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## **DO IMPACT DIGITAL AND DATA-DRIVEN PROGRAMS IN ITALY** **targeted to Social Economy SMEs working on the social** **economy sector based in Italy.**

### **WORKSHOP 1**

Digitalisation strategy and data for good

**“Strategie digitali per far crescere l’impatto sociale”**

**WHEN:** 22<sup>nd</sup> of September 2025, 14.00 – 18:00 CEST

**WHERE:** ESCP Business School (stanza 302), Via Andrea Doria 27, Torino, Italia

This session will explore the basics of a digitalisation strategy as well as to use data and tools not just for reporting, but to tell compelling stories, influence policy, and strengthen your digital presence. Through hands-on activities, you will gain practical skills to better manage your activities.

#### **AGENDA:**

- Introduzione del progetto DO Impact e del Digital and Data-Driven Program per micro, piccole e medie organizzazioni dell'economia sociale – Torino Social Impact, Fondazione Piemonte Innova
- Strategie di digitalizzazione per l'economia sociale – Fondazione Piemonte Innova (FPI)
- Case study - Vol.To - Volontariato Torino ETS
- Learn-by-doing session di un software per digitalizzazione: Notion
- Attività laboratoriale in gruppi – Drimlab & Redrim
- Conclusioni e next steps

**The Workshops are organised by Torino Social Impact (TSI), Fondazione Piemonte Innova (FPI) and Politecnico di Milano – TIRESIA**



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