



**UNIVERSITÀ DEGLI STUDI
DI CAGLIARI**



HR EXCELLENCE IN RESEARCH

Centro Servizi di Ateneo per l'innovazione e l'imprenditorialità – CREA

Direttrice: Prof.ssa Maria Chiara Di Guardo



FSC
Fondo per lo Sviluppo
e la Coesione

 **Ministero delle Imprese
e del Made in Italy**



**Project: House of Emerging Technologies of Cagliari, "Cagliari Digital Lab"
Development and Cohesion Plan
MISE - FSC 2014-2020-
CUP G27F22000040008**

PUBLIC NOTICE No. 2/2025

For the collection of expressions of interest from companies interested in the co-organization of the International Conference InnovateHer

The Director of the University Services Center for Innovation and Entrepreneurship

HAVING REGARD TO Law No. 241 of August 7, 1990, containing "New rules on administrative procedure";

HAVING REGARD TO Legislative Decree No. 36 of March 31, 2023, containing "Public Contracts Code" implementing the delegation to the Government on public contracts pursuant to Article 1 of Law No. 78 of June 21, 2022";

HAVING REGARD TO Legislative Decree No. 33/2013 containing "Reorganization of the regulations concerning the right of civic access and the obligations of publicity, transparency and dissemination of information 1 by public administrations";

HAVING REGARD TO the Communication from the President of ANAC of May 24, 2024, containing "Indications on the transparency regime of contracts excluded from the application of the code and free contracts";

HAVING REGARD TO the Communication from the President of ANAC of June 5, 2024, containing "Clarifications regarding the direct award of a framework agreement";

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Responsabile Amministrativa: dott.ssa Silvia DelRio – Via Ospedale, 121 – 09124 Cagliari - Tel +39 070/6758548 – e-mail silvia.delrio@unica.it - www.unica.it





HAVING REGARD TO the University Regulation for the use by third parties of classrooms, premises and/or spaces of the University of Cagliari issued with Rectoral Decree No. 841 of July 15, 2016 and subsequently amended with DR No. 430 of June 13, 2018;

WHEREAS

- the University of Cagliari participates in the "Cagliari Digital Lab" project through the involvement of DIEE and CREA;
- CREA, as the University Services Center for Innovation and Entrepreneurship, is responsible for promoting technology transfer actions by facilitating the meeting between the world of research, businesses and startups. In particular, CREA is responsible for stimulating innovation processes within participating companies; creating a network of companies that collaborate and discuss common problems and development opportunities with a view to cooperation; within Realization Objective 5, task 1;
- within the aforementioned project, in October 2024 the first edition of InnovateHer was held, an international event in English dedicated to female empowerment in the innovation and emerging technologies sector;
- the event achieved significant results, including the participation of over 15 international speakers (including entrepreneurs and investors in venture capital funds) from Silicon Valley and important companies belonging to international contexts, as well as the presence of approximately 250 participants from all over the world;
- strategic themes such as female leadership, the role of women in technological innovation, female entrepreneurship, access to investment funds, emerging technologies and artificial intelligence were addressed during the event;
- the event facilitated the entry of Cagliari and its ecosystem into an international network, facilitating connections between entrepreneurs, startupper and global investors;
- in consideration of the success of the first edition, it is considered strategic to proceed with the organization of the second edition of InnovateHer, with even more ambitious objectives. The intent is to expand the network of speakers, involving prominent figures both nationally and internationally, and strengthen the impact of the initiative within the innovative ecosystem promoted by the Cagliari Digital Lab project. The event will continue to enhance the role of entrepreneurship and female empowerment in innovation and technological development processes, stimulating the active participation of women in the economic and social growth of the territory and promoting the creation of networks on a local and global scale;
- the second edition of the InnovateHer event could be held in the months of September or October 2025, if the Cagliari Digital Lab project is extended, in order to guarantee effective organization and maximize the impact of the initiative;
- having identified the need to make use of a partner with proven experience in the organization of international events, who will support the conception, operational management and promotion of the event through their expertise and network in order to guarantee a high quality standard and greater international resonance;
- having also identified the need to contain the expenses related to the organization of the conference in order to respect the principles of expenditure rationalization of public spending and the good performance of administrative action;

ORDERS



ART. 1 Subject of the notice

This notice is aimed at collecting expressions of interest from companies that wish to contribute to the realization of the second edition of the *InnovateHer* International Conference. The event will last a minimum of two days and can be organized by providing for plenary sessions and parallel sessions during which specific topics can be addressed. The event will be entirely in English and will offer the selected company the following opportunities:

- Equal participation in the organization of an event of international importance;
- Status as official partner of the event with consequent visibility of its brand in all communication materials;
- Possibility to organize paid executive sessions collateral to the main event, in the spaces granted by the University of Cagliari within the contributions in the partnership for the development of collaboration;
- Involvement of potential sponsors operating in line with the characteristics and caliber of the event.

The realization of the event involves the development of joint actions and the realization of contributions in money and in kind exclusively aimed at achieving the common objective. Reciprocal performances between the parties and/or compensatory activities are in no case foreseen. In particular, the University will not recognize any compensation to the selected partner who carries out the activities indicated above, therefore within the partnership the actions and related activities are identified as well as the respective contributions as specified below.

The selected partner will be responsible for the following activities:

1. Program Development

- Identification and proposal of at least 10 international speakers with proven experience in the field of female entrepreneurship;
- Involvement of networks and organizations active in promoting female entrepreneurship;
- Support in coordination with institutional and business stakeholders;

2. Fundraising Activities

- Research and involvement of potential sponsors;
- Definition and management of sponsorship packages;

The final selection of speakers and sponsors will be subject to the approval of CREA, in the person of Prof. Maria Chiara Di Guardo, scientific director of the project.

