



# incredible

Innovation Networks for Cork, Resins & Edibles

## Innovative Businesses and Entrepreneurship for Non-Wood Forest Products

Barcelona, 27 and 28 February 2020

### Cross-cutting Seminar

#### Organized by:

European Forest Institute –  
Mediterranean Facility

Coordinator



Partners



**Forestas**

Agencia forestal regional por el desarrollo de su territorio y de sostenibilidad de su territorio  
Agencia forestal regional por el desarrollo del territorio y del ambiente della Sardegna  
SardegnaForeste



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[www.incredibleforest.net](http://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 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 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 tables	
9:00	<b>Registration</b> Installation of the stands starts at 9:00.
9:30	<b>Welcome and opening</b> Introduction to the event and presentation of INCREDIBLE project.
9:50	<b>Session 1 - Seminar: State of the art and future of businesses in NWFP</b> <ul style="list-style-type: none"> <li>• Giulia Muir (FAO): a global overview of NWFP value chains and the general challenges and opportunities for NWFP commercialisation</li> <li>• Colm O’Driscoll and Jacopo Giacomoni (ETIFOR): NWFP businesses in Italy and how to discover and support entrepreneurship through open innovation</li> <li>• Carmen Avilés (UPM) and Pablo Macías (Khora Urban Thinkers): NWFP businesses in Spain and portrait of the future Spanish entrepreneurs in forest bioeconomy</li> </ul> <i>With coffee break at 11:05</i>
12:05	<b>Session 2 - Workshop: SWOT analysis of businesses in NWFP</b> <ul style="list-style-type: none"> <li>• Animated and facilitated by Steven Libbrecht (ESSET)</li> </ul>

<b>13:30</b>	<b>Networking lunch</b> <i>With access to stands</i>
<b>14:30</b>	<b>Session 3 - Round table: Disseminate</b> Testimonials of business innovation and creativity in entrepreneurship and rural development around NWFP. <ul style="list-style-type: none"> <li>• Eduard Peralta (Parc de les Olors): organic aromatic and medicinal plants producer</li> <li>• Jordi Bosch (Provital Group): secondary processing industry of aromatic and medicinal plants</li> <li>• Christine Fischer (Sitka Services): truffle and mushroom tours in Spain</li> </ul>
<b>15:50</b>	<b>Coffee break</b>
<b>16:10</b>	<b>Session 4 - Round table: Cross-pollinate</b> What can NWFP businesses learn from other sectors? <ul style="list-style-type: none"> <li>• Stéphane Person (Forest Goods Growing): NWFP in South-Saharan African countries</li> <li>• Joachim Englert (SocialForest): social integration through forest works</li> <li>• <i>Panellist to be confirmed</i></li> </ul>
<b>17:25</b>	<b>Conclusions</b> <ul style="list-style-type: none"> <li>• Reviewing the ideas for businesses in NWFP</li> <li>• Conclusions and remarks</li> </ul>
<b>18:00</b>	<b>End of day</b>

<b>Friday 28 February: business pitches and marketplace</b>	
<b>8:30</b>	<b>Registration</b> Installation of the stands starts at 8:30.
<b>9:00</b>	<b>Welcome and opening</b> Introduction to the day.
<b>9:05</b>	<b>The INCREDIBLE project Open Innovation Challenge and Acceleration Service</b> <ul style="list-style-type: none"> <li>• Jacopo Giacomoni and Col O'Driscoll (ETIFOR)</li> </ul>
<b>9:25</b>	<b>Business pitches: NWFP for human consumption</b> <ul style="list-style-type: none"> <li>• Álvaro León (Bellota y Raiz): exploring new value chains for oak nuts based products</li> <li>• Jesús Fernández-Moya (Aromas del encinar): improving the consumers' experience by making them be a key participant in the sustainable management of forest with shrubby wild aromatic and medicinal plants</li> <li>• Richard Splivallo (Nectariss): an innovative technology to produce natural truffle flavour</li> <li>• Alexander Christensen (Resource Foods): landscape architecture</li> </ul>
<b>10:45</b>	<b>Coffee break</b> <i>With access to stands</i>

<p><b>11:00</b></p>	<p><b>Business pitches: services and non-edible products</b></p> <ul style="list-style-type: none"> <li>• Giuseppe Uras (Corkymat): an innovative technology for the creation of complex cork objects</li> <li>• Albert Hereu (Cork Recycling 4.0): promoting the circular economy of wineries by recycling their cork waste</li> <li>• Mokhtar Baraket: economic impact on the local population of resin extraction from Aleppo pine: increase income through improved exploitation techniques</li> <li>• Stéphane Person (Forest Goods Growing): expanding NWFP consultancy services from South-Saharan Africa to Mediterranean countries</li> <li>• Francesco Biacchi (Geoticket): an app for events and public administration ticketing applicable to NWFP</li> </ul>
<p><b>12:40</b></p>	<p><b>Commercial presentations of interest for NWFP entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Astrid van Ginkel (Fitomón): how to adapt your products to market regulations to overcome entry barriers before it is too late</li> <li>• Carmen Avilés (UPM) and Pablo Macías (Khora Urban Thinkers): Urban Forest Innovation Lab for project-based learning, mentoring, incubation and business acceleration for innovative ideas on forest bioeconomy</li> </ul>
<p><b>13:20</b></p>	<p><b>Conclusion and instructions for the marketplace</b></p>
<p><b>13:30</b></p>	<p><b>Networking lunch</b> <i>With access to stands</i></p>
<p><b>From lunch to 18:00</b></p>	<p><b>Marketplace and B2B meetings</b> Entrepreneurs, star-ups, established companies and public agencies dealing with non-wood forest products or related sectors, having pitched or not in the morning, will have their stands to present their business idea, start-up, products or services. Fifteen stands registered. Rooms will be available for private business meetings.</p>

**Contact**

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**Registration**

Registration to the event is now closed. However, you can still [register to attend the marketplace](#) (Friday 28 February, from 14:30 to 18:00) as visitor. Deadline to register: Thursday 27 February at 18:00.

**How to reach the venue**

Address: Sant Pau Art Nouveau Site, Sant Antoni Maria Claret 167, Barcelona (Spain)

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

Enter on the north corner of Sant Antoni Maria Claret and Cartagena streets.

To reach the venue by public transport in Barcelona:

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

