

Human Knowledge Program

Education – Growth - Energetic Transition

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way-in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.”

C. Dickens, A Tale of Two Cities



Executive summary

Eni and SDA Bocconi School of Management joined their forces to create a **free and easy-to-take** course for aspiring entrepreneurs, willing to **grow in a sustainable way**. The **Human Knowledge Program (HKP)** focuses on providing Italian aspiring entrepreneurs with key instruments, knowledge and competences to successfully achieve their objectives of sustainable growth both for their projects and for the Country.

Eni's business model has integrated many of the UN Sustainable Development Goals in its mission and includes a **complete transition to sustainable energy and to a circular economy**. The idea is therefore to place individuals at the centre of this circle, making them aware of sustainability and of the role their projects play within society. The common values that are taught to the entrepreneurs concern an equitable energetic transition, a learning-oriented mistake culture, individuals as metrics, trust in the future, value-creation for the Country.

The **objective** is to provide emergent entrepreneurs of any age, background or experience, with a **patchwork of business knowledge** and a **sustainability-oriented mindset**. Start-uppers are endowed with a well-rounded set of competences that can be fundamentals to the success of their businesses. Additionally, the project is oriented towards a sustainable way of managing the enterprise, granting the spread of socially responsible corporate culture.

The way these objectives are achieved is through a **double path** that leads to the creation or improvement of participants' businesses and their consequent acceleration. One path is a selective **blended program**, that gives 25 young talents the opportunity to attend in-person lectures under a monthly scholarship. The other path is an inclusive, completely **free and innovative learning method**. The project is designed as a completely on-line tv series, to allow entrepreneurs to get a large amount of information in small, engaging pills. To connect the different topics together, a story line is included, with real-life actors that play two young entrepreneurs trying to start their business. The story of these two fledgling start-uppers helps the attendees to relate with all the problems that can be encountered in establishing their projects, granting a deeper and more practical interest in the video-lessons.

Additionally, **technical modules**, held by business schools and university professors, are also set in an unconventional way, not in classrooms but in places familiar to the attendees. These modules are intertwined with seminars by successful entrepreneurs that tell their stories and share their experiences. Both professors and entrepreneurs can easily be reached by the HKP attendees and provide them with further notions and advice.

The Human Knowledge Program is sided by an **accelerator** called Energizer. This accelerator selects sustainable start-ups and helps them improve their long-term environmental and social impacts. These synergic paths can shape the future of individuals and enterprises in Italy.

VIDEO PRESENTATION

<https://vimeo.com/user111670759/review/521993845/b8612b20b0>

Password: Joule_presentation