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ECOSTAR e Green4C: l'esperienza di due progetti Erasmus+ KA

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Organizzazione

I contenuti

- Il progetto ECOSTAR
- Il progetto Green4C

Il metodo di lavoro

- Gli elementi di forza
- Gli elementi di debolezza

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ECOSTAR

NATURAL TALENTS

**Promoting
entrepreneurship
and innovation
for biodiversity-based
business**

PROMOTED BY:



IN PARTNERSHIP WITH:



Co-funded by the
Erasmus+ Programme
of the European Union



Main topics



NATURAL CAPITAL ACCOUNTING

Understanding business models that account for and improve their Natural Capital as a competitive market strategy.



WILD FOREST PRODUCTS MARKETING

Improving marketing of Wild Forest Products to increase the value of forests and their services.



FOREST AND CARBON CERTIFICATION

Marketing and labelling forest products and climate services through independent responsible certification systems.



ECOTOURISM

Investing in natural ecosystems to improve and market their landscape beauty, cultural values and recreational services.



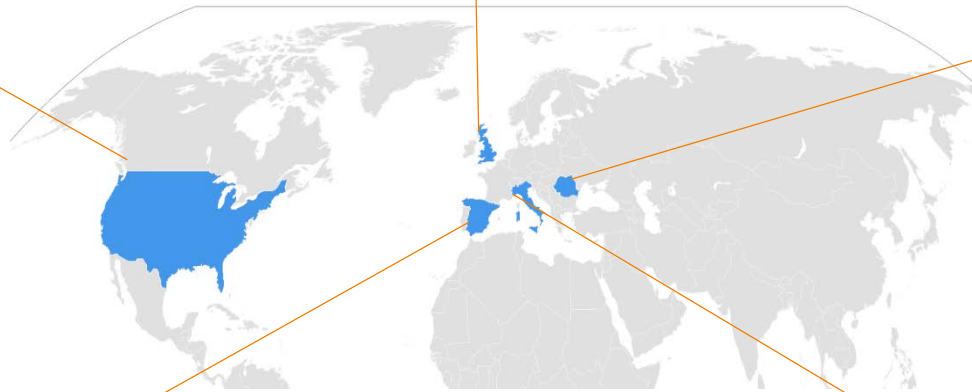
The partners

**Manchester University, School
of Social Sciences**

&

**CASCADE Environment and
Planning (Ricardo Group)**

**Forest Trends
Association,
Ecosystem
Marketplace**



**University of
Brasov, Dep.
of Silviculture
and forest
management
&
Forest
Design**

**ETSII Montes (UPM),
Department of
Engineering and
Environmental
Management
&
NepCon**

**University of Padova,
Dep. of Land
Environment
Agriculture and
Forestry
&
ETIFOR**



How does it work?

1

JOIN

Join a wide network of innovators, linking biodiversity science to the business world



2

LEARN

Apply for innovative training courses to deepen your knowledge about how to value ecosystem services



3

GROW

Get advice from our experts and compete to create successful teams: start-up and accelerate your business ideas



1. Join

Create connections among research institutes and businesses, and find out more about Marketing and Economics of Ecosystem Services and Biodiversity (MEEB).

- companies willing to invest and investigate
- researchers and universities searching for business partners
- students with innovative ideas wanting to become entrepreneurs

www.ecostarhub.com/join



The network

Entrepreneur

Are you a student or a researcher with innovative ideas? Do you want to improve your business idea and create your own start up? We offer you:

- ♦ Specialized training
- ♦ Business & Scientific Mentorship
- ♦ Enhancing investor relations
- ♦ Networking and collaboration with other entrepreneurs

Scientific Mentor

Do you represent a Higher Education Institution wishing to strengthen employability, creativity and new professional paths for young researchers and professionals? We offer you:

- ♦ List of businesses for students' internships
- ♦ Networking and collaboration with innovation-oriented businesses
- ♦ Grant updates for market-oriented research projects
- ♦ New ideas for business-research projects
- ♦ Updates in the field of MEEB

Business Mentor

Are you a company wanting to empower your market competition by creating added value out of a university-business relationship? Do you want to recruit motivated and highly specialized young researchers and students? We offer you:

- ♦ List of trained professionals for internship
- ♦ Innovative new lines of business development
- ♦ Networking and collaboration with universities and research institutions
- ♦ Updates in the field of MEEB
- ♦ Enhancing visibility
- ♦ Discounts in expert training

Investor

Are you an investor looking for business development opportunities? We offer you:

- ♦ Fresh and innovative business plans to invest in
- ♦ Enhancing visibility
- ♦ Networking/Collaboration with universities and businesses in your field of interest



EUROPEAN ES MARKET OUTLOOKs

: BIODIVERSITY MITIGATION

- Species and habitats compensation and offsets



VOLUNTARY AND FOREST CARBON MARKETS

- Voluntary carbon offsets
- Forest carbon offsets

WATERSHED INVESTMENTS

- Payments for watershed services
- Public subsidies for watershed protection
- Water quality offsets



2. Learn

ECOSTAR provides training and support for young scientists and students to improve entrepreneurship and innovation skills tailored to the marketing and economics of ecosystems and biodiversity.

