



incredible

Innovation Networks for Cork, Resins & Edibles

Innovative Businesses and Entrepreneurship in Non-Wood Forest Products

Barcelona, 27 and 28 February 2020

DRAFT VERSION

Cross cutting Seminar

Organized by:

European Forest Institute –
Mediterranean Facility

Coordinator



Partners



Forestas

Agencia forestal regional por a ilhaçã de ar território e de a ambiente de ar Sardegna
Agencia forestal regional por a ilhaçã de ar território e dell'ambiente della Sardegna
SardegnaForeste



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www.incredibleforest.net

Innovative Businesses and Entrepreneurship in Non-Wood Forest Products

Introduction: this seminar is devoted to non-wood forest products (NWFP) entrepreneurship engaging participants through stimulating ways to express business innovation and creativity. Barriers and drivers to innovation will be assessed and experiences in supporting innovation through EAFRD's Rural Development measures will be shared and transferred.

More precisely, this event is aiming to:

- disseminate business innovation and creativity in entrepreneurship and rural development based on NWFP, through real experiences;
- cross-pollinate innovative business ideas between NWFP sector and other bio-based sectors (forestry, agriculture, plant-based or plant-derived products, tourism, etc.);
- assess drivers and barriers to business innovation and entrepreneurship;
- provide B2B meetings opportunities in a marketplace.

The organisation of INCREDIBLE cross cutting seminars has the final aim of creating cross-sectorial partnerships and supporting NWFP actors and practitioners in the development of innovative solutions for NWFP management.

Addressed to: entrepreneurs, start-ups, established businesses, business angels and investors in the sectors of non-wood forest products, forestry, agriculture, plant-based or plant-derived products and tourism; rural development agencies and professionals, forestry and agriculture advisors; policy makers and researchers related to the above-mentioned topics.

Venue: [Sant Pau Art Nouveau Site](#), Sant Antoni Maria Claret 167, Barcelona (Spain)

Language: English

PROGRAMME

Thursday 27 February: seminar and round table	
Morning	<p>Non-wood forest products businesses:</p> <ul style="list-style-type: none"> • <u>State of the art</u>: what are the most common business models for bio-based companies in rural areas? • <u>Looking to the future</u>: strengths, weaknesses, opportunities and threats of the businesses in non-wood forest products and related sectors.
	<p>Networking lunch</p> <p><i>Stands to represent your organisation available. Please book yours when registering to the event.</i></p>

Afternoon	<p>Round table around the topics:</p> <ul style="list-style-type: none"> • <u>Assess bio-based businesses success</u>: what do bio-based innovative businesses in rural areas need to succeed? How to implement business models in rural areas? Which are the barriers and the challenges? • <u>Cross-pollinate</u>: what can non-wood forest products businesses learn from other sectors? • <u>Disseminate</u>: testimonials of business innovation and creativity in entrepreneurship and rural development.
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Friday 28 February: marketplace and B2B meetings

Morning	<p>Wrap-up of the conclusions of the first day</p> <p>Business pitches Entrepreneurs and start-ups in the sector of non-wood forest products, including the five winners of the INCREDIBLE project Open Innovation Challenge, are invited to present their business ideas to the whole audience. <i>Limited number of pitches, please book yours when registering to the event and contact Eduard Mauri: eduard.mauri@efi.int.</i></p>
	Networking lunch
Afternoon	<p>Marketplace and B2B meetings Entrepreneurs, star-ups, established companies and public agencies in the sector of non-wood forest products or related to it, having pitched or not in the morning, are offered a place to install their stands to present their business idea, start-up or products and services. Rooms will be available for private business meetings. <i>Book your stand for free when registering to the event and contact Eduard Mauri: eduard.mauri@efi.int. Chairs, tables and boards to hang posters provided.</i></p>

Contact and registration

Eduard Mauri: eduard.mauri@efi.int

Registration form:

https://forms.office.com/Pages/ResponsePage.aspx?id=25j0dknRLEccCXB8sKSiDYU9XHPcMOREgVKmwjei_YdU0042TjQwNjNZMIVBNjVBNFBGNDFRMDMwVi4u

Deadline to register: Sunday 9 February 2020.

This event is free of charge. Limited places.

Practical information

Travel information

Venue location: <https://www.santpaubarcelona.org/en/som>

To reach the venue by public transport in Barcelona:

- Metro: L5 Sant Pau | Dos de Maig; or Bus: H8, 19, 47, 117, 192