



incredible

Innovation Networks for Cork, Resins & Edibles

Innovative Businesses and Entrepreneurship for Non-Wood Forest Products

Barcelona, 27 and 28 February 2020

Cross-cutting Seminar

Organized by:

European Forest Institute –
Mediterranean Facility

Coordinator



Partners



Forestas

Agencia forestal regional por a ilhas de az territorio e de a ambiente de az Sardegna
Agencia forestal regional por a territorio del territorio e dell'ambiente della Sardegna
SardegnaForeste



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Thursday 27 February: seminar and round tables

9:00	<p>Registration</p> <p>Installation of the stands starts at 9:00.</p>
9:30	<p>Welcome and opening</p> <p>Introduction to the event and presentation of the INCREDIBLE project.</p>
9:50	<p>Session 1 - Seminar: State of the art and future of businesses in NWFP</p> <ul style="list-style-type: none"> Giulia Muir (FAO, by video conference): A global overview of NWFP value chains and the general challenges and opportunities for NWFP commercialisation Colm O'Driscoll and Jacopo Giacomoni (ETIFOR): NWFP businesses in Italy and how to discover and support entrepreneurship through open innovation Carmen Avilés (UPM) and Pablo Macías (Khora Urban Thinkers): NWFP businesses in Spain and portrait of the future Spanish entrepreneurs in forest bioeconomy <p><i>With coffee break at 11:05</i></p>
12:05	<p>Session 2 - Workshop: SWOT analysis of businesses in NWFP</p> <ul style="list-style-type: none"> Animated and facilitated by Steven Libbrecht (ESSET)
13:30	<p>Networking lunch</p> <p><i>With access to stands</i></p>
14:30	<p>Session 3 - Round table: Disseminate</p> <p>Testimonials of business innovation and creativity in entrepreneurship and rural development around NWFP.</p> <ul style="list-style-type: none"> Eduard Peralta (Parc de les Olors): Organic aromatic and medicinal plants producer Jordi Bosch (Provital Group): secondary processing industry of aromatic and medicinal plants Christine Fischer (Sitka Services): Truffle and mushroom tours in Spain Rodrigo Gómez (Cesefor Foundation): Online hunting auctions to improve market intelligence and rural development
15:50	<p>Coffee break</p>
16:10	<p>Session 4 - Round table: Cross-pollinate</p> <p>What can NWFP businesses learn from other sectors?</p> <ul style="list-style-type: none"> Stéphane Person (Forest Goods Growing): NWFP in South-Saharan African countries Leith Tlemçani (UNObio and Herbiotech aroma): Association of organic farming value chain actors in Tunisia Joachim Englert (SocialForest): Social integration through forest works Eduard Barcons (Consell Comarcal del Berguedà): Rural development in central Catalonia
17:25	<p>Conclusions</p> <ul style="list-style-type: none"> Reviewing the ideas for businesses in NWFP Conclusions, remarks and next steps
18:00	<p>End of day</p>

Friday 28 February: business pitches and marketplace	
8:30	Registration Installation of the stands starts at 8:30.
9:00	Welcome and opening Introduction to the day.
9:05	The INCREDIBLE project Open Innovation Challenge and Acceleration Service <ul style="list-style-type: none"> Jacopo Giacomoni and Colm O'Driscoll (ETIFOR)
9:25	Business pitches: NWFP for human consumption <ul style="list-style-type: none"> Álvaro León (Bellota y Raíz): exploring new value chains for oak nuts based products Jesús Fernández-Moya (Aromas del encinar): improving the consumers' experience by making them be a key participant in the sustainable management of forest with shrubby wild aromatic and medicinal plants Richard Splivallo (Nectariss): an innovative technology to produce natural truffle flavour Alexander Christensen (Resource Foods): landscape architecture
10:45	Coffee break with access to stands
11:00	Business pitches: services and non-edible products <ul style="list-style-type: none"> Giuseppe Uras (Corkymat): an innovative technology for the creation of complex cork objects Albert Hereu (Cork Recycling 4.0): promoting the circular economy of wineries by recycling their cork waste Mokhtar Baraket (RETUFO): economic impact on the local population of resin extraction from Aleppo pine: increase income through improved exploitation techniques Stéphane Person (Forest Goods Growing): expanding NWFP consultancy services from South-Saharan Africa to Mediterranean countries Lot Amorós (Dronecoria): opensource drones for global reforestation
12:40	Commercial presentations of interest for NWFP entrepreneurs <ul style="list-style-type: none"> Astrid van Ginkel (Fitomón): how to adapt your products to market regulations to overcome entry barriers before it is too late Carmen Avilés (UPM) and Pablo Macías (Khora Urban Thinkers): Urban Forest Innovation Lab – project-based learning, mentoring, incubation and business acceleration for innovative ideas on forest bioeconomy
13:20	Conclusion, instructions for the marketplace and next steps
13:30	Networking lunch with access to stands
From lunch to 18:00	Marketplace and B2B meetings Entrepreneurs, start-ups, established companies and public agencies dealing with non-wood forest products or related sectors, having pitched or not in the morning, will have their stands to present their business idea, start-up, products or services. Fourteen stands registered. Rooms will be available for private business meetings.