



## **BANUU – WP4 online trainings** **January-April 2021**

### RATIONALE OF THE TRAINING

#### GENERAL OBJECTIVES:

The WP4 aimed at providing Iraqi teaching staff with updated skills on how to disseminate vision and competencies among students for building a society-business enterprise involved in cultural heritage, and at planning new pathways to develop employability and entrepreneurship opportunities for Iraqi students after graduation starting from their Humanities knowledge. Indeed, the creation of innovative entrepreneurial ideas and opportunities for young researchers can lead Iraq towards a stronger, more sustainable and competitive economy and support the enhancement and the development of the Iraqi cultural heritage. On the bases of these targets, the WP4 focused on the planning and designing of activities improving students' transversal skills in order to foster their entrepreneurial capacities.

At the beginning of the WP4 schedule, due to the current gap in the Iraqi teaching competencies on procedures and features of the private sector, a selected Iraqi university teaching staff attended a seminar on how to foster and increase students' transversal skills and to enhance new working opportunities in the cultural field. By the acquisition of this updated entrepreneurial knowledge, the Iraqi academic staff members were able to support the selected students in the elaboration of entrepreneurial ideas which can be not only theoretical experiments but feasible job opportunities. Indeed, after a set of trainings, the Iraqi students were involved in practical entrepreneurship activities in order to develop new start-up projects in the field of Humanities. The trainings were conducted by the CRAFT (Centro Ricerche Archeologiche e Scavi di Torino per il Medio Oriente e l'Asia) team with the participation of external experts who trained and supported the selected academic staff members and the students to develop their entrepreneurial ideas. These activities aimed also at the increase of the teachers-students interactions in order to intensify the professional partnership inside and outside universities.

The schedule and the subject matter of the WP4 trainings were coordinated by the CRAFT team in cooperation with the project partners (Alma Mater Studiorum Università di Bologna, Koç University, University of Baghdad, University of Kufa, University of Mosul and University of al-Qadisiyah) and the State Board of Antiquities and Heritage (SBAH, BANUU associated partner).

#### STRUCTURE AND METHODOLOGY:

Differently from the initial scheduling, due to the pandemic emergency, the trainings (5 lessons and 5 workshops) were held online, by using the Google Meet platform (except for the meeting 5 which was organized on Zoom). All the meetings were scheduled in the afternoon (3:00 pm Iraqi time), as Iraqi university courses and academic activities usually occur mainly in the morning; therefore, this time schedule allowed an easier participation of the trainees (university professors and students).

#### Participants:

- 44 Iraqi academic staff members (Universities of Baghdad, Kufa, Mosul, al-Qadisiyah, 11 for each university);
- 52 university students (Universities of Baghdad, Kufa, Mosul, al-Qadisiyah, 13 for each university);
- BANUU partners and contact persons (Universities of Baghdad, Kufa, Mosul, al-Qadisiyah).

The selection of the participants was carried out by the scientific and administrative committees of the Iraqi partner universities. Professors and students, who were involved in the project, are archaeologists (Colleges





of Archaeology), art historians (Colleges of Art), scholars and researchers in Economics and Administration (Colleges of Administration and Economics and Colleges of Business Management), scholars and researchers in Education (Colleges of Education for Humanities, Colleges of Basic Education and Colleges for Humanity Sciences) and engineers (Faculties of Engineering). The prerequisites for the participation, in addition to the specific professional and academic background and the interest in the cultural heritage enhancement through innovative professional pathways, were the full availability toward all the steps of the WP4 project, the utmost attention to the CRAST staff's communications by e-mail and the ease of availability.

The initial 5 meetings were realized like traditional lessons with two breaks for the discussion among participants and questions in the middle and at the end of the lecture. During these lessons, the trainers showed ppt presentations which were shared with all the participants after the meeting.

The following 5 meetings were organized in the shape of workshops/ateliers to support the gradual elaboration of entrepreneurial projects by the trainees, who were divided into 12 different work groups (3 for each university). During each meeting, after compiling specific business templates (shared by email before the lesson), the groups presented their results, improving step by step their concepts with the help of the Italian experts.

At the beginning of each meeting, the link for compiling a Google attendance form was shared with the participants in order to confirm their participation.

At the end of the teaching path, the groups presented their projects, summarized in posters which were uploaded to the BANUU website in pdf format and to the 12th ICAANE (online International Congress on the Archaeology of the Ancient Near East organized by the University of Bologna) platform by a link.

#### ORGANIZING AND TRAINERS TEAMS:

##### *Organizing team:*

- Prof. Carlo Lippolis ([carlo.lippolis@unito.it](mailto:carlo.lippolis@unito.it)), Professor of Archaeology and History of Art of the Ancient Near East at the University of Turin and President of the Centro Ricerche Archeologiche e Scavi di Torino per il Medio Oriente e l'Asia.
- Dr. Eleonora Quirico ([eleonora.quirico@unito.it](mailto:eleonora.quirico@unito.it)), PhD in Archaeology and History of Art of the Ancient Near East, collaborator of the Centro Ricerche Archeologiche e Scavi di Torino per il Medio Oriente e l'Asia.
- Dr. Ester Lopardo ([ester.lopardo@centroscavitorino.it](mailto:ester.lopardo@centroscavitorino.it)), collaborator of the Centro Ricerche Archeologiche e Scavi di Torino per il Medio Oriente e l'Asia, administrative and logistics supervisor.

*Trainer 1:* Prof. Davide Achille Cecchini, Professor of Strategies for New Needs and Startup Business Plan at the University of Turin (Department of Management); Business Development Manager at the *Club degli Investitori*. Research and work experience in startups creation and companies entrepreneurial management.

*Trainer 2:* Prof. Emilio Paolucci, Professor of Strategic Management and Entrepreneurship at the Politecnico of Turin (Department of Management and Production Engineering); pro-tempore responsible of the *Entrepreneurship and Innovation Center (EIC)*; responsible of the *Contamination Lab (CLab)*, project funded by *MISE*; director of the Alta Scuola Politecnica. Research and work experience in startups creation and management by technological and engineering instruments.





*Trainer 3:* Dr. Paolo Ardisson, co-owner of *Ad Hoc 3D Solutions* s.r.l. (<https://www.adhoc3d.com/>), geomatic service providers (geomatics solutions, land engineering, archaeology, architectural surveys, laser scanning, photogrammetry, topography); PhD on geomatic applications in archaeology at the Politecnico of Turin. Research and work experience in the creation and management of a technological and engineering business company involved in the documentation and preservation of the cultural heritage.

*Trainer 4:* Dr. Pio Panarelli, co-founder of *A.R.Va. Archeologia Ricerca e Valorizzazione* s.r.l. (University spin-off created at the University of Salento as part of the activities of the Department of Cultural Heritage, <https://www.arvarcheologia.it/>); archaeologist, PhD. in Classical Archaeology at the Catholic University of Milan. Research and work experience in the tourist development and promotion of Rudiae, archaeological site in southern Italy, and in the dissemination of history, art and archaeology knowledge by cultural activities addressed to the local communities and the international visitors.

*Trainer 5:* Dr. Sara Bozza, PhD in Classical Archaeology at La Sapienza University of Rome (Department of Ancient World Studies), collaborator of *A.R.Va. Archeologia Ricerca e Valorizzazione* s.r.l. (<https://www.arvarcheologia.it/>). Research and work experience in the tourism development and promotion of Rudiae, archaeological site in southern Italy, and in the dissemination of history, art and archaeology knowledge by cultural activities addressed to the local communities and the international visitors.

