



University-Business Forum

National Operational Programme “Research &
Innovation” 2014-2020 annual event
Italy (Rome)
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HEAD YOUTH ENTREPREUNERSHIP
AND INNOVATION ECOSYSTEM
CIHEAM BARI
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Established in 1962, the **International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM)** is a Mediterranean intergovernmental organisation composed of **13 Member States** (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal, Spain, Tunisia and Turkey). It operates through its **4 Institutes** based in Bari (Italy), Chania (Greece), Montpellier (France) and Zaragoza (Spain) and the **Headquarters** based in Paris.

Youth entrepreneurship and innovation ecosystem

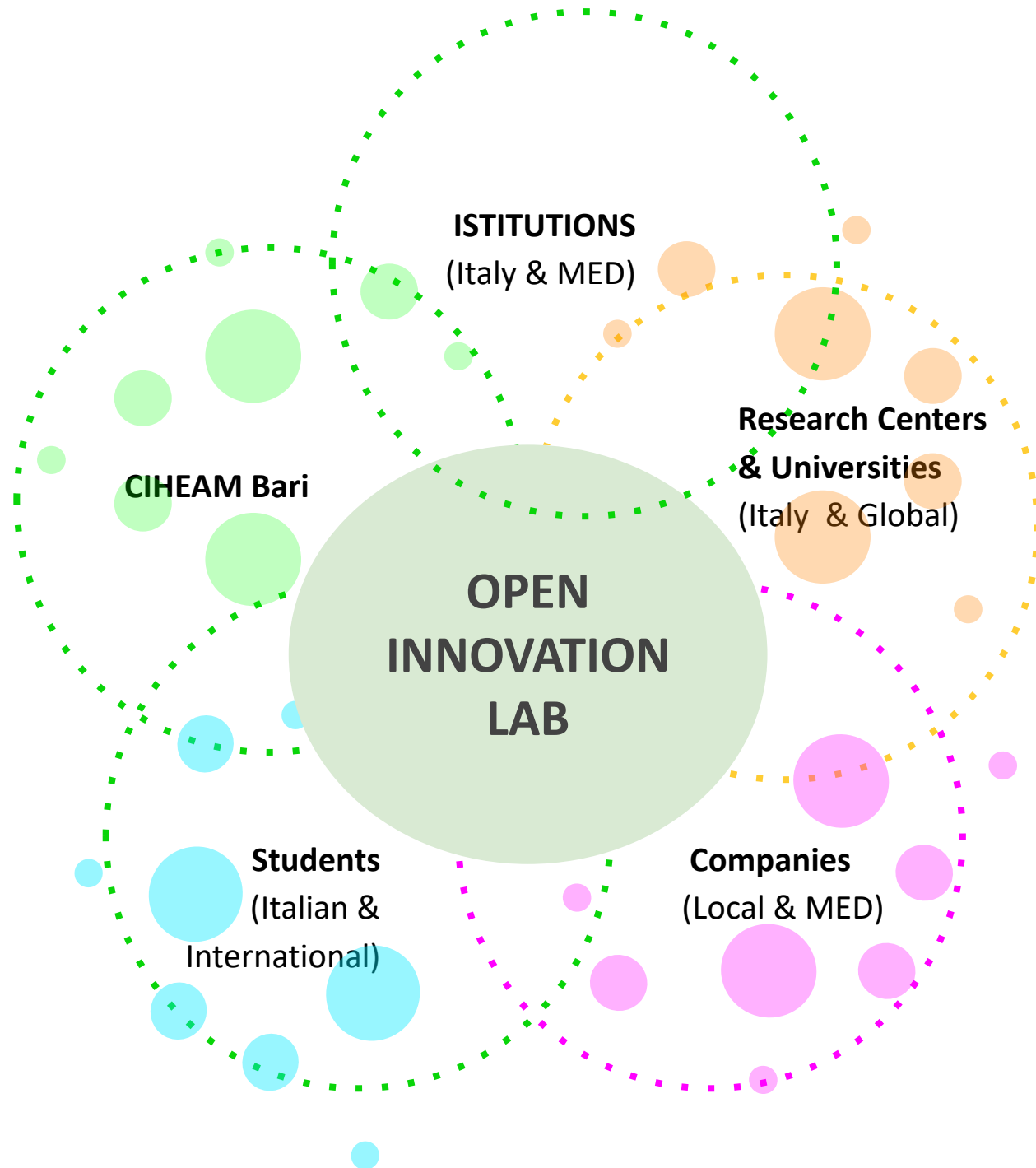
Youth empowerment

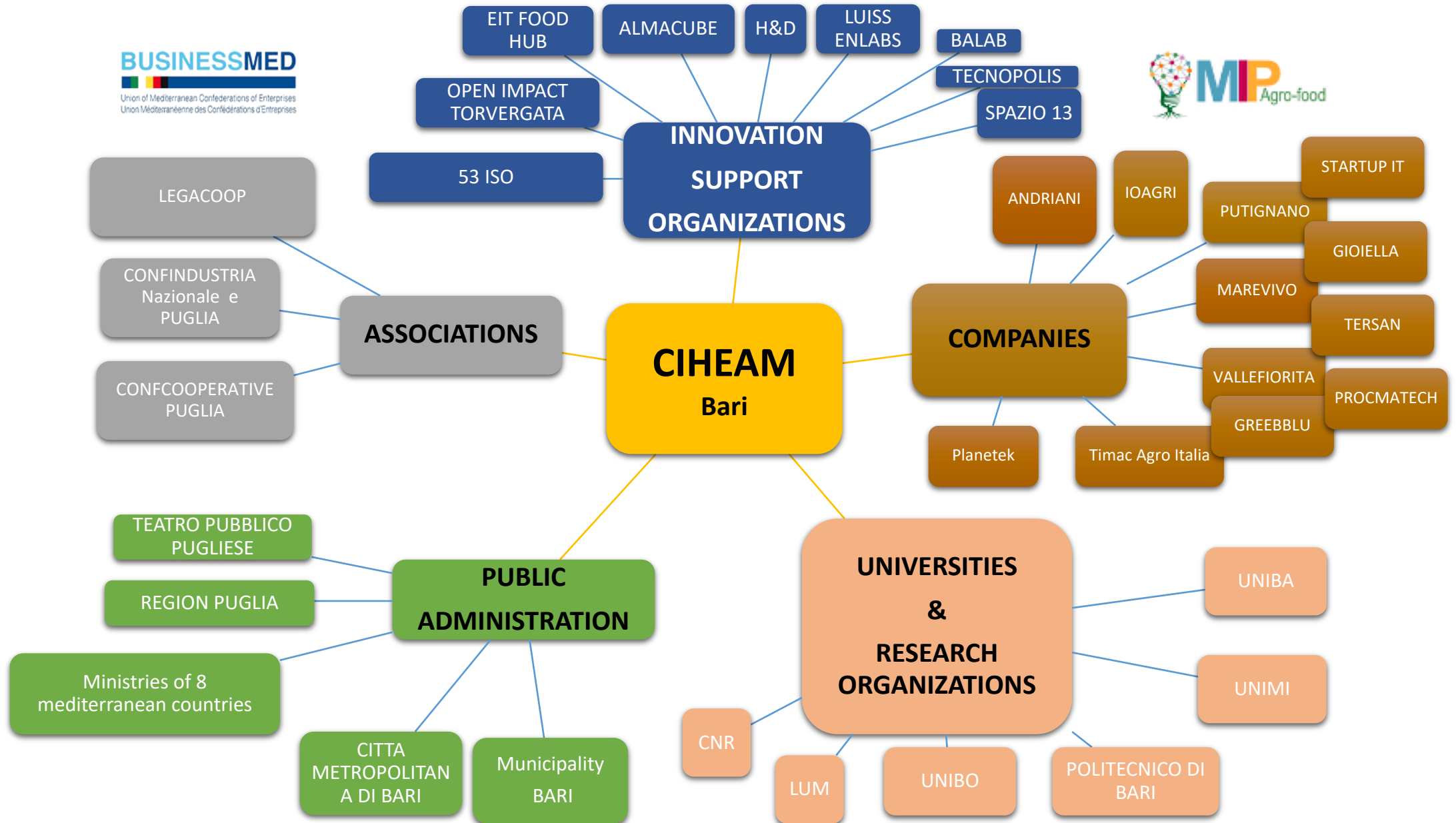
- ISO support
- TTO creation
- Capacity building of innovation ecosystem manager
 - Innovation manager
 - Innovation broker
 - Innovation coach
- Start up creation in the agrifood sector
- Open innovation lab

OPEN INNOVATION LAB



was created to connect CIHEAM BARI, research organizations and universities, companies and institutions to face together innovation paths that generate solutions centered on the real needs of COMPANIES.

