



Funded by
the European Union

Multiplier Event: Enhancing Creative Thinking through STEAM and Interdisciplinary Approaches

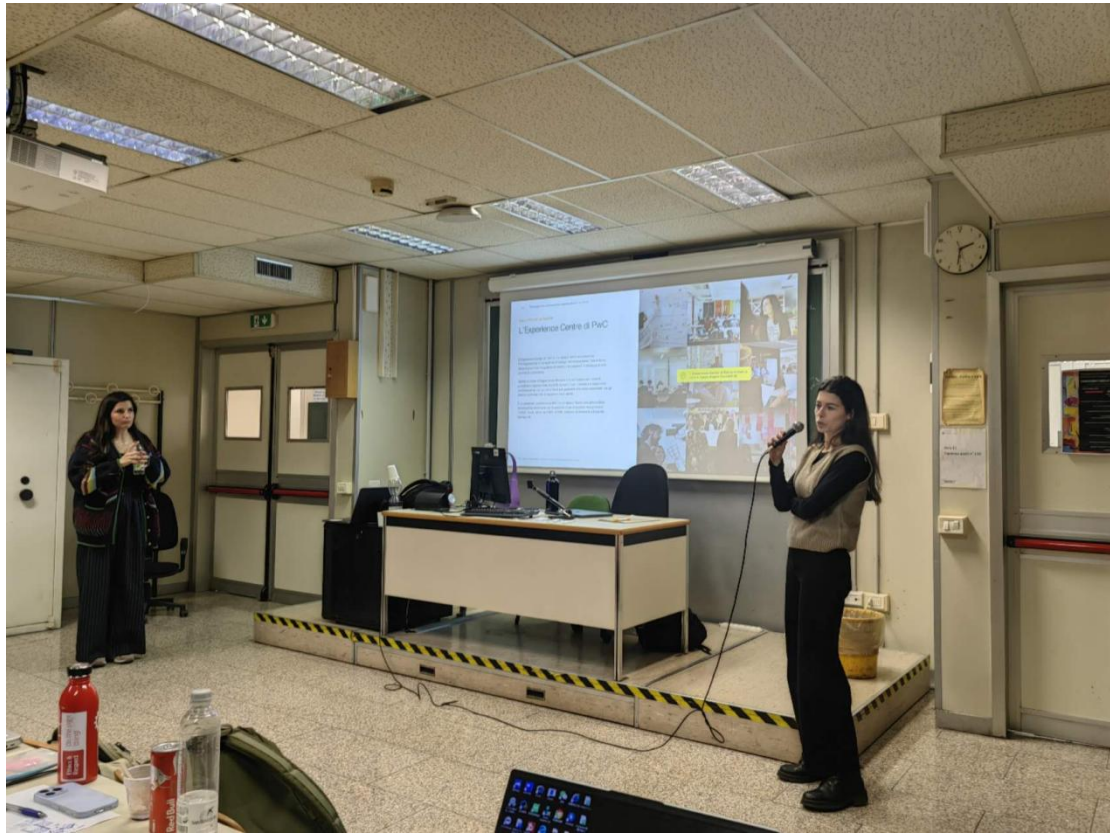
On 19 September 2024, Sapienza University of Rome hosted a pivotal Multiplier Event under the KA2 Erasmus+ CT.uni project (Creative Thinking: Taking an Innovative and STEAM Approach for a Transdisciplinary University). The event took place in Aula 11, Third Floor, Via dei Marsi 78, from 14:00 to 19:00, and gathered a diverse audience of university professors, academic researchers, organizational leaders, and education professionals.

Coordinated by Marino Bonaiuto, Alessandra Talamo, Silvia Cataldi, Alessandro Milani, Valeria Vitale, and Mei Xie from the Department of Psychology of Development and Socialisation Processes, Sapienza University of Rome, the session created a synergy with the approach and findings from the project. It focused on integrating creative thinking, STEAM (Science, Technology, Engineering, Arts, and Mathematics) approaches, and inter-disciplinarity into the fabric of higher education. Participants, primarily stakeholders in academia and organizational management, engaged with research insights and practical applications from Sapienza and from partner organizations both in Italy and internationally.



The event featured survey data examining perceptions of collaboration between higher education institutions (HEIs) and external stakeholders, emphasizing the role

of such partnerships in fostering innovation and enhancing creative thinking. The findings underscored the importance of interdisciplinary teaching methods and practical STEAM frameworks in connecting academic and professional spheres.



A standout presentation by Carolina Doglio and Giada Colantonio from PwC delved into organizational communication strategies. Using real-world case studies, the presentation explored methods for enhancing brand identity, stakeholder management, and employer branding. The session offered university leaders and organizational managers actionable tools to refine communication frameworks in professional and academic environments.



The event welcomed insights from academic educators, organizational trainers, and STEAM practitioners, fostering dialogue on creative teaching practices and the application of psychology, marketing, and design principles. Workshops provided hands-on experiences, equipping participants with strategies to address contemporary challenges in education and organizational settings. This Multiplier Event was part of the broader CT.uni initiative to codify innovation in learning and teaching through actionable frameworks. By demonstrating how STEAM and creative thinking approaches can revolutionize educational practices and foster transdisciplinary collaboration, the event underscored its relevance to academics, university administrators, and organizational stakeholders aiming to enrich their methodologies. The integration of interdisciplinary methodologies showcased at this event underscores the CT.uni project's commitment to enhancing the future of higher education and professional development on a global scale. Small group exercises were conducted in order to request innovative solutions to real cases or to simulated cases: these parts of the programme allowed all participants to train and exercise their personal and professional relevant skills within a safe context, in order to gain feedback which fostered their learning experience.