

EARTH >

Executive & Academic Research & Teaching/training Hub

Windrose International Consulting LTD, as the gathering hub of many professionals, companies and institutions worldwide, has launched a new initiative aimed at the international coordination, listing, scoring and promotion of research and teaching/training initiatives in both the academic and industrial sectors, mainly on the subject of *Sustainable and Circular Economy*.

As it is our strong belief that *Sustainable and Circular Economy* is a very wide and comprehensive concept, suitable for application in most industrial sectors and social initiatives, and generally aimed at a better future for mankind, **EARTH>** is open to a very vast array of programmes and activities related to research and teaching/training in both the executive and academic sectors, so establishing a virtual venue, that we call a “hub”, for the enhancement of cooperation opportunities between universities and between universities, industries and institutions.

The four basic activities performed by **EARTH>** are:

Coordination

Conducting a comprehensive and continuous work composed of two main activities:

- gathering information on the specific capabilities and goals of academic institutions and industries interested in setting up a multidisciplinary, international cooperation and
- proposing viable and practical cooperation programmes including research and teaching/training.

Listing

Keeping a registry, open for public consultation, listing active and completed cooperation programmes, divided into four main categories and two sectors:

- Research cooperation between universities (Academic sector)
- Research cooperation between universities and industries (Academic & Executive sector)
- Teaching/training cooperation between universities (Academic sector)
- Teaching/training cooperation between universities and industries (Academic & Executive sector)

Scoring

Attributing an alphanumeric code to every cooperation programme, not intended as a value or importance judgement, but rather as a metric of multinational cooperation, as follows:

- A letter indicating if the cooperation is between entities from different countries of the same geographical area (B) or of different geographical areas/continents (A)
- A letter indicating if the cooperation is in the Academic sector (A) or in the Academic & Executive sector (E)
- A letter indicating if the cooperation is about Teaching/Training (T) or Research (R)
- A number indicating the number of involved entities
- A letter indicating the expected duration of the cooperation (S for short term, up to 3 months, M for medium term, up to 12 months, L for long term, over 12 months)

Promotion

Helping many different entities (both academic and industrial) understand the importance and benefits of international cooperation and actively proposing and organising cooperation programmes that are fruitful and beneficial for all participating entities.

At **EARTH>** we are deeply convinced that the international exchange of teachers, researchers and students is a powerful way to improve the cooperation and understanding between different Countries and cultures and that this is the best and most effective way to develop new programmes for *Sustainable and Circular Economy* that have to be a common patrimony of humanity to be really beneficial for the planet. Hence, we have defined three main exchange areas, that together compose a comprehensive international exchange programme:

Exchange of teachers and innovative lecturing

EARTH overtly promotes the exchange of teachers between universities and between universities and industries, with the aim of enhancing international cooperation and multicultural understanding. EARTH promotes innovative lecturing aimed at special courses, professional courses aimed at obtaining a professional qualification, specialisation programmes and focused conferences, based on know-how and information that is usually not widespread and is of interest to entities other than those initially possessing it.

Exchange of researchers and research training

EARTH promotes the exchange of researchers between universities and the organisation of research training courses and masters, specially focused on international cooperation and coordination for multidisciplinary research.

EARTH promotes the virtual or material transfer of researchers, in order to satisfy the momentary needs of those entities that are engaged in demanding new research programmes or are in need of specific expertise or knowledge.

Exchange of students

EARTH promotes student exchange and international mobility, for summer schools, creation of study and discussion groups, startups with multidisciplinary and multinational teams.

An open and innovative governance structure for **EARTH>**

In our vision of a really open and innovative initiative for international cooperation, the governance structure of **EARTH>** is open and innovative as well.

The core governance board is composed of:

- a President (Dr. Eng. Andrea Lottici),
- three Councillors (Dr. Prof. Nadia Cipullo; Dr. Giulia Lottici, Dr. Adv. Paolo Sebastianutti)

Its main function is to approve and to adopt the strategic lines of development and all the official documents issued by **EARTH>** and it is called “Direction, Coordination and Evaluation Committee”, DCEC.

This committee will be joined by many “Operational Committees” composed of all the relevant people for each specific cooperation area, conceived as the real Steering Committees of the operations, in charge of managing each specific initiative and activity. This array of Committees is adaptable to the evolving situations and is called to be an example of sustainability and circularity, enhancing each local activity, preventing any wastage of resources and promoting the maximisation of efficiency while caring for the reuse and circularisation of any scientific achievement in other compatible programmes. The experience of all the Councillors too, will be used again for new programmes, upon completion of the previous, and shared with new peers in order to maximise the social impact of cooperation in the academic and industrial sectors.

A world conference of all the Committees will be organised on a yearly basis to exchange experiences and goals and to assess the development of international cooperation and “Know-how sharing”, a new concept called to substitute the old “Know-how transfer” in order to promote a sentiment of scientific fraternity.