*Trainer 6:* Dr. Giovanna Hirsch, co-founder of *Art Stories* s.r.l. (startup which promotes the cities' cultural heritage engaging kids in art and culture through educational apps and didactic games, <http://www.artstories.it/it/>); co-founder of *bARTolomeo* (cultural association which works through a digital platform for the dissemination of art, history and geography among kids by the collaboration with schools, <http://bartolomeo.education/>). Work experience in local development, cultural projects, public policies, urban development, cultural education.

*Trainer 7:* Dr. Federica Pascotto, consultant for Education at the Pinault Collection; co-founder of *Art Stories* s.r.l. (startup which promotes the cities' cultural heritage engaging kids in art and culture through educational apps and didactic games, <http://www.artstories.it/it/>); co-founder of *bARTolomeo* (cultural association, which works through a digital platform for the dissemination of art, history and geography among kids by the collaboration with schools, <http://bartolomeo.education/>). Work experience in archaeological research, cultural projects, cultural education, museum management.

#### TRAINING SCHEDULE:

The WP4 online training activity was divided into three main steps:

- The first training activity concerned the entrepreneurship and business planning, and was intended for academic staff members.

This activity consisted of two online lessons (25<sup>th</sup>-26<sup>th</sup> of January 2021) only addressed to the academic staff members (professors, assistant professors, lecturers, faculty administrators). During these meetings, the invited trainers (Prof. Cecchini and Prof. Paolucci) introduced to the trainees some main topics related to the startups creation (*How to design a start-up project?*) and the communication of these to the students within specific university pathways (*How to communicate the main skills to the students?*). This module aimed at providing baseline tools concerning the private entrepreneurship in order to start within the university teaching programs educational paths for the enhancement of students' business skills in the field of the cultural heritage.

Main topics:

- entrepreneurial skills and competencies





- analysis of the offered product/service;
- customer discovery and following analysis of the market;
- definition of strategy and technological roadmap;
- definition of the marketing plan;
- preparation of the organizational plan.

- The second training activity concerned the presentation of some examples of cultural startups creation and management (*How to design a cultural start-up project?*) and was intended for both academic staff members and students.

During these three meetings (3<sup>rd</sup>, 9<sup>th</sup> and 10<sup>th</sup> of February 2021), the examples of successful Italian startups (*Ad Hoc 3D Solutions, A.R.Va. Archeologia Ricerca e Valorizzazione, Art Stories*), involved in the cultural heritage protection and documentation, in the tourism promotion and development, and in the cultural education improvement, were presented to the trainees in order to inspire the creation of innovative entrepreneurial ideas.

- The third training activity concerned the elaboration of entrepreneurial projects by the 12 university groups (3 for each university; each group was composed of both academic staff members and students; the selection of the groups was carried out by the Iraqi Universities' BANUU partners).

The elaboration of new startup projects was carried out during five workshops organized and led by the CRAFT team with the support of Italian professionals (Dr. Giovanna Hirsch and Dr. Federica Pascotto, *Artstories S.r.l./ Associazione Culturale Bartolomeo*).

This activity supported the Iraqi teaching staff and students in the application of their acquired skills, creating pathways to design new startup projects aiming at the promotion and enhancement of Iraqi monuments, museums and archaeological sites.

Activity	Lecturer	Date	Participants
TRAINING 1	Prof. Cecchini	25-01-2021	Iraqi academic staff members
TRAINING 2	Prof. Paolucci	26-01-2021	Iraqi academic staff members
TRAINING 3	Dr. Ardisson	03-02-2021	Iraqi academic staff members and students
TRAINING 4	Dr. Bozza, Dr. Panarelli	09-02-2021	Iraqi academic staff members and students
TRAINING 5	Dr. Hirsch, Dr. Pascotto	10-02-2021	Iraqi academic staff members and students
WORKSHOP 1	Dr. Hirsch, Dr. Pascotto	01-03-2021	Iraqi academic staff members and students (12 groups)
WORKSHOP 2.1	Dr. Hirsch, Dr. Pascotto	09-03-2021	Iraqi academic staff members and students (6 groups)
WORKSHOP 2.2	Dr. Hirsch, Dr. Pascotto	10-03-2021	Iraqi academic staff members and students (6 groups)
WORKSHOP 3	Dr. Hirsch, Dr. Pascotto	16-03-2021	Iraqi academic staff members and students (12 groups)
WORKSHOP 4	Dr. Hirsch, Dr. Pascotto	23-03-2021	Iraqi academic staff members and students (12 groups)

**List of Selected Participants to the BANUU WP4 Online Training - No. 44 Academic Staff Members**

Partner Number	Name and Surname	Institution
	Qusay Subhi Abbas	University of Baghdad
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faiez Hadi Ali	University of Baghdad
	Shaimaa Nassir Hussein	University of Baghdad
	Ishtar Samir Dhaher	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zewaid	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad





	Saja Muayad Abdulateef	University of Baghdad
	Yasir Leftah Hassoun	University of Kufa
	Muhsen AlIbadi	University of Kufa
	Hayder AlHamdany	University of Kufa
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Nabil Abdul Hussein Rahi	University of Kufa
	Mohammed Jabbar Jadoua Al-Abdali	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Ahmed Yassin	University of Kufa
	Ali Naji	University of Kufa
	Salim Yahaya Khalaf	University of Mosul
	Omar Jassam Fathel	University of Mosul
	Basil Ayad Saeed	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Abdulqader Ahmed Younus Aljhayyish	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Salah Hatif Hatem	University of Al-Qadisiyah
	Ameer Najam Abed	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Jassim Abid Al- Ameer	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Ali jebur Hussein	University of Al-Qadisiyah

**List of Selected Participants to the BANUU WP4 Online Training - No. 52 University Students**

Partner Number	Name and Surname	Institution
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Maryam Khanjar Oudah	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
	Muna makki okab	University of Al-Qadisiyah
	Malath ali hadi	University of Al-Qadisiyah
	Halah hasan hadi	University of Al-Qadisiyah
	Haidar Mahdi Talib Wasmi	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah
	Ghadeer Kazem Hadi	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah





	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Noor Al-Hoda Mahdi Saleh	Univeristy of Kufa
	Jaber Riad Jaber	Univeristy of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan, Wissam Abd al-Abbas	Univeristy of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Noor Musa Odeh Kadhim	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
	Riyam AlFatli	Univeristy of Kufa
	Othman Ghanim Mohammed	University of Mosul
	Mohammed Mahfoodh Abdullah	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
	Najlaa Fathy Abdullah	University of Mosul
	Aisha Saad Jarallah	University of Mosul
	Mohammed Salim Khamis	University of Mosul
	Omar Fatah Abdullah	University of Mosul
	Marthad Emad Saeed	University of Mosul
	Khalid Kherallah Mohammed	University of Mosul
	Mohammed Doraed Mohammed	University of Mosul
	Sama Raghieb Ahmed	University of Mosul
	Salwan Adnan Abdulhussein	University of Baghdad
	Ibtihal Hadi Jawad	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
	Ali Raed Rasheed	University of Baghdad
	Ali Kareem Mohammed	University of Baghdad
	Mohammed Abdhusein Falih	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Ahmed Ali Jawad	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad

