

NWFP businesses in Italy and how to discover and support entrepreneurship through open innovation

INCREDIBLE CCS: Innovative businesses and entrepreneurship for NWFPs: opportunities for the rural economy

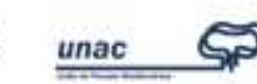
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Coordinator



Partners





Overview

- Best Open Innovation and platforms for NWFPs sector
- INCREDIBLE Open Innovation Challenge

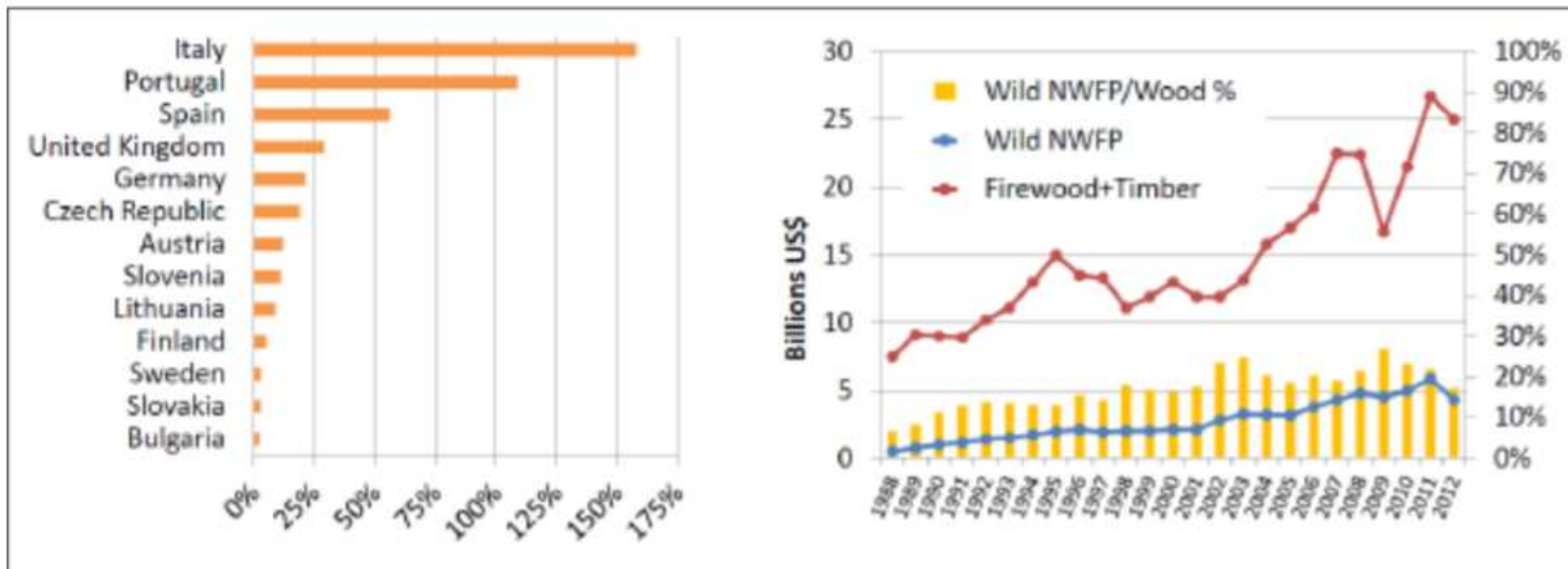
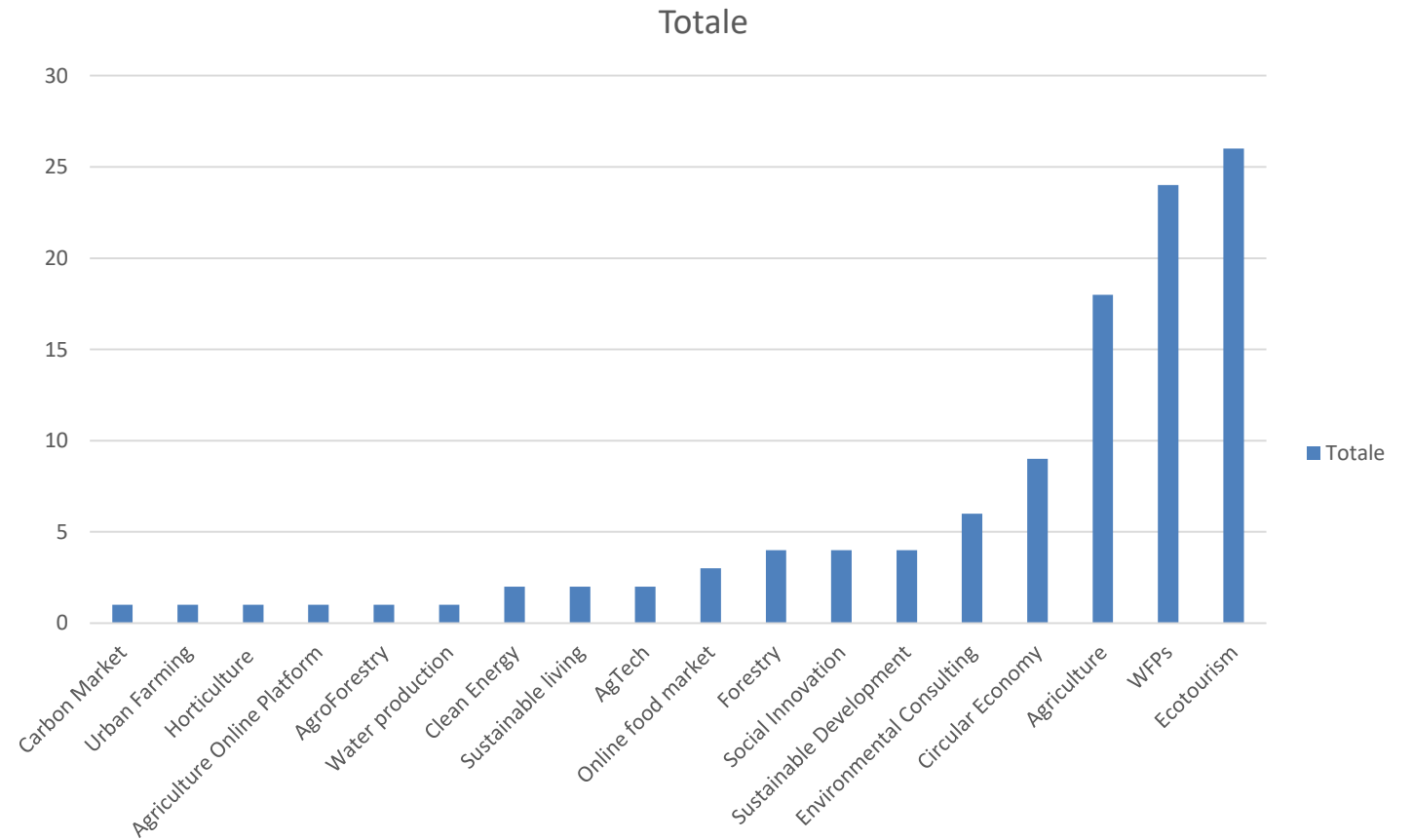


