



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

The OIC aims to collect the best innovative solutions and ideas that can solve the challenges of these five themes:

- 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 our acceleration programme created by our international team of **NWFPs experts** as part of the INCREDIBLE European project.





Gaps: Aromatic & medicinal plants

Transversal: • **marketing and communication skills**

Specific:

- supporting production and marketing capacities
- natural Resource Management and biodiversity conservation
- legal framework adjustment
- certification and traceability



Gaps: Cork

Transversal: • **marketing and communication skills**

- climate change adaptation and cork oak decline
- evaluation of Ecosystem services (life cycle approach)

Specific:

- profitability
- policies targeted on multifunctionality
- communication (to consumer, to research, etc.)



Gaps: mushrooms & truffles

Transversal: • **marketing and communication skills**

- Specific:**
- management of truffle plantations
 - development of mycosilviculture
 - regulation and taxation systems and training



Gaps: Resin

Transversal: • **marketing and communication skills**

Specific:

- resource modelling in a context of climate change
- compatibility of resin harvesting with other forest uses
- improvement of the working conditions of resin tappers
- development of new natural resin derivative products



Gaps: wild nuts & berries

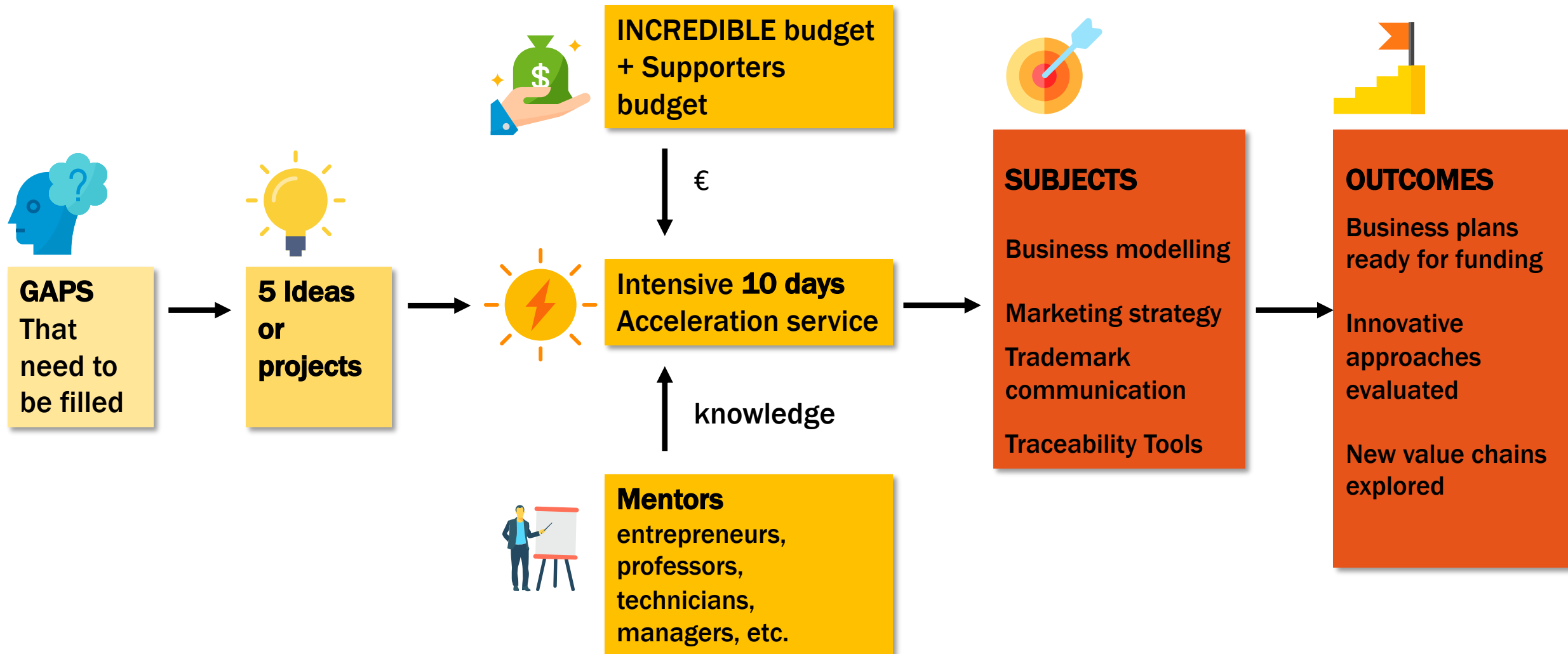
Transversal: • **marketing and communication skills**

- Increase processing quality
- Standardization of the supply

Specific: • Develop new products

- Organic food labels

The acceleration model





**Do you want to participate
to the challenge?**

**We are searching for supporters that
will make the difference in the NWFPs
sector.**

Do you want to be at the forefront with us?

