

An aerial photograph of a historic city, likely in Italy, featuring terracotta roofs and a prominent large dome with a smaller cupola on top. The architecture is a mix of brick and stone. In the background, a hillside with green trees and buildings is visible under a clear blue sky.

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**EXECUTIVE FIELD SCHOOL,
SUSTAINABILITY THROUGH
COLLABORATION**

bcit.ca/execfieldschool

BCIT

**BUSINESS
+ MEDIA**

**BRITISH COLUMBIA
INSTITUTE OF TECHNOLOGY**



Palazzo della Mercanzia at sunset
in Bologna, Emilia-Romagna, Italy

PROGRAM OVERVIEW

The objective of the BCIT Business Executive Field School is to offer applied learning, rich interactive site visits, and immersion in the cooperative and Italian culture.

WHAT YOU WILL EXPERIENCE AND TAKE HOME

- Exposure to the Italian Cooperative Model, as it has come to be known, which is a system for supporting cooperative relations among small firms in local production systems that then can serve both local, national and global markets.
- Reinforce the importance of the principles of cooperation that can provide mutual benefit for economic objectives and community development.
- Observe how government policies can actively promote cooperative relations among firms; and learn how best to lobby for these policies.
- Learn to develop sector-specific strategies that aid the growth and competitiveness of small and medium-sized cooperative firms.
- Discern the impact of a member based shared services model that can be applied to research and development, education and training, marketing and distribution, financing, technology transfer, workplace safety, environmental regulation, and a host of other services to help small and medium sized firms compete.
- Apply the cooperative model by planning and working on a project with your cohort that can be brought back to your communities.
- Network with Italian Cooperative Executives to explore collaborative projects between our two countries.

BOLOGNA INFORMATION

Bologna is a stunning city and is the capital and largest city of the region of Emilia-Romagna. Its Piazza Maggiore is a sprawling plaza lined with arched colonnades, cafes and medieval and Renaissance structures such as City Hall, the Fountain of Neptune and the Basilica di San Petronio.

Bologna is often referred to as the 'food capital' of Italy, and is famous for its cuisine. The famed ragù alla bolognese, a rich tomato and meat sauce for pasta, is widely available in the city's many restaurants. This city has one of the largest and best preserved historic centres to be found in Italy. The architecture in Bologna is characterized by miles of porticos.

The University of Bologna (Italian: Università di Bologna, UNIBO), founded in 1088 by an organized guild of students (hence "studiorum"), is the oldest world's university, as well as one of the leading academic institutions in Italy and Europe. It was the first place of study to use the term universitas for the corporations of students and masters, which came to define the institution. The university's crest carries the motto *Alma mater studiorum* ["nourishing mother of studies"] and the date A.D. 1088, and it has about 86,500 students in its 11 schools. It is one of the most prestigious Italian universities, commonly ranking in the first places of national rankings.

Bologna's economy is characterized by a flourishing industrial sector, traditionally centered on the transformation of agricultural and zoo technical products (Granarolo, Segafredo Zanetti, Conserve Italia), machinery (Coesia, IMA), energy (Hera Group), automotive (Ducati, Lamborghini), footwear, textile, engineering, chemical, printing and publishing (il Mulino, Monrif Group, Zanichelli).

Bologna is well known for its dense network of cooperatives, a feature that dates back to the social struggles of farmers and workers in the 1800s and that today produces up to a third of its GDP and occupies 265 thousand people in the Emilia-Romagna region.

ANTICIPATED SITE VISITS*

- UNIBO, Alma Mater Studiorum
- Legacoop Bologna
- The Chamber of Commerce of Bologna
- Banca Di Bologna Credito Cooperativo Societa Centro
- Commerc. Art.Fossolo 2
- Il Raccolto Soc.Coop. Agricola
- FICO eatly
- C.A.D.I.A.I. Cooperativa Sociale
- UNIPOL GRUPPO

*Subject to change.



Arched gallery near Marco Biagi square in Bologna, Italy

PROGRAM DETAILS

Program dates are June 12–June 18, 2022*

FEES

Program Cost: \$6,595 per applicant

Early Bird: \$6,295 if paid in full by December 31, 2021

Applications are accepted in the order that they are received.

Program cost also includes:

- programming & curriculum
- guest lectures
- site visits
- certificate of completion
- curriculum related transportation
- accommodation
- breakfasts and lunches

Seats are limited.

Fees do not cover airfare, transportation to and from Bologna or personal expenses.

Accommodations will be at a 4 star hotel located in the centre of town.

**Dates subject to change*

REGIONS TO BE VISITED

- Bologna
- Emilia-Romagna

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MORE INFORMATION

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