We offer an e-learning introductory course, specialized e-modules and then 4 thematic face-to-face schools (UK, IT, ES, RO).



Ecosystem services innovation and entrepreneurship

The e-learning introductory course is totally carried out on the e-learning platform Moodle and it's organized into 5 main modules after which participants can examine, in-depth, two selected topics from the 8 that are proposed,

Entrepreneurship
e-learning

8 specialized e-
modules on
business models

4 thematic face-
to-face schools
(UK, RO, IT, SP)



3. Grow

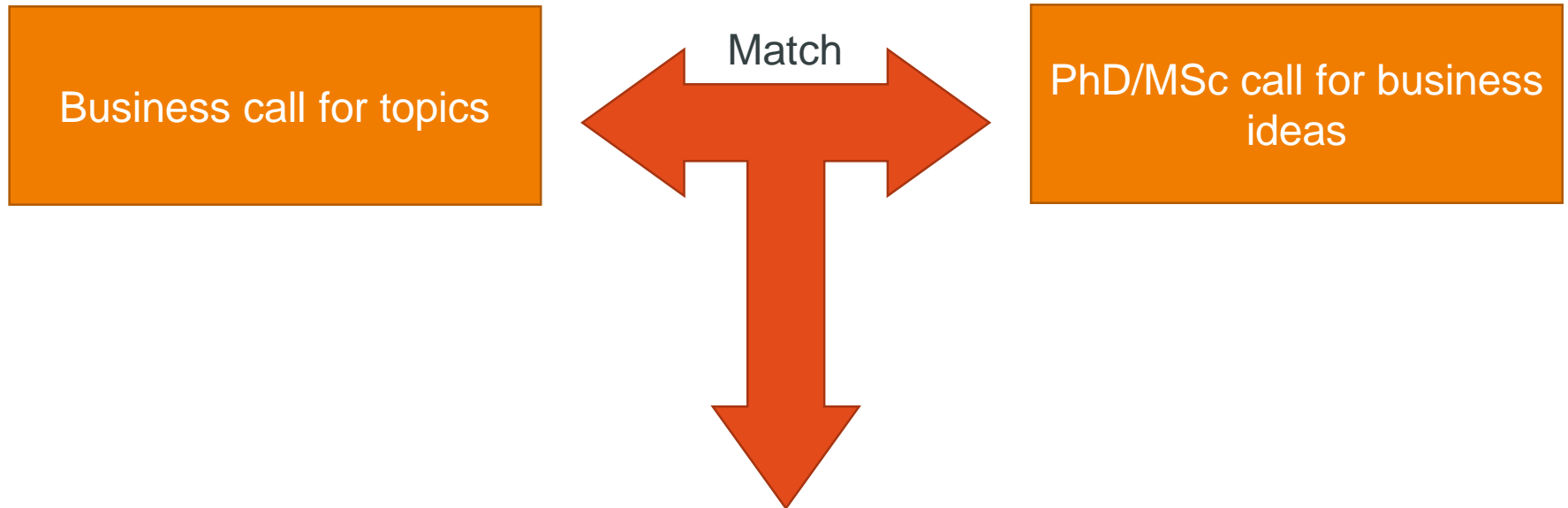
ECOSTAR helps young entrepreneurs accelerate their business and launch new initiatives. Develop your innovative Business Plan in one of the four thematic areas, and apply for the ECOSTAR Business Plan Award!

Win the competition, enjoy the mobility grants, receive 1-to-1 mentorship assistance, and find funding opportunities for your start-up!

www.ecostarhub.com/grow



Grow – The Acceleration Programme



- a business plan award – 12 selected
 - mobility grants
 - 1-to-1 mentorship assistance
 - investments



Work Plan

N°	Working Package	Lead
WP1	Coordination and management	TESAF
WP2	Quality and monitoring plan	CASCADE
WP3	Research and assessment of needs	ETIFOR/TESAF
WP4	Development of curricula and training material	TESAF
WP5	Trainings and business plan award	UPM
WP6	ECOSTAR research-enterprise alliance and fundraising	NEPCON
WP7	Communication and dissemination	ETIFOR
WP8	Project management and quality evaluation	University of Manchester

Il progetto Green4C

Finalità (analoghe a quelle di ECOSTAR):

The project aims at increasing Europe's innovation capacity among universities and businesses by promoting **green and natural approaches to health and social care.**