What will you get back?

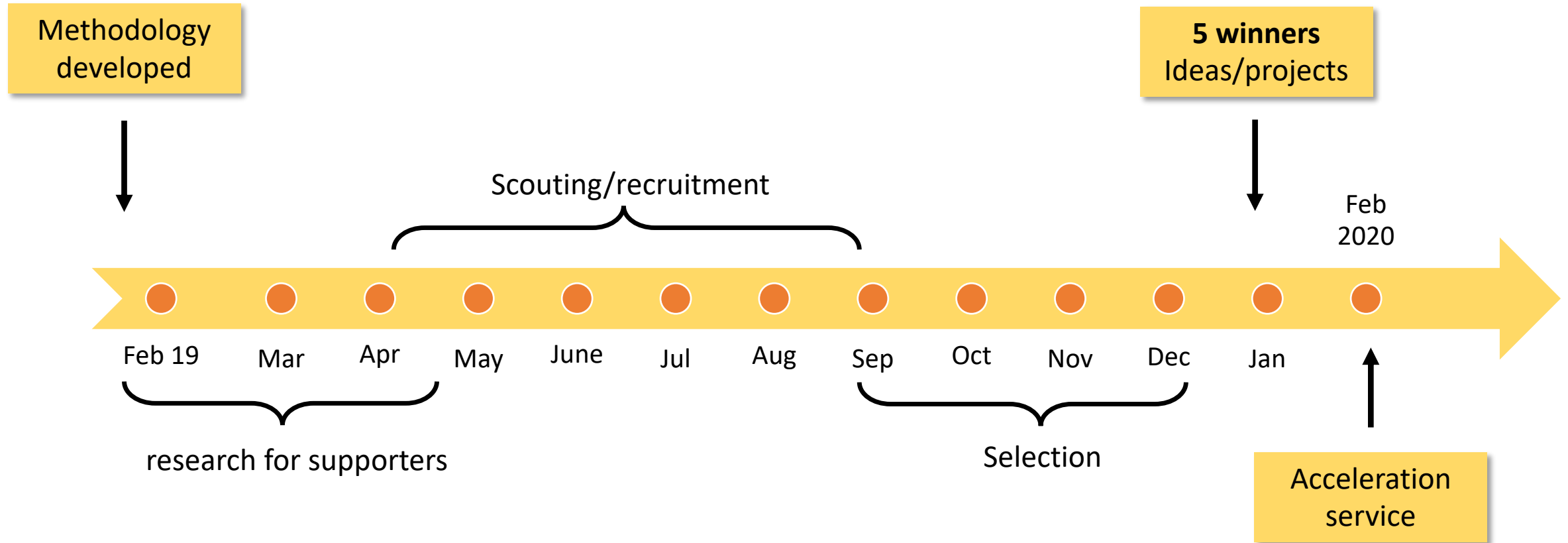
5 winners → participate for free at the acceleration service

(10 days in winter/spring 2020) at Agripolis Campus, Padova:

- seminars
- workshops
- coaching
- mentoring



Next steps





Example... cork

- **Knowledge gap:** improve profitability
- **Innovative idea:** new product from cork waste
- **OIC:** select the applicant
- Through the acceleration service the idea growth and become a **project**
- The participant, at the end of the programme, might find new contacts to further develop his idea/project.

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OPEN INNOVATION CHALLENGE



▶ PRE-REGISTRATION FORM

Find out more: bit.ly/incredible-oic



More informations



E | T | I | F | O | R
valuing nature

Padova
University
Spin-off



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DEGLI STUDI
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Forestas

Agente forestale regionale pro sviluppo de su territoriu e de l'ambiente de sa Sardigna
Agente forestale regionale per lo sviluppo del territorio e dell'ambiente della Sardegna
SardegnaForeste



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www.incredibleforest.net

Thank you from all the partners