**Groups for Startup Projects: List of Selected Participants to the BANUU WP4 Online Workshops**

Partner Number	Name and Surname	Institution
<b>University of Baghdad</b>		
<i>Group 1</i>		
	Qusay Subhi Abbas	University of Baghdad
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faez Hadi Ali	University of Baghdad
	Salwan Adnan Abdulhussein	University of Baghdad





	Ibtihal Hadi Jawad	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
	Ali Raed Rasheed	University of Baghdad
<b>Group 2</b>		
	Saja Muayad Abdulateef	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Ali Kareem Mohammed	University of Baghdad
	Mohammed Abdulhusein Falih	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Ahmed Ali Jawad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
<b>Group 3</b>		
	Shaimaa Nassir Hussein	University of Baghdad
	Ishtar Samir Dhahir	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zwaid	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
<b>University of Kufa</b>		
<b>Group 1</b>		
	Yasir Leftah Hassoun	University of Kufa
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Mohammed Jabbar Jadoua Al-Abdali	University of Kufa
	Ahmed Yassin	University of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan, Wissam Abd al-Abbas	Univeristy of Kufa
	Noor Musa Odeh Kadhim	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
<b>Group 2</b>		
	Muhsen AlIbadi	University of Kufa
	Nabeel Abdul Hussein Rahi	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Noor Al-Hoda Mahdi Saleh	Univeristy of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
<b>Group 3</b>		
	Hayder AlHamdany	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Ali Naji	University of Kufa
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Jaber Riad Jaber	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
<b>University of Mosul</b>		
<b>Group 1</b>		





	Salim Yahaya Khalaf	University of Mosul
	Omar Jassam Fathel	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Othman Ghanim Mohammed	University of Mosul
	Mohammed Mahfoodh Abdullah	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
<b>Group 2</b>		
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Abdulqader Ahmed Younus AlJhayyish	University of Mosul
	Mohammed Salim Khamis	University of Mosul
	Omar Fatah Abdullah	University of Mosul
	Marthad Emad Saeed	University of Mosul
	Khalid Kherallah Mohammed	University of Mosul
<b>Group 3</b>		
	Basil Ayad Saeed	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	MAHIR HAMED JASIM	University of Mosul
	Najlaa Fathy Abdullah	University of Mosul
	Aisha Saad Jarallah	University of Mosul
	Mohammed Doraed Mohammed	University of Mosul
	Sama Raghieb Ahmed	University of Mosul
<b>University of Al-Qadisiyah</b>		
<b>Group 1</b>		
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Maryam Khanjar Oudah	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
<b>Group 2</b>		
	Salah Hatif Hatem	University of Al-Qadisiyah
	Ameer Najam Abed	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Muna makki okab	University of Al-Qadisiyah
	Malath ali hadi	University of Al-Qadisiyah
	Halah hasan hadi	University of Al-Qadisiyah
	Haidar Mahdi Talib Wasmii	University of Al-Qadisiyah
<b>Group 3</b>		
	Jassim Abid Al- Ameer	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Ali Jebur Hussein	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah







	Ghadeer Kazem Hadi	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah

## TRAINING SESSIONS

LESSON 1 (25<sup>th</sup> January 2021, at 3 pm Iraqi time)

Title: *Training on how to design a startup projects: Startup & Entrepreneurship*

Trainer/s: Professor Davide Achille Cecchini (University of Turin, Department of Management)

Aim of the lesson: introduction, addressed to the academic staff members, of the main topics concerning the creation of an innovative business company or startup.

Description: the meeting, which lasted about two hours, concerned the introduction, by a ppt presentation, of the fundamental organizational and economic elements that need to characterize an entrepreneurial idea for developing and becoming a successful company. The explanation included contents such as the definition and some examples of existing international startups, the procedures of startup creation, the importance of the team work and the necessity of staff multidisciplinary, the main startup characteristics (limited resources, importance of the customer), the main startup perils (difficulty of self-sustainability under economic terms), the necessity of in-depth analysis of competitors, the difference between inventor and entrepreneur and the entrepreneur characteristics, the correct management of startup costs, the support of the technological communication instruments. At the end of the meeting, the Canvas template were introduced to the trainees as initial tool to sketch an entrepreneurial idea.

Participants:

List of Participants to the BANUU WP4 Online Training - Lesson No. 1		
Partner Number	Name and Surname	Institution
<b>Academic Staff Members</b>		
	Qusay Subhi Abbas	University of Baghdad
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faiez Hadi Ali	University of Baghdad
	Shaimaa Nassir Hussein	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zewaid	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Saja Muayad Abdulateef	University of Baghdad
	Muhsen Allbadi	University of Kufa
	Hayder AlHamdany	University of Kufa
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Nabil Abdul Hussein Rahi	University of Kufa





	Hussam Salim Najaf	University of Kufa
	Ahmed Yassin	University of Kufa
	Salim Yahaya Khalaf	University of Mosul
	Omar Jassam Fathel	University of Mosul
	Basil Ayad Saeed	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Abdulqader Ahmed Younus Alihayyish	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Maiami Salal Saheb	University of Al-Qadisiyah
	Salah Hatif Hatem	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
	Alaa Hachem	University of Al-Qadisiyah
	Nadia Hamzah Kareem	University of Al-Qadisiyah
	Abbas Ali Abbs	University of Al-Qadisiyah
	Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah
	Rawa Qasha	University of Mosul
	Oya Özer Kurt	Koç University
	Ester Lopardo	CRAST
	Carlo Lippolis	CRAST
	Eleonora Quirico	CRAST
	Emmanuel Di Tommaso	Università di Bologna

#### Participants feedbacks:

During the lecture, the participants often used the Google Meet chat to ask questions, to share suggestions and comments about the topics of the lecture, and to have clarifications about the general organization of the training sessions. At the end of the meeting, they expressed positive feedbacks about the lecture. They requested the sharing of the ppt presentation. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the next meetings.

#### LESSON 2 (26<sup>th</sup> January 2021, at 3 pm Iraqi time)

Title: *Training on how to design a start-up projects: Entrepreneurial ventures and digital transformation: what is the lesson for cultural heritage?*

Trainer/s: Professor Emilio Paolucci (Politecnico of Turin, Department of Management and Production Engineering)

Aim of the lesson: follow up meeting, which lasted about two hours, addressed to academic staff members in order to discuss the technological steps within the creation of a startup, the detailed study of the management needs, and the presentation of the main features of innovative entrepreneurial ideas concerning the cultural heritage. The presentation included contents such as the nature of a startup and the main differences in terms





of objectives, entrepreneurs' vision, potential of growth, and field of activity; the correct journey of an entrepreneurial idea; the creation of compelling value proposition for customers, the need of funding, and the necessary amount; the types and the role of investors (mentors, industry leaders, pilots, angels, customers, channel partners and venture capitalist); the differences of digital startups focused on “cultural heritage”; the top 20 reasons of startups fail; the importance of the value proposition (result of competitors offer, market needs and technology product/functional capabilities) and the customer value proposition (result of technology push and demand pull); the more widespread types of startups (Lifestyle Startups; Small-Business Startups; Scalable Startups; Buyable Startups; Large-Company Startups; Social Startups). At the end of the meeting, the trainer presented some examples of technologies which can create opportunities for startups focused on cultural heritage (Europeana, Google Arts and Culture, Unesco, other Big data and digital platforms), and new digital solutions for the observation of artefacts and the research of cultural contents (for example the exploration of 3-dimensional space and the virtual reality). Due to the impact of COVID 19 on cultural heritage, it was highlighted how new ways of teaching and learning cultural heritage by technological startups could enhance and develop the dissemination of culture and knowledge.