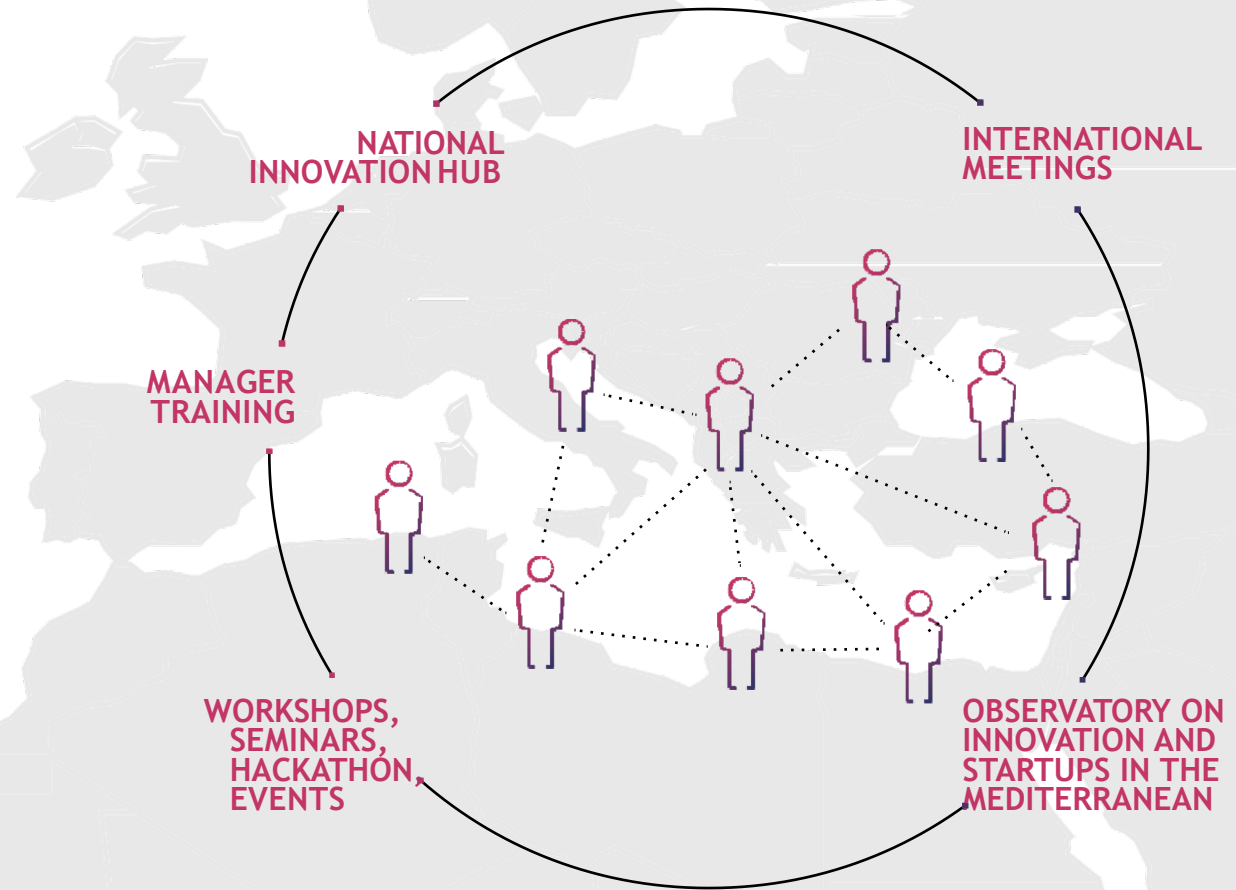




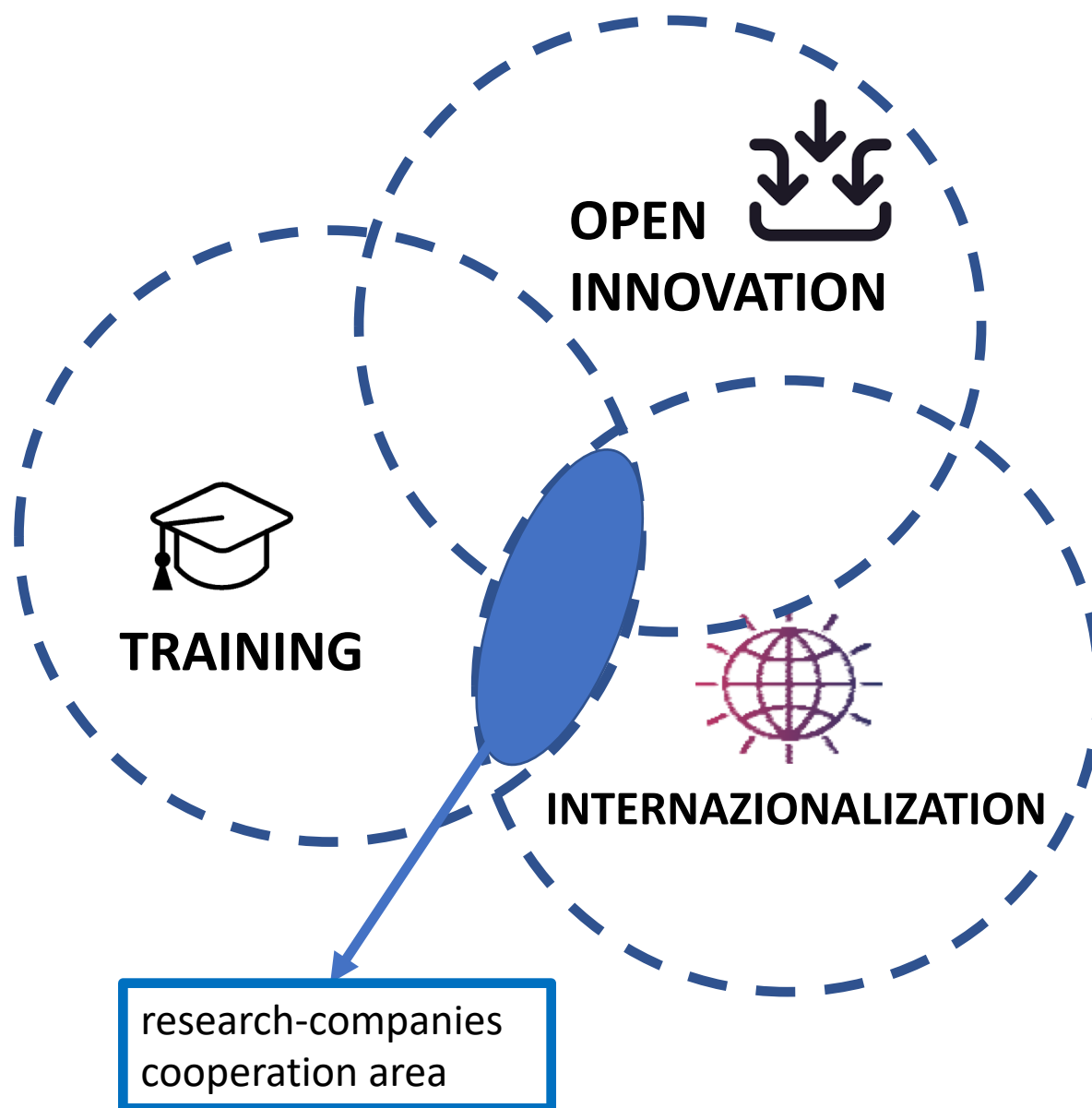


MIP - MEDITERRANEAN INNOVATION PARTNERSHIP

Albania, Algeria, Egitto,
Giordania, Libano,
Marocco, Palestina, Tunisia
and ICARDA ed EMUNI,
BUSINESS MED +6o ISO
Coordinator: **CIHEAM Bari**



OUR ACTIONS: TO BUILD A BETTER TOMORROW.





OPEN INNOVATION LAB

**COLLABORATION
BETWEEN
RESEARCH AND
BUSINESSES**

Bring innovation to your company.

The model is aimed at encouraging the development of innovative solutions through the activation of a multidisciplinary team of young talents who work weekly with a team of senior partners from the partner company, assisted by experts and researchers. The project is managed by a senior coach! (Storm room)

OBJECTIVE: To develop concrete answers (prototypes) to the challenges set by the company



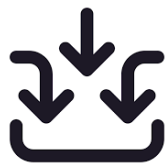
MASTER IN OPEN
INNOVATION AND
YOUTH
ENTREPREUNERSHIP



OPEN
INNOVATION
EMBEDDED



RESEARCH &
DEVELOPMENT



OPEN INNOVATION LAB

COLLABORATION BETWEEN RESEARCH AND BUSINESSES

COMPANIES INVOLVED



Master di I Livello in
**OPEN INNOVATION
AND YOUTH
ENTREPRENEURSHIP
IN THE MEDITERRANEAN
AGRI-FOOD SECTOR**



MASTER

Business
challenges

OPEN INNOVATION
EMBEDDED

RESEARCH&DEVELOPMENT

External ideas
RESEARCHER

External ideas
(young people,
startups,)

