To attend the Course please fill out the following form:**





## Detailed Course Programme

# “Innovation strategies for a resilient and sovereign Europe”

<b>Monday</b> <b>February 23rd, 2026</b> <b>Morning</b> Aula BOBBIO, I Floor, Piazzale Tecchio, 80	9:30-10:00:	Introduction to the Course with greetings from: <b>Nicola Bianco</b> , DII Director <b>Carlo Sansone</b> , Rector's delegate for FAIR <b>Sergio De Rosa</b> , DII Research delegate <b>Antonio Lanzotti</b> , Presidente CODEC
	10:00-11:00:	<b>First lecture: Deep tech in the innovation system: The strategic role for Europe</b>
	11:00-12:30:	Panel: <b>Technology Transfer Success Stories</b> Chair, <b>Cristina Ponsiglione</b> ; Co-chair, <b>Pierluigi Rippa</b> ; Discussant, <b>Flavio Farroni</b> , <b>Stefano Papirio</b> , <b>Fabio Pierro</b> and <b>Ettore Saetta</b>
<b>Afternoon</b> Aula MUNDUS, II Floor, Building X, Via Claudio, 21	14:00-15:30:	<b>Second lecture:</b> Competitive strength through innovation!  <b>Workshop 1:</b> Should the government invest more in Deep Tech research?
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<b>Tuesday</b> <b>February 24th, 2026</b> Aula MUNDUS, II Floor, Building X, Via Claudio, 21	9:00-9:45:	<b>Second lecture part 2:</b> Competitive strength through innovation!
	9:45-10:30:	<b>Workshop 2:</b> Which technologies and innovations do you see to strengthen the Italian industrial landscape and why?
	10:45-11:30:	<b>Third lecture:</b> Social vs. technological innovation: A look at the German innovation system in international comparison.
	11:30-12:15:	<b>Workshop 3:</b> Think about a recent social innovation in Italy and describe what makes it a social innovation.
	13:45-14:30:	<b>Fourth lecture:</b> Different innovation models and the role of start-ups
	14:30-15:15:	<b>Workshop 4:</b> Choose an Italian start-up and show the five success factors according to our systematic. What is their market innovation for Italy?
<b>Wednesday</b> <b>February 25th, 2026</b> Aula MUNDUS, II Floor, Building X, Via Claudio, 21	9:00-9:45:	<b>Fifth lecture:</b> Different innovation models and the role of start-ups
	9:45-10:30:	<b>Workshop 5:</b> Imagine you are the executive board of a European automotive OEM. You have limited capital and political pressure to increase technological sovereignty and resilience. Which three technology areas would you prioritize for investment over the next 5-10 years – and which dependencies would you consciously continue to accept?
	10:45-11:30:	<b>Sixth lecture:</b> Chances and Risks of Artificial Intelligence in the energy transition
	11:30-12:15:	<b>Workshop 6:</b> <i>Is the use of artificial intelligence, with its associated environmental impacts, appropriate? Argue in favor and against this statement from the point of Greenpeace and from the point of being a representative of Microsoft.</i>
	13:45-14:00:	<b>Time for open questions</b>
	14:00-15:15:	<b>Multiple choice test with 40 questions</b>
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	<b>Additional Info</b> The official languages will be English. The participation to the Course and successful completion of the final test will give to: - <b>PhD students</b> the right to <b>3 CFU</b> . - <b>Bachelor's and Master's degree students</b> the right to <b>3 CFU</b> for other knowledge.	

📍 Excellence Seminar Secretary: Paola Muratto [paola.muratto@unina.it](mailto:paola.muratto@unina.it) and Luigi Calvanese [luigi.calvanese@unina.it](mailto:luigi.calvanese@unina.it)

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