#### Participants:

List of Participants to the BANUU WP4 Online Training - Lesson No. 2		
Partner Number	Name and Surname	Institution
<i>Academic Staff Members</i>		
	Qusay Subhi Abbas	University of Baghdad
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faiez Hadi Ali	University of Baghdad
	Shaimaa Nassir Hussein	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zewaid	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Dr. Jumaa Hariez Muwashi	University of Baghdad
	Saja Muayad Abdulateef	University of Baghdad
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Nabil Abdul Hussein Rahi	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Ahmed Yassin	University of Kufa
	Ali Naji	University of Kufa
	Salim Yahaya Khalaf	University of Mosul
	Omar Jassam Fathel	University of Mosul
	Basil Ayad Saeed	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Maiami Salal Saheb	University of Al-Qadisiyah





	Salah Hatif Hatem	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
	Alaa Hachem	University of Al-Qadisiyah
	Nadia Hamzah Kareem	University of Al-Qadisiyah
	Abbas Ali Abbs	University of Al-Qadisiyah
	Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah
	Rawa Qasha	University of Mosul
	Oya Özer Kurt	Koç University
	Ester Lopardo	CRAST
	Carlo Lippolis	CRAST
	Eleonora Quirico	CRAST

#### Participants feedbacks:

During the lecture, the participants often used the Google Meet chat to ask questions, to share suggestions and comments about the topics of the lecture, and to have clarifications about the general organization of the training sessions. At the end of the meeting, they expressed positive feedbacks about the lecture. They requested the sharing of the ppt presentation. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the next meetings.

LESSON 3 (3<sup>rd</sup> February 2021, at 3 pm Iraqi time)

Title: *Training on how to design a start-up projects: Ad Hoc 3D Solutions: Geomatics service providers*

Trainer/s: Dr. Paolo Ardissonne (*Ad Hoc 3d Solutions s.r.l*)

Aim of the lesson: presentation of the main activities of a successful Italian enterprise involved in the development of technological methodologies for the protection, documentation, promotion and fruition of the cultural heritage.

Description: the main topic of the meeting concerned the presentation of new technological tools used by private enterprises for the protection and documentation of the cultural heritage (updated procedures of preventive archaeology).

The trainer introduced some examples of solutions for 3D survey and cartography by new technologies and different acquisition techniques (laser scanner, topography, digital photogrammetry and innovative data processing logics), by stressing the importance of methodological choices based on the context, logistics and client needs; the use of technological tools in the archaeological context. Based on the experience of *Ad Hoc 3D Solutions*, the trainer presented the softwares *Ad Hoc Archaeological Manager* (created for the acquisition and catalogue of archaeological data) and *Ad Hoc VR* (virtual reality software), some 3D models elaborations for cultural heritage dissemination and documentation (examples: Hathor Goddess statue, Hung-e Azdhar relief), and some cases of use of archaeological instruments and techniques in the engineering field (for example the Ad Hoc project in Monte Bianco tunnel).

Participants:





**List of Participants to the BANUU WP4 Online Training - Lesson No. 3**

Partner Number	Name and Surname	Institution
<i>Academic Staff Members</i>		
	Qusay Subhi Abbas	University of Baghdad
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faiez Hadi Ali	University of Baghdad
	Shaimaa Nassir Hussein	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zewaid	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Saja Muayad Abdulateef	University of Baghdad
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ahmed Yassin	University of Kufa
	Ali Naji	University of Kufa
	Salim Yahaya Khalaf	University of Mosul
	Omar Jassam Fathel	University of Mosul
	Basil Ayad Saeed	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Salah Hatif Hatem	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Jassim Abid Al- Ameer	University of Al-Qadisiyah
<i>University Students</i>		
	Salwan Adnan Abdulhessein	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
	Ali Raed Rasheed	University of Baghdad
	Ali Kareem Mohammed	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Ahmed Ali Jawad	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
	Othman Ghanim Mohammed	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
	Aisha Saad Jarallah	University of Mosul
	Marthad Emad Saeed	University of Mosul
	Khalid Kherallah Mohammed	University of Mosul
	Mohammed Doraed Mohammed	University of Mosul
	Sama Raghib Ahmed	University of Mosul
	Muna Makki Okab	University of Al-Qadisiyah





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	Abbas Ali Abbs	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah
	Bahaa Najem	University of Al-Qadisiyah
	Çiğdem Maner	Koç University
	Ester Lopardo	CRAST
	Carlo Lippolis	CRAST
	Eleonora Quirico	CRAST

#### Participants feedbacks:

During the lecture, the participants often used the Google Meet chat to ask questions, to share suggestions and comments about the topics of the lecture (in this case they highlighted the importance of innovative technological tools to document the Iraqi archaeological records, to improve the archaeological research and to disseminate knowledge; they asked information about the 3D models processing and the existence of free online softwares), and to have clarifications about the general organization of the training sessions. At the end of the meeting, they expressed positive feedbacks about the lecture. They requested the sharing of the ppt presentation. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the next meetings.

LESSON 4 (9<sup>th</sup> February 2021, at 3 pm Iraqi time)

Title: *Training on how to design a start-up projects: The Archaeological Park of Rudiae: an example of enhancement*

Trainer/s: Dr. Sara Bozza and Dr. Panarelli (A.R.Va srl).

Aim of the lesson: the meeting aimed at the presentation of traditional and innovative tools for an easier and original touristic fruition of the cultural heritage, by showing a significant case study, the archaeological park of Rudiae in southern Italy.

Description: the trainer described the steps of elaboration and foundation of A.R.Va: this startup is a University spin-off (a company created in the University of Salento as part of the activities of the Department of Cultural Heritage). The associates are students, researchers, young professionals and professors (representing the University). Then, this enterprise represents an interesting example of university business activity. During the meeting, the trainers explained the University Third Mission activities, such as the cultural, social and economic development of the society by the knowledge transfer, the innovation, the social engagement and the scientific communication by the construction of new interactions between universities and local and national communities. The trainers showed how the archaeologists of the company can apply the skills acquired during their studies, generating a personal and community economic impact. The mission of this association is to provide technical and scientific support to public and private clients through innovative research and development services, based on multidisciplinary approaches (archaeological excavations and research projects; rescue archaeology/cataloguing of artefacts/GIS/CAD projects/surveys with drone; laser scanner and photogrammetry; guided tours/multimedia products/virtual reconstructions/cultural events/experimental archaeology; workshops, didactic activities for children and





school students). The main clients and projects (participation in calls for tenders; participation in national and European R&D Projects with multidisciplinary partners; collaboration with Salento University and other national Research Centres; collaboration with local authorities such as municipalities, regions and public archaeological services such as the Italian Ministry of Culture; direct commissions) and some examples of activities such as the *Apulia Cultural Identity Paths* (a project funded by the Italian Ministry of Education and University, for the creation of cultural paths in Puglia region focusing on the cultural heritage in connection with typical food and wines of Southern Italy) were presented to the lecturers. The second part of the lesson included the description of the ancient settlement of Rudiae and of the main results from the excavation of the amphitheater and the promotion activities of ancient Rudiae in collaboration with the local authorities: virtual tours, guided tours with an archaeologist, cultural projects with high school students (for example reproduction of ancient objects), theatrical guided tours, theatrical and musical performances in the amphitheater arena, organization of summer schools and archaeological workshops, organization of contemporary art exhibitions, cultivation of olive trees in the archaeological park.

