

LEDA GUIDI

leda.guidi@gmail.com - @guidileda - 00393204731738

February 2016

Graduated in Philosophy at the University of Bologna. Master in Public and Institutional Communication (University of Bologna and SNA, National School of Public Administration).

Until September 2015, Head of Digital Agenda for Bologna, Municipality of Bologna.

Founder of Iperbole Civic Network (since 1994, date of its birth www.comune.bologna.it. As journalist, director of the Iperbole Portal newspaper

Responsible of Communication Services and technologies for citizens within the City Administration, until 2012.

Consulting, teaching and implementing activities for “civic networks,” portals, service on line, e-government and e-inclusion, smart cities initiatives for many public and private organisation/institutions in courses, seminars and projects, at academic level too.

Senior designing and managing experience in public&private Consortia in many EU, national and regional level co-founded projects on the use of ICT and digital strategies for the Information and Knowledge Society.

Many papers, articles and essays published on civic media and telematics for participation, multichannel platforms and development of territories/communities building.

Speaker at national and international conferences, and at Universities/Research Centres (as MEDIALAB-MIT, IPTS-Seville, OCDE, ecc) on digital innovation processes, community and e-divides, with particular focus on gender issues.

Member and active follower of many networks and communities of practices, formal and informal ones, and Counsellor of the Directive Board of “Public and Institutional Communication” Italian Association (www.comubblica.it).

Since mid of Nineties professional consolidate relationships with colleagues and organisations (Public Administrations, Universities, Associations, Research Centres...) in the same fields of interests/activities, in France and Francophonie.

Member of the “ICT and gender” area of the “Orlando” Women Association, formed in the mid-seventies by a group of women, active in different fields, who shared the experience of feminism and women’s movements, founding and managing since the 1995 the “Server donne” www.women.it <http://orlando.women.it/en/> - in agreement with the Municipality of Bologna - an initiative committed in designing and developing gender-sensitive technologies, the first in Europe of that kind, and dedicated to the impact of new media on the gender/diversity policies and practices.

Since the 2016, “Theory and technics of Public Communication” adjunct professor at the University of Bologna.

English and french speaking&writing.