Figure 4 - Ratio of annual non-wood forest product (NWFP) production to industrial roundwood (left), and trade of NWFP and wood in Europe (right) (Vidale et al., 2015; FOREST EUROPE 2011).

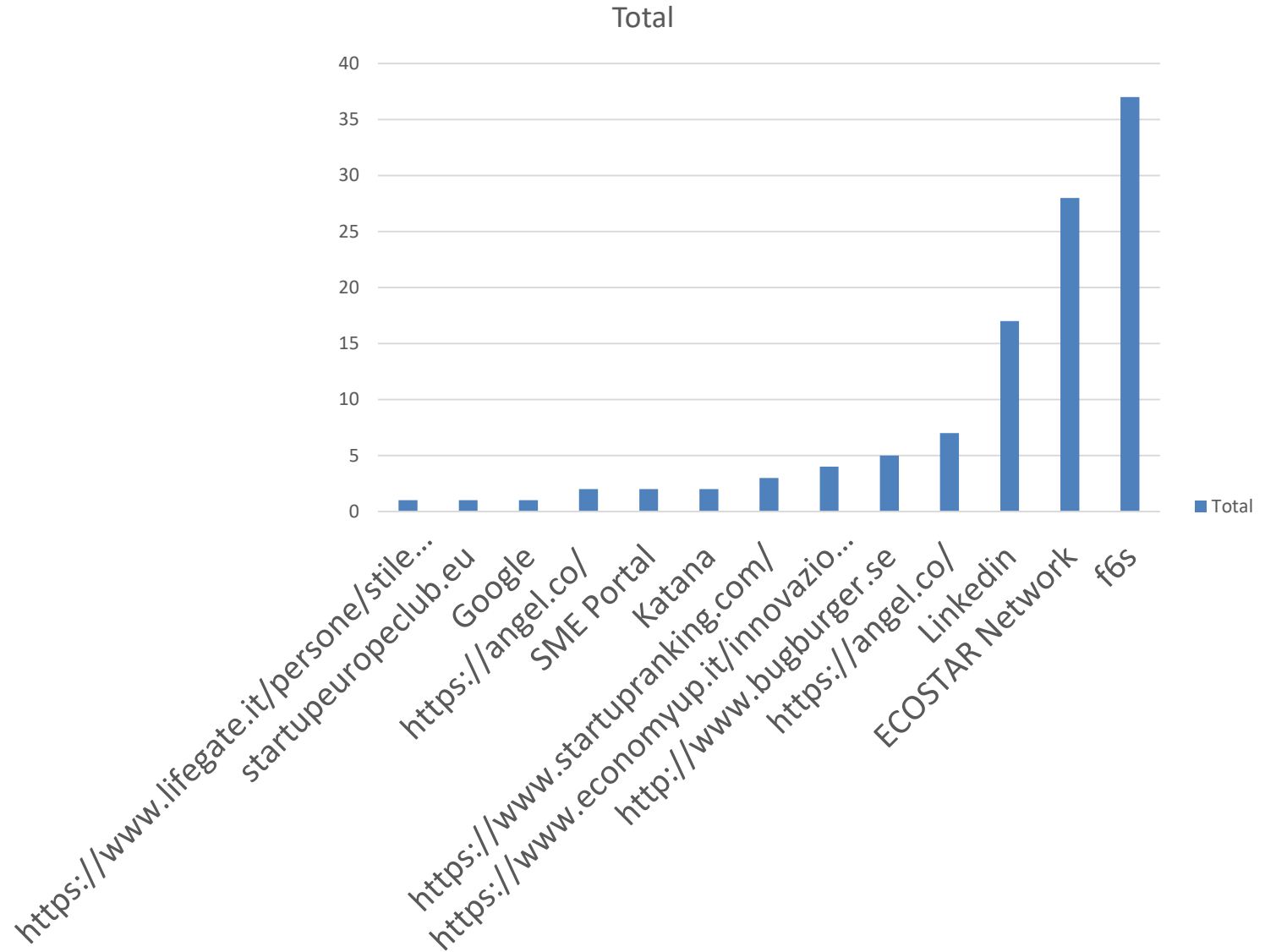
Some NWFP facts

- The annual value of marketed NWFP in Italy is estimated around 100 M €, but the statistics may be largely incomplete (FOREST EUROPE, 2015).
- The Italian trade of honey is estimated in 38 M €: transhumance of hives to the woods affects honey quality and organoleptic traits determined by the forest species that provide pollen and nectar.
- Italy is the 3rd European producer of truffles, with a turnover of over 19 M €/year (Ducci et al., 2015).
- Italy is the second largest European chestnut (*Castanea sativa*) producer for fresh and dry products and flour; walnut (*Juglans regia*) production is 10,500 tons per year (Ducci et al. 2015)

