Knowledge and Innovation Transfer through Technology Transfer Offices (TTOs):

Enhancement of cooperation & collaboration among academic/research organizations and private profit/non-profit sector to strengthen socio-economic development efforts.

LOCATION: CIHEAM BARI (DOCUMENTATION CENTRE)
21-23 SEPTEMBER 2021

DAMIANO PETRUZZELLA
YOUTH ENTREPREUNERSHIP & OPEN INNOVATION
CIHEAM AGENDA 2025

OUR MISSIONS

PROTECT THE PLANET

- Combatting
  - Triple Waste
  1. Knowledge & Know-How
  2. Natural Resources & Energy
  3. Food Chain

FOOD SECURITY AND NUTRITION

- Boosting
  - Sustainable Agriculture and Food
  4. Mediterranean Diet
  5. Agro-Ecology
  6. Food Safety & Quality
  7. Access to Food

INCLUSIVE DEVELOPMENT

- Investing
  - In New Generations and Fragile Territories
  8. Youth employability & employment
  9. Rural Development
  10. Gender Equality & Vulnerable Groups Inclusion
  11. Agro-Smart Business

CRISSES AND RESILIENCE

- Preventing
  - Risk and Managing Tensions
  12. Mobilities & Migrations
  13. Climate Change
  14. Animal & Plant Health
  15. Agricultural Markets

OUR TOOLS

- Education and Training
- Research and Innovation
- Networks and Open Knowledge Platforms
- Projects and Technical Assistance
- Policy Dialogue and Partnerships

OUR APPROACHES

- Holistic vision of Development
- Multilateral Approach
- Bottom-Up Collaboration
- Problem Solving Oriented Projects
### Our Starting Point

The Global Entrepreneurship Index ranking of MED countries (GEI 2019).

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank 2017</th>
<th>Rank 2018</th>
<th>Rank 2019</th>
</tr>
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<tbody>
<tr>
<td>Albania</td>
<td>80</td>
<td>83</td>
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<tr>
<td>Algeria</td>
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<tr>
<td>Egypt</td>
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<tr>
<td>Greece</td>
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<tr>
<td>Jordan</td>
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<td>Spain</td>
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<td>34</td>
<td>31</td>
</tr>
<tr>
<td>Tunisia</td>
<td>42</td>
<td>40</td>
<td>53</td>
</tr>
<tr>
<td>Turkey</td>
<td>36</td>
<td>37</td>
<td>44</td>
</tr>
</tbody>
</table>

Performance of MED countries in the area of innovation over the years (GII, 2018).

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank 2011</th>
<th>Rank 2017</th>
<th>Rank 2018</th>
</tr>
</thead>
<tbody>
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<tr>
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<td>&gt; 127</td>
<td>&gt; 126</td>
</tr>
<tr>
<td>Italy</td>
<td>-</td>
<td>29</td>
<td>31</td>
</tr>
</tbody>
</table>

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2 The GEI is an annual index that measures the health of the entrepreneurial ecosystems in each of 137 countries. It then ranks the performance of these against each other. This provides a picture of how each country performs in both the domestic and international context.

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**More Innovation, More Competitiveness, More Employment**
in 2050, the countries of the African shore should count a number of under 25s higher than that of the other two joint banks: according to the forecast scenario, **111 million young people** under the age of 25 will live in the countries of the African shore against 50 millions of those on the Asian side and 42 million on the European side. More than 50% of the "Mediterranean youth" will be concentrated in just five countries: Morocco, Algeria, Tunisia, Libya and Egypt (2019, United Nation)
YOUTH ENTREPRENEURSHIP & INNOVATION
KNOWLEDGE UNIT "youth entrepreneurship & Innovation"

MEDAB: Mediterranean incubator

MEDITERRANEAN INNOVATION HUB
Università di Bari, Almacube-Unibo, Legacoop, Confindustria e Confcooperative

International Master «OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN REGION»

MEDITERRANEAN INNOVATION PARTNERSHIP - MIP

2015

2016

2019

2020

2021…
OUR APPROACH?

BUILD ECOSYSTEMS

Join us in building up the Mediterranean Innovation Ecosystem
MIP - MEDITERRANEAN INNOVATION PARTNERSHIP
Albania, Algeria, Egitto, Giordania, Libano, Marocco, Palestina, Tunisia and two international organization ICARDA ed EMUNI.
Coordinator: CIHEAM Bari

MEDITERRANEAN INNOVATION HUB
The Mediterranean Innovation Hub is a public-private international centre of excellence for innovation and creation of new businesses. It combines training, internationalization and open innovation. It involves young people, startups and innovative businesses to join skills and activities and create new development and employment opportunities.
OBJECTIVES

Support innovation process

1. Strengthen the skills of young people by fostering the enterprise and self-entrepreneurial culture
2. Creation and strengthening of ISO - Innovation support organization
3. Innovating businesses through young people
4. Develop a Mediterranean ecosystem for innovation and business creation
5. Promote processes of innovation and social inclusion in urban-rural systems
TOOLS

Start Up Program

Open Innovation Program / Design Thinking Lab

Networking

TRAINING

Design partecipativo & Matching
- Living lab, community of practice, service design
- hackathon, brokeraggio, investor day, workcaffè
1. Strengthen the skills of young people by fostering the enterprise and self-entrepreneurial culture.

