





Open Innovation Challenge and Acceleration Service



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 incredible-project



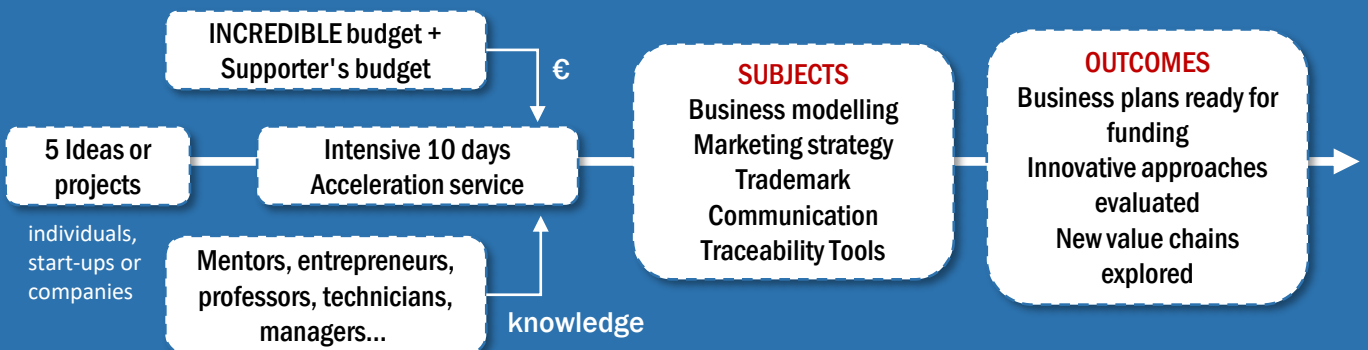
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1. Open Innovation Challenge

During the INCREDIBLE project, the interregional innovation networks (iNets) identified the most relevant gaps in each non-wood forest product (NWFP) to improve profitability, sustainability and to have an impact on the creation of green jobs and rural development. These challenges became the seed for the Open Innovation Challenge (OIC). INCREDIBLE project launched a call for ideas and proposals (2019, first edition) with the potential to increase the environmental, economic or social value of these resources.

GAPS

<p>AROMATIC & MEDICINAL PLANTS</p> 	<ul style="list-style-type: none"> • Supporting production and marketing capacities • Natural Resource Management and biodiversity conservation • Legal framework adjustment • Certification and traceability
<p>CORK</p> 	<ul style="list-style-type: none"> • Climate change adaptation and cork oak decline • Evaluation of Ecosystem services (life cycle approach) • Profitability • Policies targeted on multifunctionality • Communication (to consumer, to research, etc.)
<p>MUSHROOMS & TRUFFLES</p> 	<ul style="list-style-type: none"> • Management of truffle plantations • Development of myco-silviculture • Regulation and taxation systems and training
<p>WILD NUTS & BERRIES</p> 	<ul style="list-style-type: none"> • Increase processing quality • Standardization of the supply • Develop new products • Organic food labels
<p>RESIN</p> 	<ul style="list-style-type: none"> • 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



Among more than 30 applications received from 16 different countries, the INCREDIBLE project selected the five business ideas as the most innovative and interesting.



AROMATIC & MEDICINAL
PLANTS

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Aroen

Esencias silvestres de Madrid

There are hidden essences in our forgotten “Madrid-Ileana” forests. Our family took care of them for centuries and now we share them with you, giving new life to abandoned rural areas. We would love people at home to experience the feeling of being in the forest with us and to explore the authentic and traditional aromas and tastes of our wild collected aromatic and medicinal plants.



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Team
Nur Algeet Abarquero, Jesús Fernández Moya

We are Nur, Bosco and Jesus. We are a small family business based in the Southwest Sierra of Madrid. We manage a forest owned by our family since 1845. We are innovative foresters with more than 10 years of experience in natural resource management, looking to give new life to our rural areas relying on tradition and natural wild products.

Country
Spain

Contact
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Innovation Networks of Cork, Resins and Edibles in the Mediterranean basin* (INCREDIBLE) project receives funding from the European Commission's Horizon 2020 programme under grant agreement N° 774632





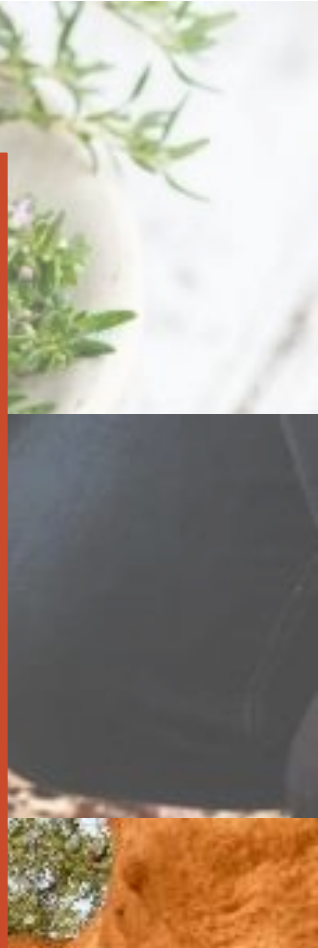
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Suru *Put the cork on it!*

We love surfing and we want plastic-free oceans. We want different materials when we are doing the things we love the most.

Sardinia, in the middle of Med Sea, is the cradle of the best cork around and, having been used for 5000 years by Sea People, it is the perfect material. As we are creating the first 100% organic pad for surfboards, with a natural feel, made of compressed cork granulate and non-toxic binding, using a tailor-made technology developed by us.