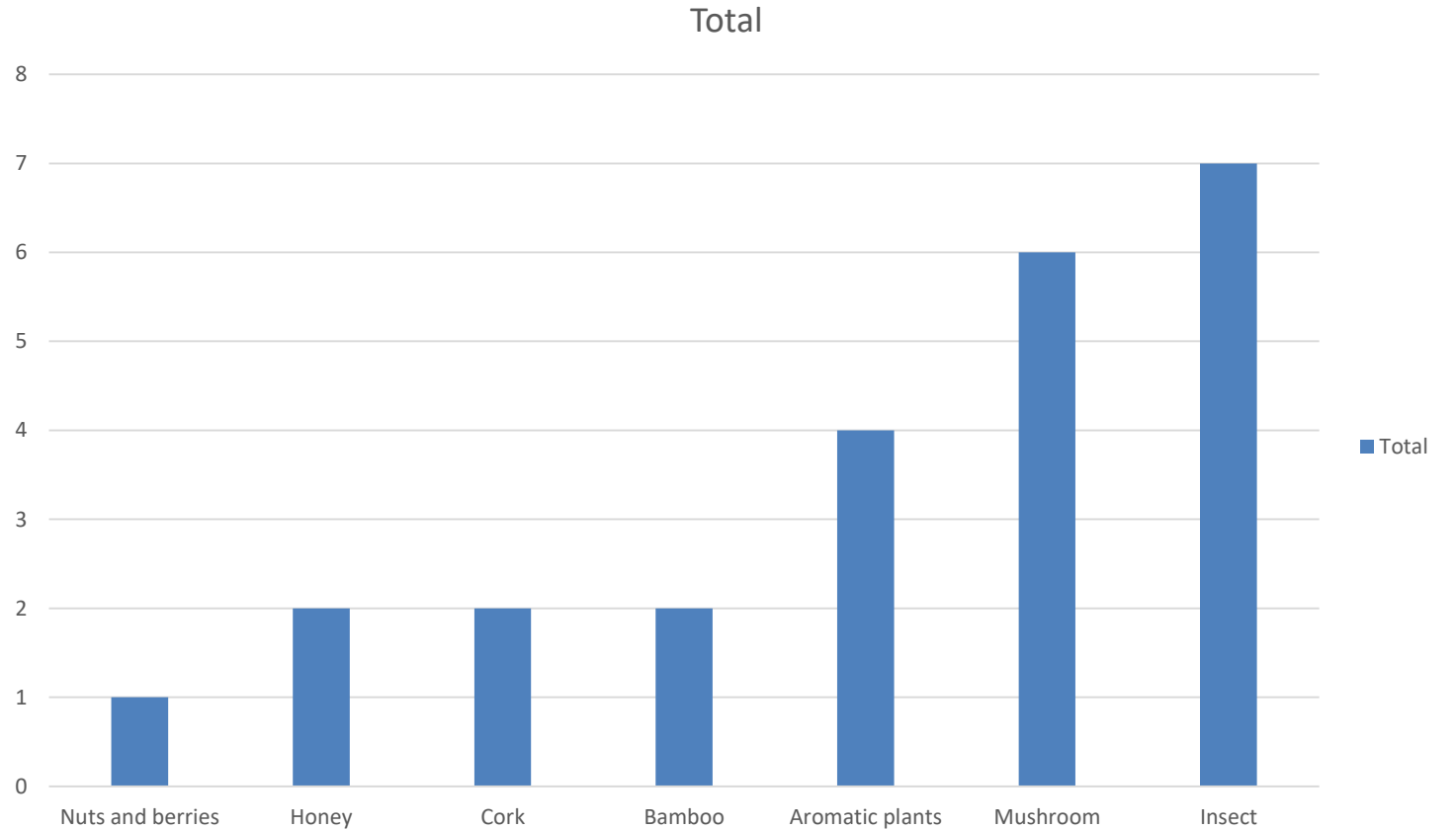
111 Nature-based businesses in Italy

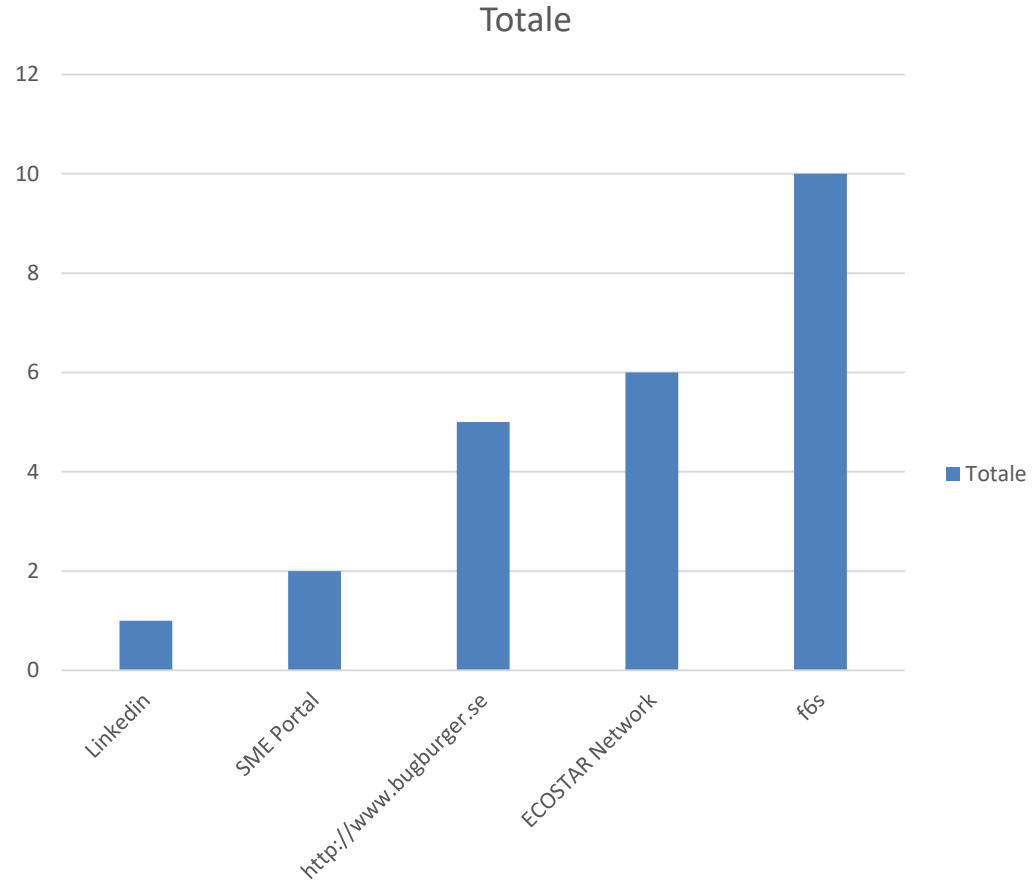


Platforms



24 dealing with Wild Forest Products





Platforms

Startup recruitment

Step 1; Recruitment

Step 2; Selection

Inbound

Outbound

Evaluation



AngelList.co,



F6S.com,



EnableImpact.org,



VC4Africa.biz



Soon to come...

YOUR OWN NETWORKS!!!

Past

- **Select:** 8 best startups teams out of hundreds
- **Accelerate:** Hosting & acceleration services for 3 months, mentorship and networks
- **Invest:** Seed e follow up investments

www.ecostarhub.com/grow/



Present



INCREDIBLE Open Innovation Challenge



The context

Since 2017 INCREDIBLE's team has worked in the Mediterranean NWFPs sector.

Several knowledge gaps and the potential challenges were identified through international workshops and seminars that involved all the stakeholders.

The Open Innovation Challenge aims to collect the best innovative solutions and ideas that can solve the challenges of the five iNets:

- 1 - cork;
- 2 - resins;
- 3 - wild mushrooms & truffles;
- 4 - wild nuts & berries;
- 5 - aromatic & medicinal plants.

The winners of the OIC will take part in the acceleration programme created by our international team of **NWFPs experts** as part of the INCREDIBLE European project.



What are the results?

