

Advanced Specialised Course in

Innovation and Youth Entrepreneurship in the Mediterranean agri-food sector

16 September – 22 November, 2019

Program Course

MODULE A: Start-up & Business management 2 weeks: 16-27 September, 2019

DATES	BULLETS	LECTURERS
September 16 6h	<ul style="list-style-type: none"> Startup definitions, theoretical approaches Definition of entrepreneur, role in innovation processes. 	Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
September 17-18 10h	<ul style="list-style-type: none"> The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding. How to build innovation networks in different countries. 	Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
September 18 2h	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	<i>BLUGRAPE</i> Company from Confindustria
September 19-20 10h	<ul style="list-style-type: none"> Introduction to Design Thinking 	Francesco D'Onghia- <i>ALMACUBE</i>
September 20 2h	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	<i>PLANETEK</i> – Confindustria member Study visit
September 23-24 12h	<ul style="list-style-type: none"> From Business Model to a Business Plan 	Ugo Mendes Donelli- <i>Hugowiz</i>

September 25 6h	<ul style="list-style-type: none"> Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the startups) Agile methodologies: time and work management, people organization, people recruiting, people management, the importance of the team for a successful startup 	Luca Barboni- <i>247X Your Dedicated Growth Team</i>
September 26-27 12h	<ul style="list-style-type: none"> Lean Startup Methodology, Sprint Design e Learning from success 	Augusto Coppola- <i>Lventure LUISS EnLabs</i>
September 27 2h	<ul style="list-style-type: none"> Learning from success: best practices from successful startups 	ApuliaKundi- Confindustria member Study visit

MODULE B: AGROFOOD Innovation

1 week: 30 Sep - 4 Oct, 2019

September 30 6h	<ul style="list-style-type: none"> New trends in the agro-food sector: innovative products, processes, organization and marketing; How innovation contributes through circular economy to waste and environmental impact reduction Precision crop protection 	Barbara De Ruggieri- <i>EIT Food</i> Stefania Gualano- <i>CIHEAM BARI</i>
September 30	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	Francesca Bufano- <i>Oreogano</i> <i>Sysman</i> Companies from Confindustria
October 1 6h	<ul style="list-style-type: none"> Emerging technologies changing the way of doing business from “farm to fork” Smart agriculture Smart irrigation 	Vincenzo Verrastro- Smart Agriculture Knowledge Unit- <i>CIHEAM Bari</i> Nicola Lamaddalena- Daniela D’Agostino- Innovation for smart irrigation Knowledge unit- <i>CIHEAM BARI</i>
October 1	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	<i>Romanazzi/Tormaresca</i> Company from Confindustria
October 2 6h	<ul style="list-style-type: none"> Innovation in food processing 	Maria De Angelis- <i>Università di Bari</i>
October 2	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	<i>Valle Fiorita</i> Company from Confindustria
October 2	<ul style="list-style-type: none"> Learning from success: best practices from successful startups and innovative enterprise 	Antonio Gagliardi- <i>BluRhapsody</i>

October 3 6h	<ul style="list-style-type: none"> Techniques and methodologies to create innovative products and services, to improve product performance and to design new services (Inspiration for innovation in agro-food sector) 	Tommaso Romagno- <i>ReHardWareing</i>
October 4 6h	<ul style="list-style-type: none"> Knowledge transfer system, Big data and artificial intelligence for Agrifood Sector 	Alessandro Chessa- <i>Linkalab</i>
October 4 1h	<ul style="list-style-type: none"> Workshop alumni 	Noureddin Driouech- <i>CIHEAM Bari</i>

Module C: Social Innovation in agribusiness

1 week: 7-11 October 2019

October 7 6h	<ul style="list-style-type: none"> Theories and models of social innovation Methods of analysis for the identification of social problems and new challenges in rural areas; Public policies for social innovation 	Francesco Di Iacovo- <i>Università di Pisa</i> Company from Confindustria
September 8-9 12h	<ul style="list-style-type: none"> Designing social innovation in agrifood sector: how to build the triple bottom line. Impact life cycle. Measuring and evaluating impacts for a sustainable entrepreneurship model. Open Impact Lab. 	Luigi Corvo Marco Biazzo Gabriele Masci <i>Università Tor vergata-Roma</i>
October 10 4h	<ul style="list-style-type: none"> Focus on the Income Generating Activities (IGA) for sustaining the entrepreneurial projects in a medium and long term perspective. 	Lavinia Pastore Arianna Manti <i>Università Tor vergata-Roma</i>
October 10 2h	<ul style="list-style-type: none"> <i>Workshop on gender sensitive entrepreneurship in developing countries</i> 	<i>AIDOS</i>
October 11 6h	<ul style="list-style-type: none"> Working with people and local communities: leadership, group management, Corporate Sustainability, community engagement and management; Learning from success: Meeting with social enterprises, community cooperatives and other organizations 	Live Experience: Roberto Covolo- <i>Ex Fadda</i> Roberto Paladini- <i>Cooperativa comunità Melpignano</i>

Module D: Start-up creation and Open Innovation in agro-food sector (Project work 6 weeks) 14 Oct.-22 Nov. 2019

- a) *How to create innovative product/service starting from companies needs using Design Thinking approach (4 weeks):
14 Oct.- 08 Nov. 2019.
In collaboration with Confindustria and Almacube*

October 14-15 12h	<ul style="list-style-type: none"> • Intro al Design Thinking • Presentation of the innovative enterprises • Team creation and challenge assignment 	Francesco D'Onghia- <i>ALMACUBE</i>
October 16-17-18	<i>TEAM WORK</i>	Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
October 21-22 12h	<ul style="list-style-type: none"> • Project work week 1 - Workshop Discovery phase 	Francesco D'Onghia- <i>ALMACUBE</i>
October 23-24-25	<i>TEAM WORK</i>	Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
October 28-29 12h	<ul style="list-style-type: none"> • Project work week 3 - Workshop Development phase 	Francesco D'Onghia- <i>ALMACUBE</i>
October 30-31	<i>TEAM WORK</i>	Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
November 4-5 12h	<ul style="list-style-type: none"> • Project work week 4 - Workshop Refinement and Pitching 	Francesco D'Onghia- <i>ALMACUBE</i>
November 6-7	<i>TEAM WORK</i>	Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
November 8	Final Presentation of pitch	Francesco D'Onghia- <i>ALMACUBE</i> - <i>Confindustria</i> <i>Start up and innovative enterprises</i>

Learning outcomes :

Evaluation procedure: Pitch presentation

b) How to create your Start-up (2 weeks): 11 Nov. - 22 Nov. 2019
In collaboration with Lventure- LUISS EnLabs

November 11-12-13 18h	<ul style="list-style-type: none"> Application of a complete process of Lean Startup approach to validate the business idea (from Job to Be Done to Value Proposition through Customer Discovery and Customer Validation) 	<i>Lventure- LUISS EnLabs</i>
November 14-15 12h	<i>TEAM WORK</i>	Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
November 18-19 12h	<ul style="list-style-type: none"> Develop a brand identity for the new product/service 	Flavia Rubino- <i>The Talking Village</i>
November 20-21 12h	<i>TEAM WORK</i>	<i>LUISS EnLabs</i> Coach Donato Macario- <i>CIHEAM BARI</i> Giordano Dichter- <i>H&D Partners</i>
November 22 6h	<ul style="list-style-type: none"> Pitch presentation of the innovative entrepreneurial project. 	Giuseppe Tomei- <i>LUISS EnLabs</i> <i>Confidustria</i> <i>Start up and innovative enterprises</i>

Learning outcomes :

Evaluation procedure: Pitch presentation