Participants:

List of Participants to the BANUU WP4 Online Training - Lesson No. 4		
Partner Number	Name and Surname	Institution
<i>Academic Staff Members</i>		
	Shaimaa Salah Ahmed	University of Baghdad
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	Wafaa Hadi Zewaid	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Jumaa Hariez Muwashhi	University of Baghdad
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Nabil Abdul Hussein Rahi	University of Kufa
	Mohammed Jabbar Jadoua Al-Abdali	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Ahmed Yassin	University of Kufa
	Omar Jassam Fathel	University of Mosul
	Basil Ayad Saeed	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abduleahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Salah Hatif Hatem	University of Al-Qadisiyah
	Ameer Najam Abed	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Jassim Abid Al- Ameer	University of Al-Qadisiyah





	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Ali jebur Hussein	University of Al-Qadisiyah
<b>University Students</b>		
	Salwan Adnan Abdulhussein	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
	Ali Kareem Mohammed	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Noor Al-Hoda Mahdi Saleh	Univeristy of Kufa
	Jaber Riad Jaber	Univeristy of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan, Wissam Abd al-Abbas	Univeristy of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
	Othman Ghanim Mohammed	University of Mosul
	Mohammed Mahfoodh Abdullah	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
	Aisha Saad Jarallah	University of Mosul
	Marthad Emad Saeed	University of Mosul
	Khalid Kherallah Mohammed	University of Mosul
	Mohammed Doraed Mohammed	University of Mosul
	Sama Raghib Ahmed	University of Mosul
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
	Muna makki okab	University of Al-Qadisiyah
	Halah hasan hadi	University of Al-Qadisiyah
	Haidar Mahdi Talib Wasmi	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
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	Nadia Hamzah Kareem	University of Al-Qadisiyah
	Abbas Ali Abbs	University of Al-Qadisiyah
	Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah







	Oya Özer Kurt	Koç University
	Carlo Lippolis	CRAST
	Ester Lopardo	CRAST
	Eleonora Quirico	CRAST

#### Participants feedbacks:

During the lecture, the participants often used the Google Meet chat to ask questions, to share suggestions and comments about the topics of the lecture (in this case they asked information on how the trainers got inspiration to create the ARVa buisness), and to have clarifications about the general organization of the training sessions. At the end of the meeting, they expressed positive feedbacks about the lecture. They requested the sharing of the ppt presentation. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the next meetings.

LESSON 5 (10<sup>th</sup> February 2021, at 3 pm Iraqi time)

Title: *Training on how to design a start-up project: ARTSTORIES*

Trainer/s: Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l/Associazione Culturale Bartolomeo*).

Aim of the lesson: the meetig aimed at the presentation of the activities of an Italian successful startup which works in the development of educational apps which illustrate and show to the children art and history by non-conventional tools (such as didactic games and practical activities).

Description: during the meeting, the trainers illustrated some innovative procedures for the cultural heritage enhancement by educational and didactic tools (*how to disseminate the cultural heritage?*)

The lesson was divided into two sections: in the first part, the ppt presentation included the social and educational relevance of heritage, the importance of communicating cultural heritage to younger generations and of creating educational and cultural experiences, the necessity of making collections easy to access to any public, the importance of identification of the audience of any cultural event (schools, foreign tourists, scholars, local tourists, elderly visitors, families, groups from abroad, local groups), the difference between the traditional ways of communication (explanations, titles and themes, guided tours, captions, leaflets, maps, workshops), digital ways (online collections, multimedia design, audio tours, video games, website, informative apps, VR/AR), and online ways (Instagram, Facebook, TikTok, podcasts, virtual tours and websites). According to the trainers' opinion, all these products, which aim at engaging visitors online and offline, need to be used for the cultural communication. Some Italian and international examples of innovative tools for connecting users and museums realities were presented to the trainees: concerning the virtual reality, Modigliani, The Ocre Studio (Tate Modern), Ara Pacis (Rome), M9 Mestre (Venice), Cooper Hewitt Museum (New York); concerning the informative apps, the cases of MoMa and Louvre; concerning the cultural video games, the examples of *Father and son* (MANN Museo Archeologico Nazionale, Napoli) and *Past for future* (MARTA, Museo Archeologico Taranto); concerning the educational videos, the animated paintings (Prado Museum, Madrid) and the MetKids (Metropolitan Museum, New York). In the second part of the meeting, the trainers showed the procedures of creation of ArtStories (educational apps and digital tools on cultural heritage for kids 4+), the mission of ArtStories, that is the promotion of the sense of beauty and the sense of history to foster curiosity and to empower observation among young children, and presented the main apps/digital games (Il Castello Sforzesco (Milan); Duomo (Milan); Ancient Egypt; Cities), further cultural activities (organization of workshops and creative ateliers in public libraries, schools





and museums) and the main collaborations (Milan Municipality -Palazzo Marino Kids app; The UNESCO sites in Varese -Sacro Monte app; Bolzano Municipality -Arte e Sport app; Veneranda Fabbrica del Duomo - Art stories Milan Duomo app; Childrens' Museum of Milan -World Food app).

Participants:

**List of Participants to the BANUU WP4 Online Training - Lesson No. 5**

Partner Number	Name and Surname	Institution
<i>Academic Staff Members</i>		
	Shaimaa Salah Ahmed	University of Baghdad
	Faiez Hadi Ali	University of Baghdad
	Shaimaa Nassir Hussein	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zewaid	University of Baghdad
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Hussam Salim Najaf	University of Kufa
	Ahmed Yassin	University of Kufa
	Omar Jassam Fathel	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Alla Abdulsalam Yahya	University of Mosul
	Ahmed Muyasser Abed Jader	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
	Mahir Hamed Jasim	University of Mosul
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Ameer Najam Abed	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Ali jebur Hussein	University of Al-Qadisiyah
<i>University Students</i>		
	Salwan Adnan Abdulhussein	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahed Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Noor Al-Hoda Mahdi Saleh	Univeristy of Kufa
	Jaber Riad Jaber	Univeristy of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan, Wissam Abd al-Abbas	Univeristy of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa





	Noor Musa Odeh Kadhim	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
	Othman Ghanim Mohammed	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
	Khalid Kherallah Mohammed	University of Mosul
	Mohammed Doraed Mohammed	University of Mosul
	Sama Raghieb Ahmed	University of Mosul
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
	Muna Makki Okab	University of Al-Qadisiyah
	Malath Ali Hadi	University of Al-Qadisiyah
	Halah Hasan Hadi	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah
	Ghadeer Kazem Hadi	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah
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#### Participants feedbacks:

During the lecture, the participants often used the Google Meet chat to ask questions, to share suggestions and comments about the topics of the lecture (in this case, they asked if a startup license was necessary in order to protect the company brand, for example by the registration of the name and the logo), and to have clarifications about the general organization of the training sessions. At the end of the meeting, they expressed positive feedbacks about the lecture. They requested the sharing of the ppt presentation. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the next meetings.

#### WORKSHOP 1 (1<sup>st</sup> March 2021, at 3:00 Iraqi time)

Title: *Workshops for Iraqi students aiming at developing new startup projects*

Trainer/s: CRAST team; Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l./Associazione Culturale Bartolomeo*).

Aim of the lesson: technical and professional support in the elaboration of entrepreneurial projects by the groups of participants (all 12 groups) and practical exercises.





