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Padova
University
Spin-off



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

University-Business Cooperation for the Green Transition.

Impacts from spin-offs and knowledge alliances

Alessandro Leonardi | CEO | Etifor | Valuing Nature

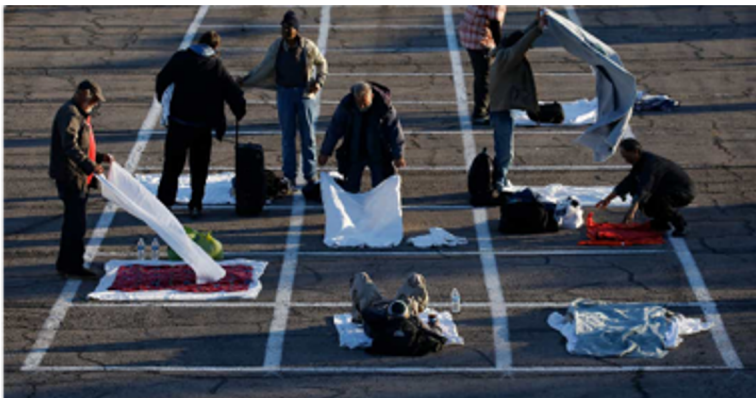
Content

- Etifor – spin-off of Padova University
- Knowledge Alliances
 - ecostarhub.com
 - greenforcare.eu
 - uforest.eu
- A common approach



SCENARIO

WE ARE FACING A SOCIAL, ECONOMIC AND CLIMATE CRISIS



Business Programs

**NATURE
GOVERNANCE
AND FINANCING**



**FOR PUBLIC RESOURCE
MANAGERS**

**SUSTAINABLE
FORESTS**



**FOR FOREST
MANAGERS**

**SUSTAINABLE
SUPPLY CHAINS**



**FOR TRADERS AND
IMPORTERS**

**CLIMATE
POSITIVE - MARC**



FOR BUSINESSES

WOWNATURE



FOR CITIZENS

**LOCAL
DEVELOPMENT**



**FOR LOCAL
AUTHORITIES**

ECO TOURISM



FOR DESTINATIONS



32 YEARS
average
employee age



40%
PhD in
relevant subject



10 YEARS
of teamwork



+30%
new recruits
each year

THE TEAM

COMPETENT, INNOVATIVE, INTERNATIONAL,
ADAPTABLE, PREJUDICES FREE



Knowledge Alliances

- Close cooperation between Etifor and UNIPD
- Shared staff, same venue for some years
- From research to practice
- 3 knowledge alliances very relevant for the green transition, resilience and recovery:
 - Green startups
 - “One health” concept
 - Urban forests



ecostarhub.eu

- 8 startup accelerated
- 1.3 mln € raised
- 15K people reached

Right mix: Nature conservation +
Business development



✧
Join

✧
Learn

✧
Grow



The Nature-Accelerator

FIND OUT MORE



Startup portfolio

FIND OUT MORE



E-learning course




FIND OUT MORE

greenforcare.eu

Right mix: Forestry and agriculture
+ Medical sciences



- Online training course
- Specialization school for operators
- Hackatons to activate GreenCares Initiatives

 Join <p>Creating a strong research-enterprise alliance at EU level in order to develop, support and enhance knowledge and practice exchange and flow throughout the alliance and beyond in the field of Green Care</p> <p>LEARN MORE</p>	 Learn <p>Fostering innovation and facilitating entrepreneurial opportunities, capacity and skills for students, researchers, professionals, as well as practitioners through new learning approaches and platforms in the field of Green Care.</p> <p>LEARN MORE</p>	 Practice <p>Putting the knowledge and capacity of the alliance into practice to exploit the potential for marketable processes, methods and services that promote new sustainable businesses in the field Green Care.</p> <p>LEARN MORE</p>
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Forest-based care

Urban green care

Social agriculture

Green care tourism



- Online training course
- Workshops for operators
- Urban forest project works and challenges



A common approach for Knowledge Alliances

- **Mantra:** Joing + Learn + Action
- 50-50 university business balance
- Bringing together **two or more diverse background**
- Investing in a **project vision, marketing and communication**
- One or more **final business product** (courses, accelerators, projects)
- **Fundraising strategy**





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