**MASTER’S PROGRAMMES & SHORT COURSES**

**BETTER SKILLS**

- **Better skills**
  - **1st Level MASTER:** Open Innovation & Young Entrepreneurs
  - **Higher education courses:**
    - Innovation broker
    - Innovation coach
    - TTO manager
    - Cooperation between research and businesses
  - **Job opportunities in innovative businesses**
  - **Creation of startups**
BETTER SKILLS

1° LEVEL MASTER
OPEN INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRIFOOD SECTOR

- **Face-to-face lectures**
  - **MODULE 1:** Startup & Business management
  - **MODULE 2:** Agrifood innovation
  - **MODULE 3:** Social Innovation in agribusiness & community
  - **MODULE 4:** Marketing & communication

- **Project work**
  - Creation of startups following the LeanStartup methodology
  - Open Innovation Processes through businesses (Design Thinking)

- **Internship in the company**
- **Final evaluation**
The Master "Open innovation and youth entrepreneurship in the mediterranean agrifood sector" will start on 15 December 2021 and will end in June 2022. The total duration is 1500 hours or 60 ECTS credits. Deadline 15 September
OPEN INNOVATION PROGRAMME

COLLABORATION BETWEEN RESEARCH AND BUSINESSES

Through the programmes of Open Innovation, innovative businesses, university and businesses collaborate in the frame of a new learning model.

This new innovation culture is based on matching enthusiasm and external ideas coming from young people and researchers with the needs and criticalities of businesses.
OPEN INNOVATION PROGRAMME

COLLABORATION BETWEEN RESEARCH AND BUSINESSES

Business challenges

Internal ideas
Businesses

External ideas
(young people, startups, innovators)

Development laboratory

Inspiration

Conception

Development

Innovative solution for businesses and the market
CREATION AND ENHANCEMENT OF ISO: CAPACITY BUILDING, CO-DESIGN OF SPACES AND SERVICES FOR THE TRANSFER OF KNOWLEDGE, COOPERATION BETWEEN RESEARCH AND BUSINESS, BUSINESS DEVELOPMENT (TTO, incubator, accelerator, etc.)

CONSTRUCTION OF THE MEDITERRANEAN ECOSYSTEM ON INNOVATION AND YOUTH ENTREPRENEURSHIP IN THE AGRIFOOD SECTOR (MIP- MEDITERRANEAN INNOVATION PARTNERSHIP IN AGRIFOOD)

DEVELOPMENT OF A MEDITERRANEAN OBSERVATORY ON YOUTH ENTREPRENEURSHIP: MIP REPORT & SURVEY (third edition working in progress, 300 ISOs involved in 10 countries)
DEVELOPMENT OF A NEW MODEL OF RURAL ENTERPRISES ORIENTED TO SOCIAL INNOVATION

CREATION OF A BOTTOM RESEARCH LABORATORY ON SOCIAL INNOVATION IN THE RURAL AREA

CREATION OF A TOOL FOR ASSESSING THE LEVEL OF SOCIAL INNOVATION IN THE ORGANIZATIONS OF THE SUPPLY CHAIN

CROSS INNOVATION LABORATORY

PROMOTE CHANGE PROCESSES OF INNOVATION ACTORS THROUGH FACILITATION ACTIONS AND PARTICIPATIVE APPROACHES (LIVING LAB, COMMUNITY OF PRACTICE, SERVICE DESIGN, ETC)
CREATION OF A LABORATORY FOR FOOD TRANSITION THROUGH THE MAPPING AND SYSTEMIC ENHANCEMENT OF INNOVATIVE EXPERIENCES FROM THE BOTTOM (FOODSHIFT - FAL BACK TO LAND - METROPOLITAN CITY OF BARI)

ACCELERATE EMERGING INNOVATIONS AND CITIZEN-DRIVEN, OF FORMAL AND NON-FORMAL ORGANIZATIONS, PARTICIPATIVE PROCESSES FROM THE BOTTOM FOR THE CO-DESIGN OF INTEGRATED AND INCLUSIVE FOOD LOCAL POLICIES: ES. URBAN FOOD POLICY BARI, MANIFESTO FOR THE FOOD TRANSITION IN THE METROPOLITAN CITY OF BARI
The objective is to encourage the development of an international ecosystem on innovation aimed at promoting relationships and collaboration among the major players of the socio-economic development of the Mediterranean and African area.
MEDITERRANEAN COMMUNITY OF INNOVATION
INTERNATIONAL NETWORK
NETFORWING TARGETED TO INNOVATION

Who we are
Partner
Objective
Areas of intervention
Seats

NATIONAL INNOVATION HUB
INTERNATIONAL MEETINGS
MANAGER TRAINING
WORKSHOPS, SEMINARS, HACKATHON, EVENTS
OBSERVATORY ON INNOVATION AND STARTUPS IN THE MEDITERRANEAN
N° PROJECTS IN PROGRESS: 13

N°2 EU
N°6 COOPERATION
N°1 NATIONAL
N°4 LOCAL
OVER THE LAST 5 YEARS WE HAVE WORKED WITH ...

- 65 START-UP
- 94 ENTREPRENEURIAL PROJECTS
- 231 YOUNG TRAINED AND NEW PROFESSIONAL PROFILES
- 45 COMPANIES
- 60 INNOVATIVE SUPPORT ORGANIZATION (business incubator, acceleratori, TTO, business center, ecc)
- 2 NETWORK
INNOVATIVE COMPANIES INVOLVED

Barilla
ANDRIANI
Timac Agro
ecornaturasi
LE FERRE
OLIO EXTRAVERGINE D’OLIVA
caffe Crème
O.P. TERRA DI BARI
planetek
italia
AVANZI POPolo
BuonoBio
social lab
traceverdi

SEMI DI VITA
THANKS

Damiano Petruzzella