Division of Responsibilities and Costs

The University of Cagliari will be responsible for:

- Costs for the availability of spaces dedicated to the event;
- Costs related to the general organization of the event;
- Costs for marketing and communication activities;
- Management of invitations and registrations for the main event;



- Costs for the catering service.

The selected partner will be responsible for:

- Coverage of costs for the identification and participation of international speakers, including travel, accommodation and fees;
- Costs for networking activities;
- Costs related to the search for sponsors for the event;
- Any costs related to the organization of executive sessions including, possibly, the costs related to the dissemination and online use of the event;

Methods of Access to the Event

- The main event will be accessible upon registration on a special platform and/or by invitation;
- The executive sessions organized by the partner may include a participation fee;
- The plan of the executive session must be agreed with the University, in the person of Prof. Maria Chiara Di Guardo.

The University and the partner in the implementing agreement following the selection procedure will specifically define the individual and respective contributions to the initiative, also agreeing to proceed with a progressive and final accounting of the costs they have incurred in money and in kind, as well as the proceeds from sponsors, executive sessions and/or other that they have achieved.

ART. 2 Target subjects

This invitation is addressed to companies operating in various economic sectors and based in the regional, national and/or international context. Companies interested in participating in the co-organization of the InnovateHer event who have proven skills in the organization of international events, who have dealt with the themes of female entrepreneurship and who have access to a consolidated international network of entrepreneurs can submit the expression of interest referred to in this notice.

Interested parties must possess the following requirements:

- General requirements:
 - 1) Absence of the exclusion grounds referred to in Articles 94 et seq. of Legislative Decree 36/2023;
- Technical and professional requirements:
 - 2) Access to a consolidated network in the field of female entrepreneurship at an international level;
 - 3) Proven experience in managing relationships with international speakers from strategically competitive areas (for example Silicon Valley in California);
 - 4) Realization of at least 3 networking activities in the last 3 years;
 - 5) Previous experience in organizing events in the tech and innovation sector, also at an international level, aimed at female entrepreneurship;

ART. 3 –Submission of expressions of interest



Interested parties must:

1. Fill out the form with the Application for participation available at the following [link](#) (containing self-declaration of general requirements and privacy consent);
2. Send an email to the address: amministrazionecrea@unica.it containing the following attachments:
 - a preliminary project proposal that includes the following details:
 - Methodology for identifying and involving international speakers;
 - Existing network in the field of female entrepreneurship;
 - Strategy to be adopted for the involvement of potential sponsors;
 - Preliminary networking plan;
 - Preliminary proposal for any executive sessions;
 - Preliminary plan and possible acquisition of availability of international speakers.
 - identity document of the Legal Representative of the company
 - company CV highlighting previous experiences related to the organization of national and international events in projects related to the world of tech and innovation.

The form will be available for completion until 11:59 pm on May 9, 2025.

ART. 4 – Procedure and selection criteria

All expressions of interest regularly received by the set deadline will be selected by a specially appointed commission.

The commission, having ascertained the presence of the general requirements, will proceed with the verification of the technical-professional requirements.

The commission will proceed with the evaluation of the technical-professional requirements according to the following criteria:

1. Quality and scope of the international network (max 40 points)
 - Presence and strength of relationships with international networks in the tech and innovation sector
 - Ability to engage global stakeholders
 - Track record of international collaborations
2. Quality of proposed speakers (max 40 points)
 - Professional profile of speakers (leadership roles in internationally renowned tech companies)
 - Entrepreneurial track record (founders/co-founders of successful startups, scale-ups or innovative companies)
 - Experience in venture capital or tech sector investments
 - International awards and recognitions received



- Previous participation as speakers in internationally significant events
 - Significant contributions in the field of innovation and female entrepreneurship
3. Experience and activity portfolio (max 10 points)
- Quality and experience of the team dedicated to the project
 - Previous events organized in the sector
 - Results achieved in terms of impact and participation
4. Quality of the proposed executive sessions (max 10 points)
- Innovativeness of the proposed formats
 - Consistency with the event objectives
 - Potential to generate value for participants

The University reserves the right to:

- Proceed even in the presence of a single valid expression of interest;
- Not proceed if no expression of interest is convenient or suitable or if the contextual conditions that make the event possible are lacking;
- Negotiate the content of the proposals received.

ART. 5 - Responsible for the procedure

Pursuant to the provisions of Article 5 of Law No. 241 of August 7, 1990, the responsible for the procedure is Dr. Silvia DelRio, Administrative Manager of the University Services Center for Innovation and Entrepreneurship.

ART. 6 – Information

Requests for clarification and/or information may be sent to the e-mail address:
amministrazionecrea@unica.it.

ART. 7 - Publicity

In compliance with the Communication from the President of ANAC of May 24, 2024, containing "Indications on the transparency regime of contracts excluded from the application of the code and free contracts", compliance with the principle of transparency and publicity pursuant to Legislative Decree No. 33/2013 and Legislative Decree 36/2023 is ensured by publishing this notice in "Transparent Administration" subsection "Tender Notices and Contracts".

Art. 8 - Processing of personal data

The University of Cagliari is the data controller of personal data, pursuant to Regulation (EU) 2016/679, relating to the protection of individuals with regard to the processing of personal data, as well as the free circulation of such 1 data and the Italian legislation in force. 2 The information on data processing addressed to customers/suppliers is published on the University's institutional website, at the page: <https://www.unica.it/it/privacy>



The Director of the Center
Prof.ssa Maria Chiara Di Guardo
Signed with digital signature