



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

**Consumers & SMEs**  
**in the Digital Single Market**  
**Jean Monnet Centre of Excellence**



**Digi-ConsME**  
Jean Monnet Centre of Excellence

presents

## SHORT COURSE

### **The Digital Single Market: what does it mean for SMEs and consumers?**

**22nd March 2021, 9.00 – 13.00**

The short course investigates the existing relationship between the Digital Single Market, businesses and consumers, focusing in particular on how digitization has changed and will change this relationship.

The Communication that defines Digital Single Market, represents a first central point for understanding the legal, economic and social impact of the Digital Single Market, but from this first act there are many additional legal acts that have been issued and which represent the legal framework for the definition of the Digital Single Market.

#### **Program**

9.00 Beatrice Bertarini, "SMEs in the Digital Single Market"

9.30 Dott.ssa Cristina Evanghelia Papadimitriu, "Digital Transformation and SMEs: which opportunities and problems?"

10.15 Dott.ssa Olivia Pini, "Technological and digital platforms in the Single Market: opportunities and criticalities for consumers' protection"

11.00 Coffe Break

11.15 Dottor Lorenzo Ferruzzi, "Digital Single Market: New Rules for Online Platforms to Business (P2B)"

12.00 Dott.ssa Francesca Pellegrini, "Crowdfunding as an alternative source of financing of start-ups and small and medium-sized enterprises"

12.50 Q&A

## About Digi-ConSME

“Consumers and SMEs in the Digital Single Market (Digi-ConSME)” is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Economic Law of the University of Bologna. A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

## Register here

<https://eventi.unibo.it/jm-short-courses>

If you have any question regarding the Short Course, please feel free to contact:  
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Visit our website:

<https://site.unibo.it/digi-consme/en>

Kind regards,  
Digi-ConSME  
Prof. Beatrice Bertarini



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