



Exaptive Pathways to Circular Innovation

Workshop

1 – 2 December 2025
Campus Bozen-Bolzano City Centre
Room A5.18 and
BITZ unibz fablab



Fakultät für Wirtschaftswissenschaften
Facoltà di Economia
Faculty of Economics and Management



Kompetenzzentrum für ökonomische, ökologische und soziale Nachhaltigkeit
Centro di Competenza per la Sostenibilità economica, ambientale e sociale
Competence Centre for Economic, Ecological and Social Sustainability



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SÜDTIROL · ALTO ADIGE

Programme

This workshop aims to bring together a small group of scholars to collectively reflect on the concept of exaptation and related modes of innovation. The event will focus on its implications, intersections, and extensions, with particular attention to how these innovation processes might connect with sustainability

and circular innovation. The workshop will provide a space for in-depth discussion, exchange of perspectives, and collaborative reflection. The workshop is designed as a space for both presentations and shared reflections, fostering dialogue across disciplines and approaches.

Monday 01/12

15:30 – 19:30

At BITZ unibz fablab

Exaptive hands-on lab with Blauer Schnipsel

Buffa Adele, Modugno Rocco
Lorenzo, Righetto Andrea

20:00

Dinner at Fink Gasthaus

Mustergasse 9
Via della Mostra,9

Exaptive hands-on lab

This practical session aims to make the concepts of recombination explicit and tangible. Starting from the production process of the Blauer Schurz, the traditional apron from South Tyrol, and by leveraging the waste materials generated in this process, participants will explore how these elements can be combined in ways that go beyond simple recycling, opening up new possibilities for creative and circular innovation.

Tuesday 02/12

Room A5.18

08:30 – 09:20

Welcome and Intro

09:20 – 10:00

Knowledge growth and the evolution of exaptive innovation

Andriani Pierpaolo
Kedge Business School, Marseille, France

10:00 – 10:40

Exaptation or ordinary circular practices?

Morseletto Piero
Rotterdam School of Management (RSM)

10:40 – 11:00

Coffee Break

11:00 – 11:40

Rethinking Repurposing in Circular Economy through Exaptation

Narduzzo Alessandro
and Zoccarato Francesca
Free University of Bozen-Bolzano, Italy

11:40 – 12:40

Material Lab Visit

with van Beezoujen Aart
Free University of Bozen-Bolzano, Italy

12:40 – 14:00

Lunch at Kolpinghaus

Adolph-Kolping Straße 3
Largo Adolph Kolping, 3

14:00 – 14:40

The language of novelty: An eye tracking experiment with neologisms

Mastrogioorgio Mariano
School of Business Administration, IE University, Madrid, Spain

14:40 – 15:20

The voice of things

Lorenzoni Gianni,
University of Bologna, Italy
Narduzzo Alessandro, Free University of Bozen-Bolzano, Italy

15:20 – 16:00

Woesian Preadaptation as a Driver of Sustainable Innovation: Divergent Evolution in Nuclear and Photovoltaic Power Plants

Carignani Giuseppe
University of Udine

16:00 – 16:20

Coffee Break

16:20 – 17:00

Design Friction Lab and MICST Project

Cohen Nitzan and
Ugur Yavuz Secil
Free University of Bozen-Bolzano, Italy

17:00 – 17:40

The role of product form and function dissimilarity in reuse strategies

Saideh Alaei
ESSEC Business School

17:40 – 18:20

Final Greetings