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Team Giuseppe Uras, Claudio Fina

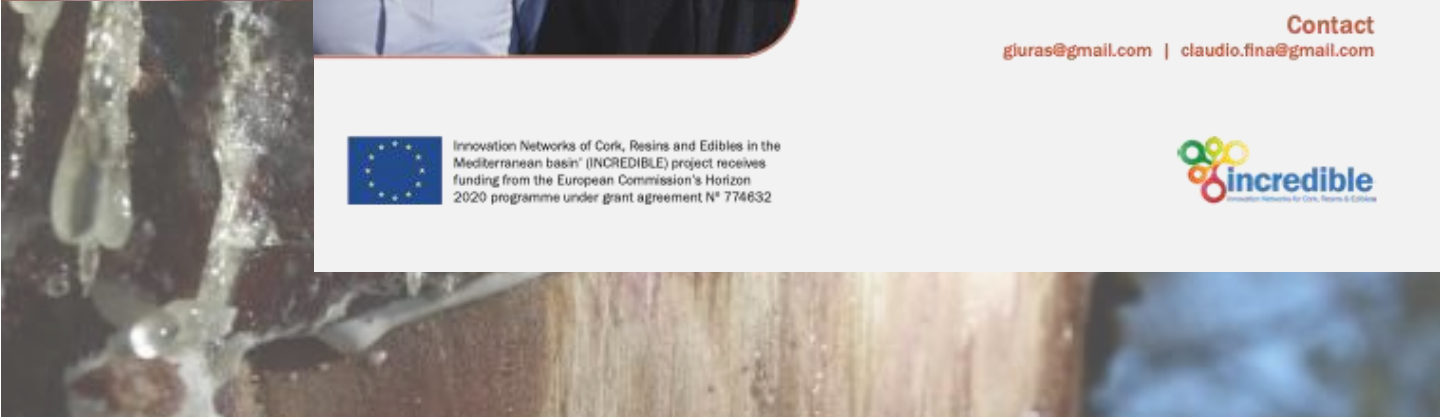
Surfers, cork lovers, concerned about environment. Claudio is a product designer who makes his own surfboards, Giuseppe is a project manager with a family background in the cork industry.

Country
Italy

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Nectariss

Novel Natural Flavors

It is time to move away from synthetic flavors. At Nectariss, we believe that every bite we take should be authentic, healthy and prepared with natural ingredients.

Through our products, your senses will travel to discover novel flavors of exotic origin. To bring out these flavors, we have developed the Nectariss Method™, a unique fermentation process based on ancestral traditions that will take you to an epicurean journey.



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Team

Richard Splivallo, Diana Hernández

We are Diana & Richard, two foodies on the quest of ultimate flavors. Diana brings in over ten years of in-depth experience as a food industry manager, and truffle expert Richard, through his many scientific publications, created the Nectariss Method™.

Country
Switzerland

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Bellota y raíz

Real acorn taste

Buying products from abroad with a high carbon footprint is just not sustainable for the planet, we believe that the Mediterranean forests have the solution. The main goal here is to give opportunity to Mediterranean forests by using their forgotten products, reducing the transportations and maintaining the real local flavor.

That's why we intend to increase production of this "low impact" food from the heart of our forests. A unique and surprising flavor that we found in our acorn products.

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Bellota y raíz

Team

Álvaro León López, Alejandro Jiménez Valdés

We are Alejandro and Álvaro, two town and countryside friends with different vision and same target. We love the nature, the Mediterranean lands and healthy and sustainable food, specially local and ancient.

Country
Spain

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RESIN

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RETUFO

Together we Tapp

The main weakness in Tunisian forest sector is the lack of knowledge and appreciation of the importance of resin tapping; moreover the knowledge of resin extraction is very limited or even non-existent with outdated published studies. The extraction of the resin from Pine is an unexploited commercial opportunity.

We offer resin-tapping method training services to people living in rural areas in order to give them income sources towards sustainable resin extraction and giving value to the natural Tunisian forests.

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Team
Mokhtar Baraket

I work at INRGREF as an assistant researcher dealing with climate change and tunisian forest supply chains.

Country
Tunisia

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2. Acceleration Service

The five winners were invited to attend the INCREDIBLE business acceleration programme, designed by our partner ETIFOR along with an international team of leading forestry, business and NWFPS experts. This 10-day intensive training course, held at the Agripolis Campus (Padova, Italy) was funded by the project. Participants had the opportunity to boost their ideas thanks to seminars, support from mentors and experts for coaching, and targeted workshops.



10 

Days

9 

Participants

4 

Countries

3 

Companies visited:

- Rigoni di Asiago
- Apicoltura Summano
- Apicoltura di Canton Alberto

76 

Hours

5 

Business Ideas

27 

Speakers

Conclusions

During the AS, thanks to a heterogeneous panel of lecturers and mentors, ranging from academia to real entrepreneurs coming from all over Europe, the participants had the chance to challenge themselves and rethink about their projects. The human interactions and the positive attitude of all the teams were fundamental to create an active and dynamic environment, essential to learn and test themselves in a stimulus zone. The skills learned and the networks activated will be crucial to further develop these projects. Overall, the AS managed to facilitate cross-sectorial fertilization and boost innovative ideas in the NWFPS sector, which will contribute to improve the knowledge exchange at European level, one of the key goals of INCREDIBLE.

Coordinator



Partners



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