



Open innovation and entrepreneurship in NWFPs businesses: lesson learnt from INCREDIBLE project

Incredible Open Innovation Challenge and Acceleration Service

INCREDIBLE Final Conference – 15/16 April 2021

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774632

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Summary

- What is Open Innovation?
- INCREDIBLE Open Innovation Challenge - OIC
- Acceleration model
- INCREDIBLE Acceleration Service - AS
- OIC Winners – AS participants
- AS Outcomes



What is Open Innovation?

Open Innovation is an **approach** to innovation that relies on the idea that it's more difficult for an organization to gain the required knowledge to **innovate by its own** than from **scouting it from outside the organization**

Open Innovation at present

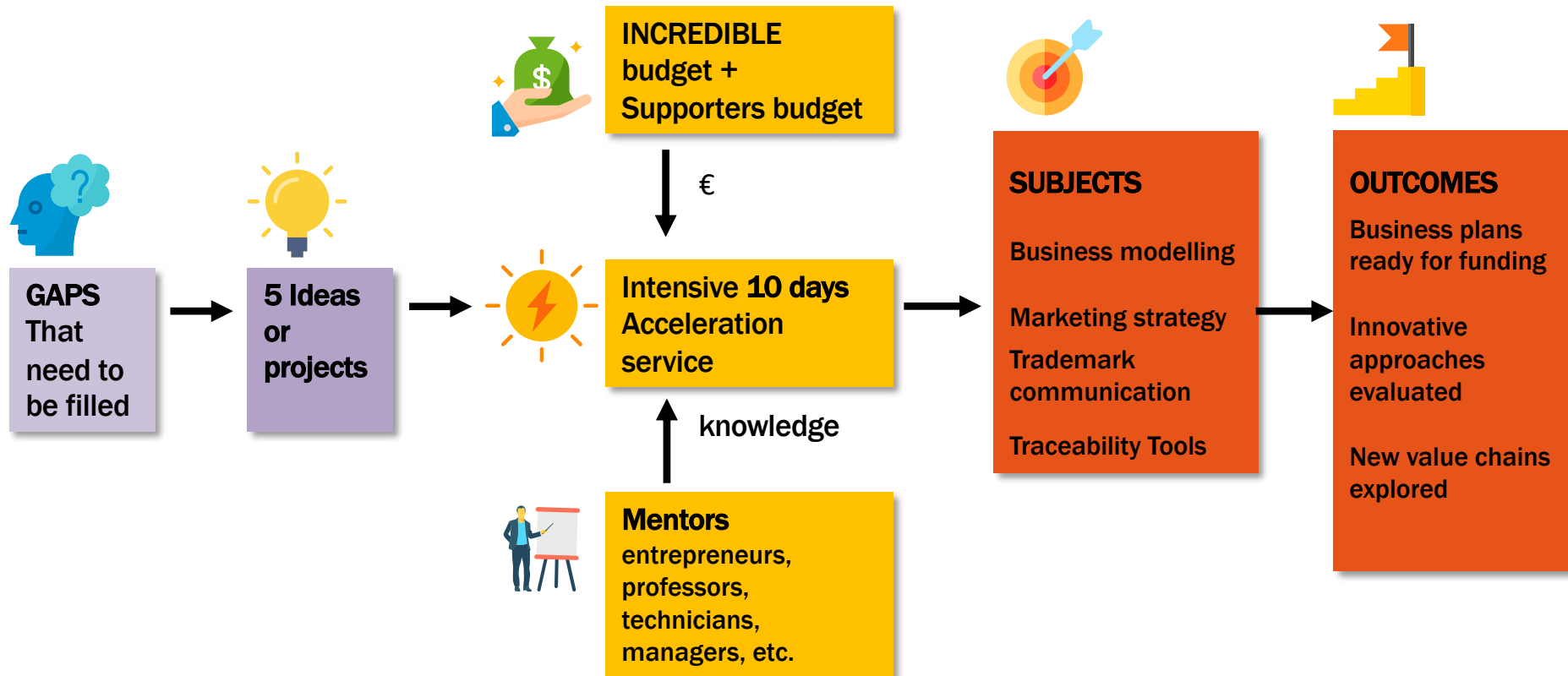
- The web constitutes the most versatile and appropriate “environment” in which to share and promote an **open innovation strategy**, where companies/projects can find ideas or other actors for partnership and alliance.
- In order to scout out the best innovative solutions **for solving specific challenges**, project/companies can implement innovation challenges among innovators (single-handedly or in partnership with other interested actors)