Internal
ideas
Staff
Businesses

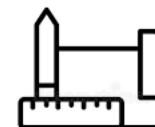
OPEN
INNOVATION
LAB

Inspiration

Conception

Development

Innovative
solution for
businesses and
the market



Prototype

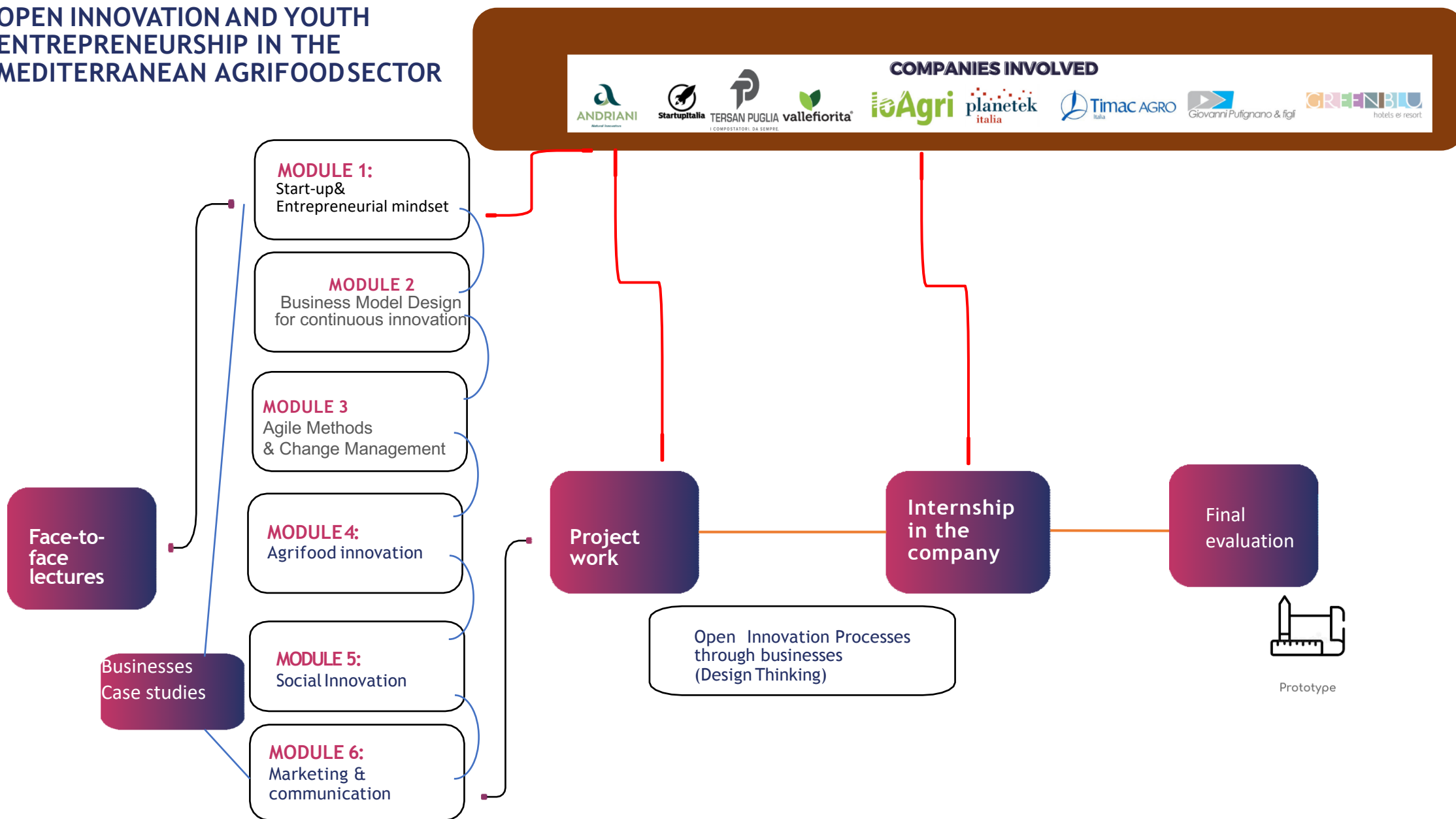


COMPANIES



1° LEVEL MASTER

OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOODSECTOR





**OPEN
INNOVATION
LAB**

EMBEDDED PROGRAMME

human-centered approach based on the concept that real and lasting innovation requires a deep understanding of the context and needs of the people for whom it is designed. The process consists of three main phases: Discover; Design (Planning); Develop



Discover (WHAT IS)
Explore context
and people



Design (WHAT IF)
Identify & build
opportunities



Develop (WHAT WORKS)
Bring solution to life

13 weeks

A multidisciplinary team of young people dedicated full-time to the project within the company

A senior coach expert in the design thinking methodology.

Access to the network of skills and professionals

RESULT: ONE OR MORE PROOF-OF-CONCEPT PROTOTYPES TESTED

INVESTING IN NEW GENERATION

THANKS!



DAMIANO PETRUZZELLA

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