Description: during the first workshop, the trainers and the CRAST team discussed with the trainees about the first steps for the professional elaboration of the entrepreneurial proposals. Concerning the useful tools for the elaboration processing, the trainers shared the Canvas Form with the groups in order to give a starting point for the concept creation. As previously requested, each group presented the preliminary startup ideas: the topic of the project (the tourism enhancement or preventive archaeology or cultural dissemination) and the location (the selected monument/archaeological site/museum). Explanation of the exercise which had to be prepared for the second workshop.

Business Model Canvas		Group n.	University of:	Date:	Version:
Key Partners	Key Activities	2. Value Propositions	4. Customer Relationships	1. Customer Segments	
	Key Resources		3. Channels		
Cost Structure		Revenue Streams			

BAGHDAD Groups for Star-up Projects: List of Contact Persons		
Partner Number	Name and Surname	Institution
<i>Group 1</i>		
	Dr. Faez Hadi Ali	University of Baghdad
<i>Group 2</i>		
	Dr. Saja Muayad Abdulateef	University of Baghdad
<i>Group 3</i>		
	Dr. Wafaa Hadi Zwaid	University of Baghdad
<i>Group 1</i>		
	Dr. Alaa Hussein Jassim Al-Lami	University of Kufa
<i>Group 2</i>		
	Dr. Hussam Salim Najaf	University of Kufa
<i>Group 3</i>		
	Dr. Ali Naji Attiyah	University of Kufa
<i>Group 1</i>		
	Dr. Salim Yahaya Khalaf	University of Mosul
<i>Group 2</i>		
	Ahmed Muyasser Abed Jader	University of Mosul





<b>Group 3</b>		
	Fathi Abbas Khalaf	University of Mosul
<b>Group 1</b>		
	Dr. Ahmad Naeem Flaih	University of Al-Qadisiyah
<b>Group 2</b>		
	Dr. Salah Hatif Hatem	University of Al-Qadisiyah
<b>Group 3</b>		
	Dr. Ali jebur Hussein	University of Al-Qadisiyah

Participants:

<b>Groups for Start-up Projects - Participants to the BANUU WP4 Online Training - Workshop No. 1</b>		
<b>Partner Number</b>	<b>Name and Surname</b>	<b>Institution</b>
<b>University of Baghdad</b>		
<b>Group 1</b>		
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	Shaimaa Salah Ahmed	University of Baghdad
	Dr. Faez Hadi Ali	University of Baghdad
	Salwan Adnan Abdulhussein	University of Baghdad
	Salam Abbas Kadhim	University of Baghdad
<b>Group 2</b>		
	Saja Muayad Abdulateef	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
<b>Group 3</b>		
	Shaimaa Nassir Hussein	University of Baghdad
	Ishtar Samir Dhahir	University of Baghdad
	Wafaa Hadi Zwaïd	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
<b>University of Kufa</b>		
<b>Group 1</b>		
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Mohammed Jabbar Jadoua Al-Abdali	University of Kufa
	Ahmed Yassin	University of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan Wissam Abd al-Abbas	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
<b>Group 2</b>		
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
<b>Group 3</b>		
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Ali Naji	University of Kufa
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa





	Jaber Riad Jaber	University of Kufa
<b>University of Mosul</b>		
<i>Group 1</i>		
	Omar Jassam Fathel	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Othman Ghanim Mohammed	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
<i>Group 2</i>		
	Ahmed Muyasser Abed Jader	University of Mosul
	Marthad Emad Saeed	University of Mosul
<i>Group 3</i>		
	Fathi Abbas Khalaf	University of Mosul
	Aisha Saad Jarallah	University of Mosul
<b>University of Al-Qadisiyah</b>		
<i>Group 1</i>		
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
<i>Group 2</i>		
	Ameer Najam Abed	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Muna Makki Okab	University of Al-Qadisiyah
	Malath Ali Hadi	University of Al-Qadisiyah
	Halah Hasan Hadi	University of Al-Qadisiyah
<i>Group 3</i>		
	Jassim Abid Al- Ameer	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah
	Ghadeer Kazem Hadi	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
	Dr Alaa Hachem	University of Al-Qadisiyah
	Dr Nadia Hamzah Kareem	University of Al-Qadisiyah
	Dr Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dr Dheyaa Jasim Issa	University of Al-Qadisiyah
	Dr Rawa Qasha	University of Mosul
	Dr Ester Lopardo	CRAST
	Dr. Carlo Lippolis	CRAST
	Dr. Eleonora Quirico	CRAST





Participants feedbacks:

During the workshop, the participants often used the Google Meet chat to ask questions, to share the preliminary results of their research, to comment the proposals of the other groups, and to have clarifications about the general organization of the workshop sessions. They requested the sharing of the first template to fill in before the subsequent workshop. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the meeting.

WORKSHOP 2.1 (9<sup>th</sup> March 2021, at 3:00 pm Iraqi time)

Title: *Workshops for Iraqi students aiming at developing new start-up projects*

Trainer/s: CRAFT team; Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l/ Associazione Culturale Bartolomeo*).

Aim of the lesson: technical and professional support in the elaboration of entrepreneurial projects by the groups of participants (6 groups from University of Baghdad and University of Kufa) and practical exercises.

Description: Discussion of the first results after the compiling of the first specific template by each group about the selected site or topic of the project; presentation of graphic material (photos, plan or ppt presentations about the topic by each group); discussion about some aspects of the startup elaboration: the problems to solve, the general idea and the target.

Template 1:

GROUP:
UNIVERSITY:
CONTACT PERSON:
Site/museum/topic identified:  Can you share a website/photograph/map to help us understand its specificity?  Is the site open to the public?
Problem you want to solve (max 100 characters):
Target you want to address to:





Participants:

Groups for Start-up Projects - Participants to the BANUU WP4 Online Training - Workshop No. 2.1		
Partner Number	Name and Surname	Institution
<b>University of Baghdad</b>		
<i>Group 1</i>		
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faez Hadi Ali	University of Baghdad
	Salwan Adnan Abdulhussein	University of Baghdad
<i>Group 2</i>		
	Muayad Abdulateef	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Huda Hadi Aloosh	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
<i>Group 3</i>		
	Shaimaa Nassir Hussein	University of Baghdad
	Ishtar Samir Dhahir	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zwaid	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
<b>University of Kufa</b>		
<i>Group 1</i>		
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Ahmed Yassin	University of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan Wissam Abd al-Abbas	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
<i>Group 2</i>		
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
<i>Group 3</i>		
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Ali Naji	University of Kufa
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Jaber Riad Jaber	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
<b>BANUU Partners and Contact Persons</b>		
	Oya Özer Kurt	Koç University
	Carlo Lippolis	CRAST
	Ester Lopardo	CRAST
	Eleonora Quirico	CRAST







### Participants feedbacks:

During the workshop, the participants often used the Google Meet chat to ask questions, to share the preliminary results of their research, to comment the proposals of the other groups (specifically, they suggested that a wider use of the social networks and of updated websites for disseminating information and knowledge about Mesopotamian and Iraqi history and archaeology can attract more tourists from outside Iraq) and to have clarifications about the general organization of the workshop sessions. They requested the sharing of the second template to fill in before the subsequent workshop. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the meeting.

### WORKSHOP 2.2 (10<sup>th</sup> March 2021, at 3:00 pm Iraqi time)

Title: *Workshops for Iraqi students aiming at developing new start-up projects*

Trainer/s: CRAFT team; Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l./ Associazione Culturale Bartolomeo*).