The incredible Open Innovation Challenge

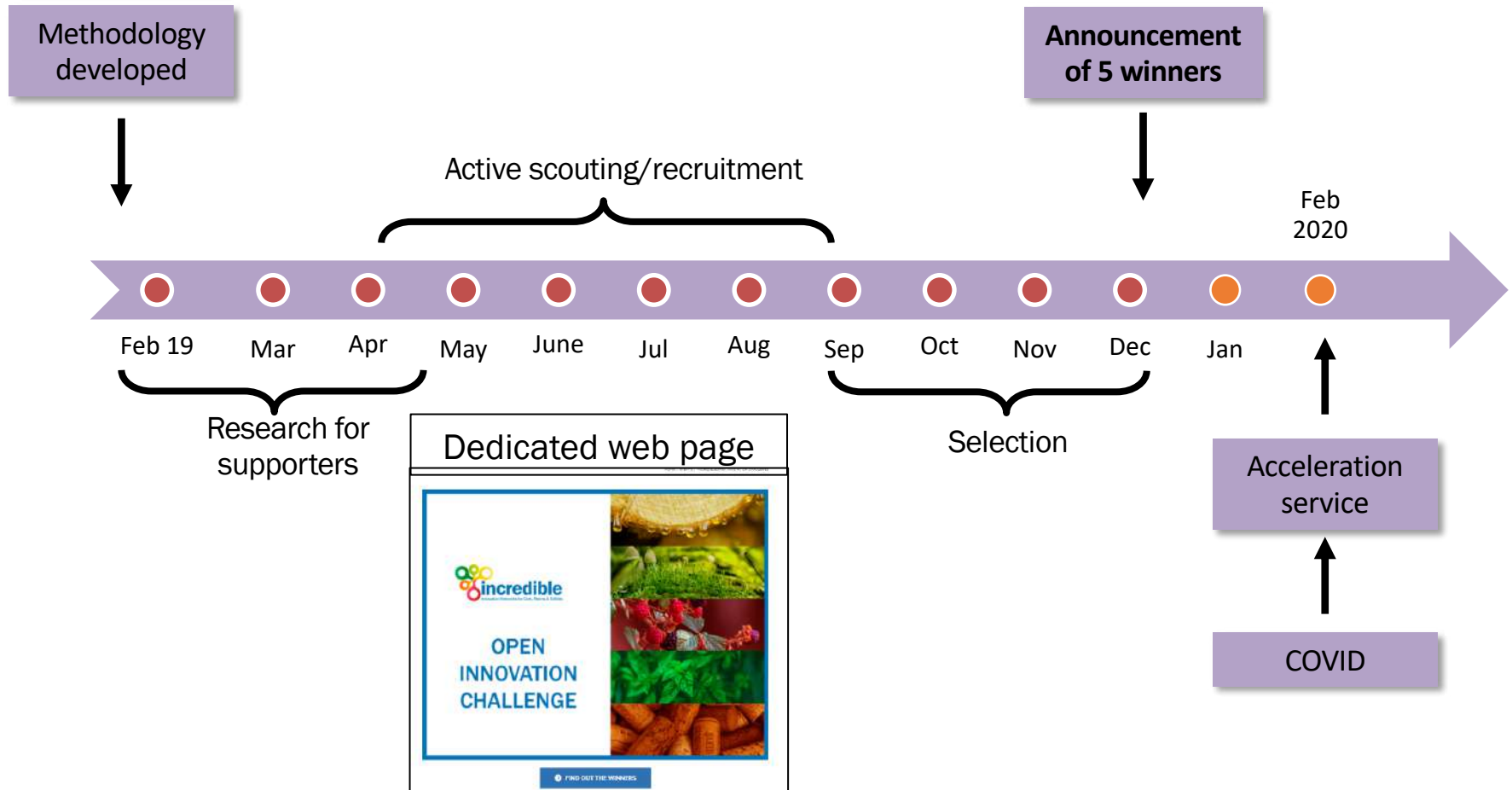
- The OIC aimed to collect the **best innovative solutions** and ideas that can solve the challenges of the five iNets
- **It was open to everyone** (i.e. no age limit, provenance or position along the value chain restrictions)
- The winners of the OIC
Awarded a **free participation** to the INCREDIBLE Acceleration Service.



The Acceleration Service model



Acceleration Service Timeline



OLC application received

- **More than 200 potential applicants** contacted (active recruitment by Incredible consortium)
- **31 applications received** (*Registration form + idea abstract*)
 - *From 16 different countries: Egypt, France, Hungary, Italy, Morocco, Portugal, Romania, Spain, Sudan, Switzerland, Tanzania, Tunisia, Turkey, Ukraine, United Kingdom, United States of America*

First selection

- **17 complete applications** (*Registration form + idea abstract CVs + business canvas + Power Point to present their ideas*)
 - 5 → *aromatics and medicinal plants iNet*
 - 2 → *cork iNet*
 - 5 → *mushroom and truffles iNet*
 - 2 → *resin iNet*
 - 3 → *nuts and berries iNet*

Evaluation process

Topics considered in the evaluation:

- *Coherence with the knowledge gaps*
- *Innovativeness of the idea*
- *Potential impacts of the idea*
- *CV of applicant*

Evaluation process at operative level:

