

Exploring Innovation and Sustainability: Student Visit to NOI Techpark


As part of the Interreg IT-AT [EDU-CIRC](#) project, on Friday, April 10, 2026, we had the pleasure of organizing, in collaboration with [IUSVE – Istituto Universitario Salesiano Venezia, t2i - Trasferimento Tecnologico e Innovazione](#), and the [Free University of Bozen-Bolzano](#), an engaging visit to [NOI Techpark](#) in Bolzano.

The protagonists of the day were **41 IUSVE students** from the Advertising & Marketing and Digital & Graphic Design programs, who had the opportunity to immerse themselves in an ecosystem where innovation, research, and business come together.

The program began with the NOI Techpark Discovery Tour, a journey exploring the various technological areas and the unique history of this place. Special attention was given to the world of start-ups and prototyping labs – spaces where ideas take concrete shape. An additional highlight was the contribution by Birgit Mayr, Director of Brand & Placemaking at NOI, on branding, which offered valuable insights into identity, communication, and value.

The day continued with opportunities for direct exchange with key regional organizations. The meeting with [IDM](#), represented by Alessia Casturà, Program Manager Sustainability, focused on the Sustainability Label South Tyrol. Petra Massoner, Research Transformation & Scientific Affairs Manager at [Loacker](#), then shared the company's history, values, and sustainability initiatives that guide its operations.

In the afternoon, students had the chance to visit the laboratories of the Faculty of Engineering at the Free University of Bozen-Bolzano, gaining direct exposure to advanced research environments and applied innovation.

 The aim of the event was to open new perspectives and inspire ideas to actively contribute to a more sustainable future. NOI Techpark confirms itself as an ideal place for this kind of experience: a dynamic meeting point between companies, research, and society, where visions and solutions for tomorrow are created.

A heartfelt thank you to all partners, participants and presenters who made this inspiring day of exchange and growth possible.

 More information: www.edu-circ.eu