Aim of the lesson: technical and professional support in the elaboration of entrepreneurial projects by the groups of participants (6 groups from the University of Mosul and University of al-Qadisiyah) and practical exercises.

Description: Discussion of the first results after the compiling of the first specific template by each group about the selected site or topic of the project; presentation of graphic material (photos, plan or ppt presentations about the topic by each group); discussion about some aspects of the startup elaboration: the problems to solve, the general idea and the target.

### Participants:

Groups for Start-up Projects - Participants to the BANUU WP4 Online Training - Workshop No. 2.2		
Partner Number	Name and Surname	Institution
<b>University of Mosul</b>		
<i>Group 1</i>		
	Omar Jassam Fathel	University of Mosul
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Othman Ghanim Mohammed	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
<i>Group 2</i>		
	Ahmed Muyasser Abed Jader	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
	Marthad Emad Saeed	University of Mosul
<i>Group 3</i>		
<b>University of Al-Qadisiyah</b>		
<i>Group 1</i>		
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah





	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
<b>Group 2</b>		
	Salah Hatif Hatem	University of Al-Qadisiyah
	Ameer Najam Abed	University of Al-Qadisiyah
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Haider Aqeel Abed	University of Al-Qadisiyah
	Muna Makki Okab	University of Al-Qadisiyah
	Malath Ali Hadi	University of Al-Qadisiyah
	Halah Hasan Hadi	University of Al-Qadisiyah
<b>Group 3</b>		
	Jassim Abid Al- Ameer	University of Al-Qadisiyah
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Haneen Adil Jasim	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
	Jinan Raed Ali Jawad	University of Al-Qadisiyah
	Majeed Hayder Muneam	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
	Alaa Hachem	University of Al-Qadisiyah
	Nadia Hamzah Kareem	University of Al-Qadisiyah
	Abbas Ali Abbas	University of Al-Qadisiyah
	Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah
	Ester Lopardo	CRAST
	Carlo Lippols	CRAST
	Eleonora Quirico	CRAST
	Oya Özer Kurt	Koç University

#### Participants feedbacks:

During the workshop, the participants often used the Google Meet chat to ask questions, to share the preliminary results of their research, to comment the proposals of the other groups, and to have clarifications about the general organization of the workshop sessions. They requested the sharing of the second template to fill in before the subsequent workshop. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the meeting.

WORKSHOP 3 (16<sup>th</sup> March 2021, at 3:00 pm Iraqi time)

Title: *Workshops for Iraqi students aiming at developing new start-up projects*

Trainer/s: CRAST team; Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l/ Associazione Culturale Bartolomeo*).

Aim of the lesson: technical and professional support in the elaboration of entrepreneurial projects by the groups of participants (12 groups) and practical exercises.





Description: discussion of the ongoing results of each group, after the compiling of the second specific template during the previous week (sections of the CANVAS template, about the value proposition, customers relationships, customers segments and channels). At the end of the meeting, the CRAFT team shared with the groups some recommendations for the final draft of the posters about the elaborated project (format, language, main contents, graphic elements and rendering).

Template 2:

Business Model Canvas		Group n.	University of:	Date:	Version:
<b>Key Partners</b>	<b>Key Activities</b>	<b>2. Value Propositions</b> What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?  CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability	<b>4. Customer Relationships</b> What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	<b>1. Customer Segments</b> For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform	
	<b>Key Resources</b>				
<b>Cost Structure</b>		<b>Revenue Streams</b>			

Participants:

Groups for Start-up Projects - Participants to the BANUU WP4 Online Training - Workshop No. 3		
Partner Number	Name and Surname	Institution
<b>University of Baghdad</b>		
<b>Group 1</b>		
	Haider Farhan Hussien	University of Baghdad
	Shaimaa Salah Ahmed	University of Baghdad
	Faez Hadi Ali	University of Baghdad
<b>Group 2</b>		
	Saja Muayad Abdulateef	University of Baghdad
	Jumaa Hariez Muwashi	University of Baghdad
	Angham Salim Mohammed	University of Baghdad
	Ahmed Ali Jawad	University of Baghdad
	Ahmed Mohammed Jasim Mashahdah	University of Baghdad
<b>Group 3</b>		
	Shaimaa Nassir Hussein	University of Baghdad
	Wafaa Hadi Zwaid	University of Baghdad





	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
<b>University of Kufa</b>		
<i>Group 1</i>		
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Ahmed Yassin	University of Kufa
	Mustafa Iyad Mahdi Ghani	University of Kufa
	Shah Zanan, Wissam Abd al-Abbas	University of Kufa
	Batoul Samir Jassim Muhammad	University of Kufa
<i>Group 2</i>		
	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Muqtada Sabbar Kadhim	University of Kufa
	Abdullah Salman Abdul Saleh	University of Kufa
<i>Group 3</i>		
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Ali Naji	University of Kufa
	Ali Sajid Radi	University of Kufa
	Zahraa Saad Abdel Amir	University of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	University of Kufa
<b>University of Mosul</b>		
<i>Group 1</i>		
	Shaymaa Mudhafar Dakheel Alnaqeeb	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
<i>Group 2</i>		
	Ahmed Muyasser Abed Jader	University of Mosul
	Hashim Abdulrazzaq Saleh Al Hasb	University of Mosul
<i>Group 3</i>		
	Basil Ayad Saeed	University of Mosul
	Fathi Abbas Khalaf	University of Mosul
<b>University of Al-Qadisiyah</b>		
<i>Group 1</i>		
	Ihsan Dahash Challab	University of Al-Qadisiyah
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Maiami Salal Saheb	University of Al-Qadisiyah
	Ahmad Naeem Flaih	University of Al-Qadisiyah
	Thaar Shkhair Farhood	University of Al-Qadisiyah
	Zahraa Naeem Qasim	University of Al-Qadisiyah
	Zainab Zamat Hamzah	University of Al-Qadisiyah
<i>Group 2</i>		
	Mohammed Seiab Mahan	University of Al-Qadisiyah
	Muna Makki Okab	University of Al-Qadisiyah
	Malath Ali Hadi	University of Al-Qadisiyah
	Halah Hasan Hadi	University of Al-Qadisiyah
<i>Group 3</i>		
	Mohanad Ashour Shnawa	University of Al-Qadisiyah
	Ali Jebur Hussein	University of Al-Qadisiyah
	Haneed Adil Jasim	University of Al-Qadisiyah





	Ghadeer Kazem Hadi	University of Al-Qadisiyah
	Hajir Nassar Khaleel	University of Al-Qadisiyah
<b>BANUU Partners and Contact Persons</b>		
	Alaa Hachem	University of Qadisiyah
	Nadia Hamzah Kareem	University of Qadisiyah
	Shaymaa Jasim Hussein	University of Qadisiyah
	Dheyaa Jasim Issa	University of Qadisiyah
	Eleonora Quirico	CRAST
	Ester Lopardp	CRAST
	Carlo Lippolis	CRAST
	Oya Özer Kurt	Koç University

#### Participants feedbacks:

During the workshop, the participants often used the Google Meet chat to ask questions, to share the preliminary results of their research, to comment the proposals of the other groups, and to have clarifications about the general organization of the workshops session (specifically, some details about the participation in the ICAANE conference and some advice about the elaboration of the posters). The trainees also discussed about the correct way to involve more the students in the presentation of the preliminary results during the meetings. They requested the sharing of the third template to fill in before the subsequent workshop. Before and after the meeting, the trainees were informed about the progressive steps of the schedule and invited to the meeting.