- *Final Evaluation during Incredible General Assembly*
- *in Barcelona (October 2019)*
- *Evaluation of the applicants per single iNet*
- *Final decision taken by iNet leaders + Advisory Board*



OLC Winners – AS participants

iNet	Name of winner idea/project	Name of AS participants	Country
iNet A&M	AROEN	Jesus Fernandez Moya	Spain
		Nur Algeet	
iNet Cork	SURU	Giuseppe Uras	Italy
		Claudio Fina	
iNet M&T	NECTARISS	Richard Splivallo	Switzerland
		Diana Hernandez	
iNet Resin	RETUFO	Mokhtar Baraket	Tunisia
iNet Wn&B	BELLOTA Y RAIZ	Alvaro Leon	Spain
		Alejandro Jimenez	

OLC Winners – AS participants



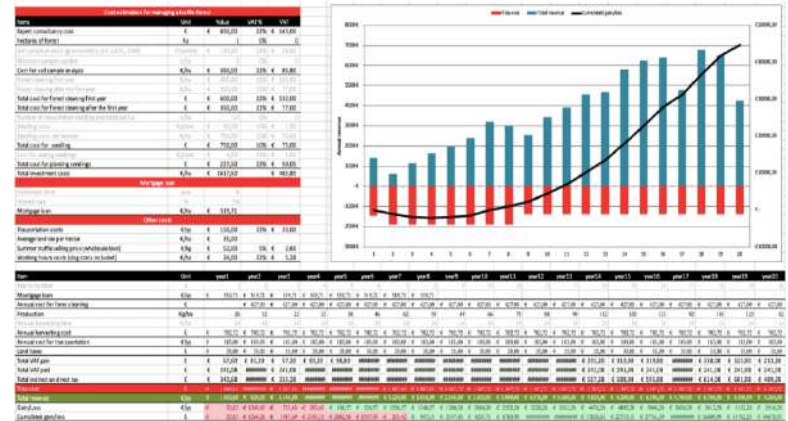
AS program

17th to 28th of February 2020 in

- Padova and
- Barcelona

Main themes of AS:

- **Business plan and entrepreneurship skills development**
- **Marketing and communication strategy**
- **Field trips to meet real NWFPs businesses**

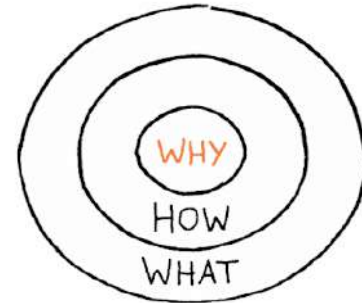


The Golden Circle

WHAT
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



FIELD TRIP - RIGONI DI ASIAGO



FIELD TRIP - APICOLTURA CANTON ALBERTO



FIELD TRIP - APICOLTURA SUMMANO

Some outcomes

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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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incredible

AROMATIC & MEDICINAL
PLANTS

Aroen

Esencias silvestres de Madrid

There are hidden essences in our forgotten “Madrid-lenean” 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

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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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 taylor-made technology developed by us.

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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

Contact

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WILD MUSHROOMS &
TRUFFLES

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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RETUFO

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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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

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

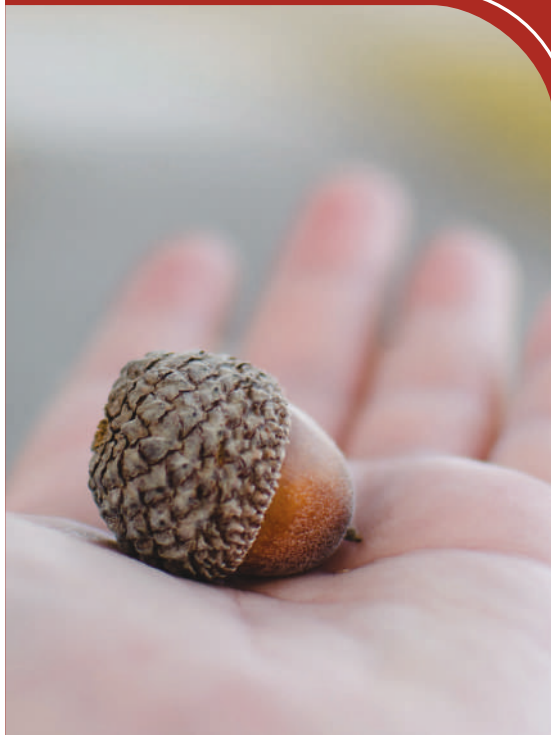
Contact

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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.

**Stay tuned for more info from AS
winners...**

Thanks for your attention!

Contacts:

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Coordinator



Partners



Forestas
Agente forestal regional pro s'biologu de su territòriu e de s'ambiente de sa Sardegna
Agente forestale regionale per lo sviluppo del territorio e dell'ambiente della Sardegna
SardegnaForeste



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