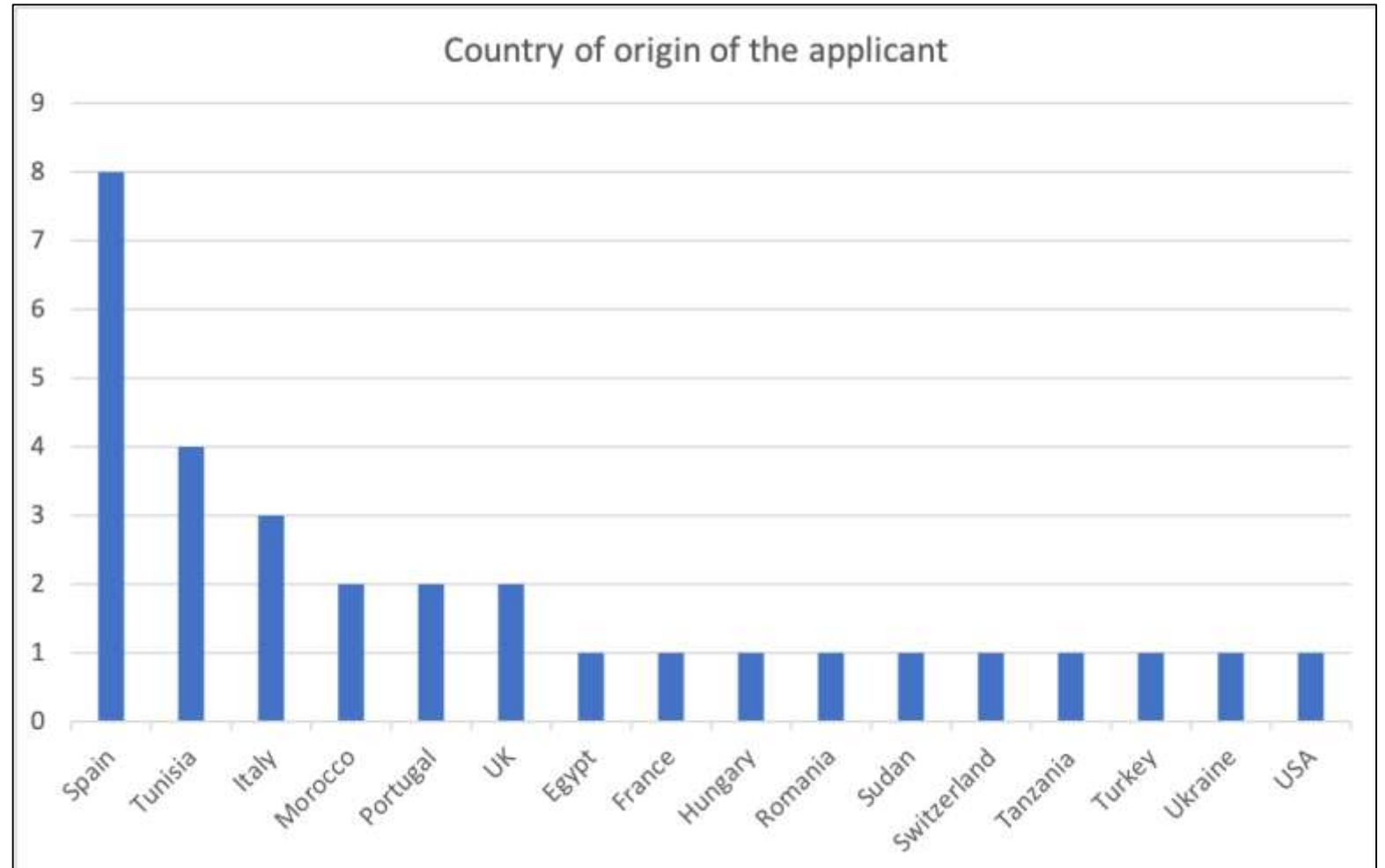
Applicants

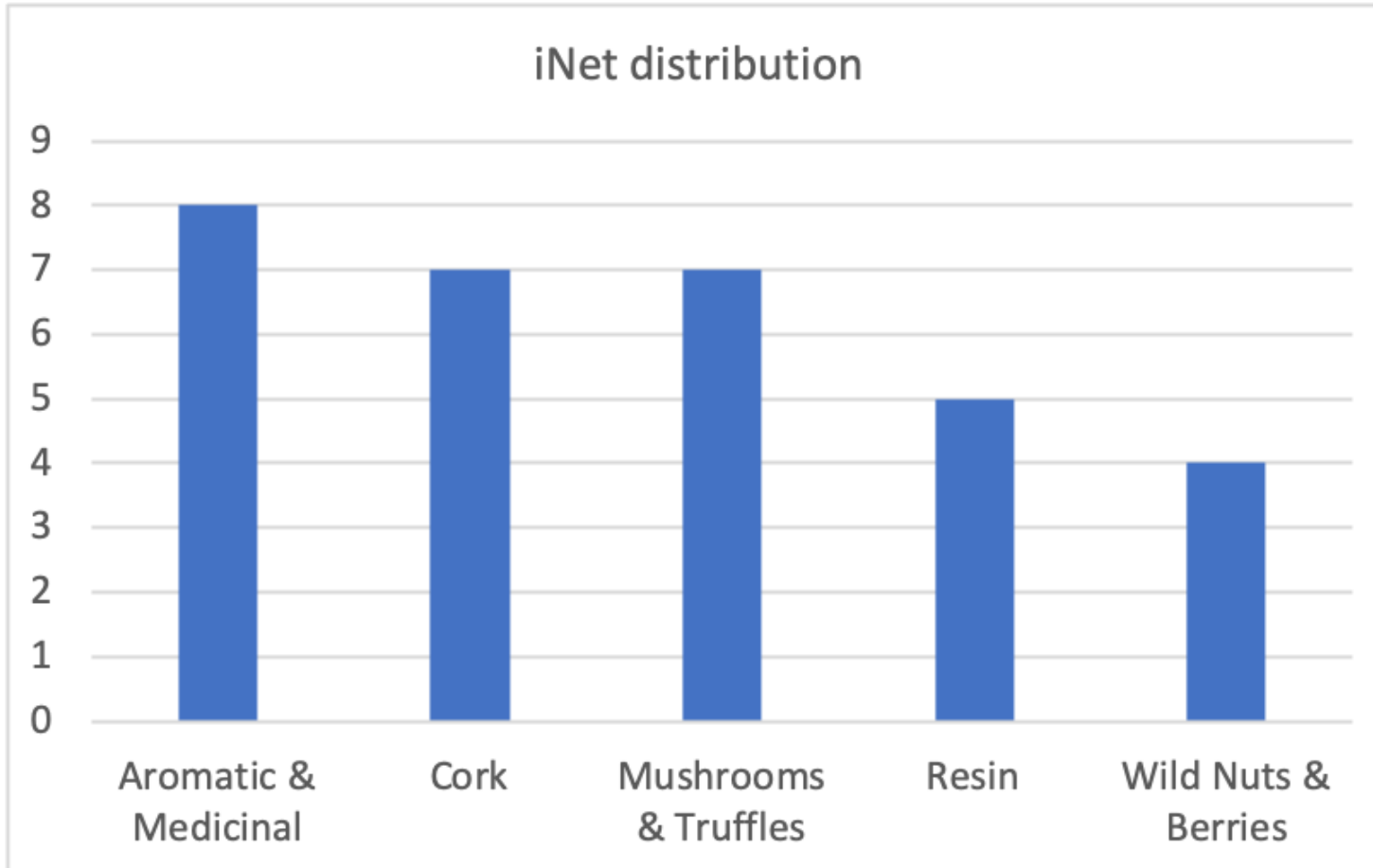
200+ potential applicants contacted

55 different countries



31 applications from 16 different countries





iNets:

- A&M: 8 applications
- Cork: 7 applications
- M&T: 7 applications
- Resin: 5 applications
- Wn&B: 4 applications

Winners



Future



Thanks for your attention!

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Coordinator



Partners:



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www.incredibleforest.net