#### WORKSHOP 4 (23<sup>RD</sup> March 2021, at 3:00 pm Iraqi time)

Title: *Workshops for Iraqi students aiming at developing new start-up projects*

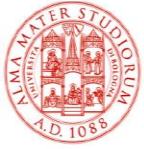
Trainer/s: CRAST team; Dr. Giovanna Hirsch and Dr. Federica Pascotto (*Artstories S.r.l/ Associazione Culturale Bartolomeo*).

Aim of the lesson: technical and professional support in the elaboration of entrepreneurial projects by the groups of participants (12 groups) and practical exercises.

Description: discussion of the final results of each group after the compiling of the third specific template (sections of the CANVAS template, about the key partners, key activities, key resources, cost structures and revenue streams). After the presentations (by ppt or poster format), during the workshop the groups completed an exercise (the SWOT analysis) about the strengths, weaknesses, opportunities and threats of their projects.

Template 3:





Group: \_\_\_\_\_ University: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

## Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p>			
	<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>		<p><b>Channels</b></p>	
<b>Cost Structure</b>		<b>Revenue Streams</b>		

### Exercise 1:

### SWOT ANALYSIS

One more tool to help you look at your project and understand:

Internal Factors	STRENGTHS	WEAKNESSES
External Factors	OPPORTUNITIES	THREATS

BANUU Project - 23rd of March 2021





Participants:

Groups for Start-up Projects - Participants to the BANUU WP4 Online Training - Workshop No. 4		
Partner Number	Name and Surname	Institution
<b>University of Baghdad</b>		
<i>Group 1</i>		
	Shaimaa Salah Ahmed	University of Baghdad
	Faez Hadi Ali	University of Baghdad
<i>Group 2</i>		
	Ahmed Ali Jawad	University of Baghdad
<i>Group 3</i>		
	Shaimaa Nassir Hussein	University of Baghdad
	Adil Shaker Wahaam	University of Baghdad
	Wafaa Hadi Zwaid	University of Baghdad
	Farah Shaker Mohammed	University of Baghdad
	Manahel Zaid Mohammed	University of Baghdad
	Asawer Osamh Dawood	University of Baghdad
	Fatima Tariq Hamad	University of Baghdad
<b>University of Kufa</b>		
<i>Group 1</i>		
	Alaa Hussein Jassim Al-Lami	University of Kufa
	Ahmed Yassin	University of Kufa
	Mustafa Iyad Mahdi Ghani	Univeristy of Kufa
	Shah Zanan Wissam Abd al-Abbas	Univeristy of Kufa
	Batoul Samir Jassim Muhammad	Univeristy of Kufa
<i>Group 2</i>		





	Hussam Salim Najaf	University of Kufa
	Ammar Zwain	University of Kufa
	Muqtada Sabbar Kadhim	Univeristy of Kufa
	Abdullah Salman Abdul Saleh	Univeristy of Kufa
	Manar Haider Abdul-Hussain Kadhim	Univeristy of Kufa
<b>Group 3</b>		
	Fatima Abbas Salman Al-Maamouri	University of Kufa
	Ali Sajid Radi	Univeristy of Kufa
	Zahraa Saad Abdel Amir	Univeristy of Kufa
	Muhammad Mahdi Hassan Muhammad Ali	Univeristy of Kufa
<b>University of Mosul</b>		
<b>Group 1</b>		
	Omar Jassam Fathel	University of Mosul
	Oday Abdulwahhab Abdullah	University of Mosul
	Othman Ghanim Mohammed	University of Mosul
	Mohammed Mahfoodh Abdullah	University of Mosul
	Karrar Amer Atiyah	University of Mosul
	Sara Sulaiman Younis	University of Mosul
	Mustafa Yahya Faraj	University of Mosul
<b>Group 2</b>		
	Marthad Emad Saeed	University of Mosul
<b>Group 3</b>		
	Basil Ayad Saeed	University of Mosul
<b>University of Al-Qadisiyah</b>		
<b>Group 1</b>		
	Abduladheem Abdulwahid Kadhim	University of Al-Qadisiyah
	Zainzab Zamat Hamzah	University of Al-Qadisiyah
<b>Group 2</b>		
	Salah Hatif Hatem	University of Al-Qadisiyah
	Malath Ali Hadi	University of Al-Qadisiyah
	Halah Hasan Hadi	University of Al-Qadisiyah
<b>Group 3</b>		
<b>BANUU Partners and Contact Persons</b>		
	Alaa Hachem	University of Al-Qadisiyah
	Nadia Hamzah Kareem	University of Al-Qadisiyah
	Abbas Ali Abbs	University of Al-Qadisiyah
	Shaymaa Jasim Hussein	University of Al-Qadisiyah
	Dheyaa Jasim Issa	University of Al-Qadisiyah
	Ester Lopardo	CRAST
	Eleonora Quirico	CRAST
	Oya Özer Kurt	Koç University

#### Participants feedbacks:

During the workshop, the participants often used the Google Meet chat to ask questions, to share the preliminary results of their research (specifically, some groups shared the elaborations for exercise 1 on the chat), to comment the proposals of the other groups and to have clarifications about the general organization of the workshop sessions. After the meeting the trainees were informed about the progressive steps of the







schedule (specifically, the deadline for the submission of the posters) and the procedures for the registration on the ICAANE conference and the activation of the personal accounts.

## FINAL RESULTS

Title: *Drafting of startup projects*

Description: Final draft of the startups projects (12 startup projects) by the groups who were involved in the trainings and workshops, and presentation of the startup projects as posters to the academic and wider community at the 12<sup>th</sup> ICAANE conference at the University of Bologna (deadline: 25 march 2021, Title of the project: *Entrepreneurship on the field of cultural heritage (BANUU)*). Moreover, the academic staff members and students participated as listeners in the conference scheduled speeches: a personal account to access the conference (period: 6<sup>th</sup>-9<sup>th</sup> April 2021) was activated for each group.

Participants:

- all professors and students involved in the elaboration of the startups projects;
- all universities representatives and contact persons involved in the organization of WP4.

A list of the startup projects (posters) was made available online in order to draw attention to the startups projects and find sponsors for their real business development.

After the conference, the participants received the feedbacks of the ICAANE international community about their proposals in order to improve their startups concepts.

Title of the projects posters:

1. Historical and Archaeological River Boat Tour
2. Nisaba Cultural Institute in Mosul
3. Visitor Center project near the ancient city of Nippur
4. Documentation of damages in the city of Kish, the Ziggurat of Borsippa and the Temple of Nabu-Shakhari
5. Manufacture and sale of copies of antiquities and heritage pieces inside the Khan Al-Shailan Museum
6. Al-Mawsili House restaurant and cafe
7. Iraqi civilization theater and handcrafted shop
8. AMA-GI Qishla Library
9. Qishla building in Baghdad
10. Cultural natural tour in Najaf city
11. Visitor center in Nineveh
12. Clothes, accessories, and souvenirs from Iraqi ancient civilizations

All the participants who submitted a poster received the participation certificate in WP4 activities and the participation certificate in the ICAANE conference.

BANUU link :

<https://site.unibo.it/banuu/en/start-up-projects>





Place and date  
Torino, 5<sup>th</sup> May 2021



Prof. Carlo Lippolis

*E. Quirico*

Dr. Eleonora Quirico

*E. Lopardo*

Dr. Ester Lopardo