Created by  **ETIFOR** valuing nature for Green4Care

Partners

5+1 paesi

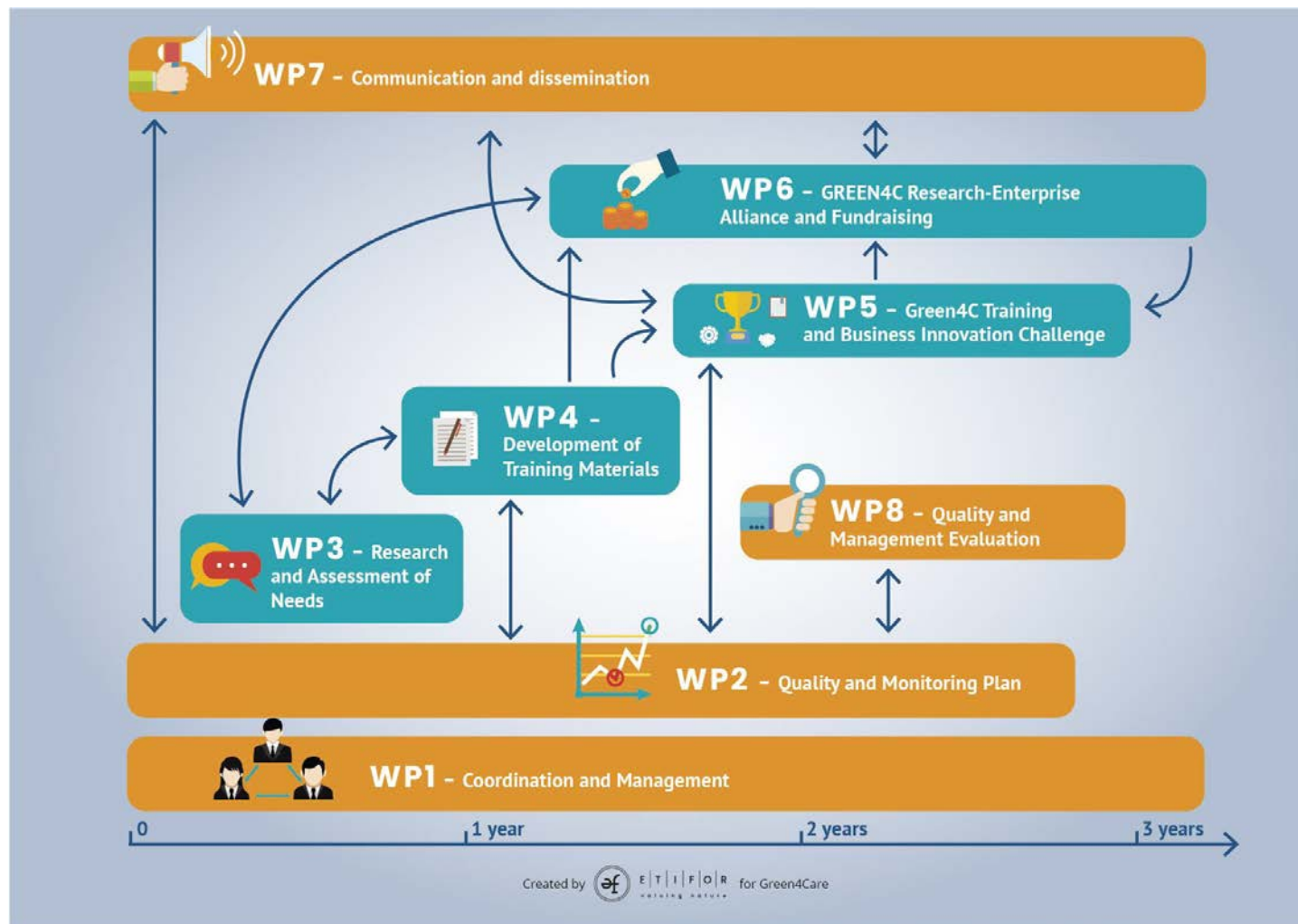
Italia, Romania, Olanda, Irlanda, Austria + Canada

- University of Padova
- ETIFOR
- Austrian Research and Training Centre for Forests
- European Forest Institute .
- Meath Partnership
- University College Dublin
- Elevate
- The Center for Behavioral Sciences and Mental Health
- Forest Design
- Transilvania University of Brasov

Attività

- facilitating the exchange, flow and co-creation of knowledge among universities and business coming from **two key sectors** that often fail to cooperate: the **social- health and environmental sectors**.
- promoting a new, innovative and **multidisciplinary global blended training course** to embed health and social challenges into Agriculture, Forestry, Urban Planning and Environmental universities.
- stimulating an entrepreneurial skills and attitude among students, researchers and young entrepreneurs to provide the public and private sectors with **innovative and cost-effective solutions to health and social care** by using natural resources.

Struttura del progetto



Outcomes

- Un *network* stabile di organizzazioni (mobilità)
- Un MOOC
 - *business innovation challenge*
 - partecipazione ad un corso in Italia (15 ECTS)
- 5 *hackathons*

Organizzazione

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- Il progetto Green4C

Il metodo di lavoro

- Gli elementi di forza
 - **progetto**
 - **organizzazione**
- Gli elementi di debolezza

Gli elementi di forza

Il progetto

- Una struttura del progetto semplice e chiaro
- Una finalità del progetto coerente ma anche innovativo rispetto alla politiche della CE di *job creation* tramite il coinvolgimento di HEI
- Un legame forte con il mondo delle imprese: chiari e visibili impatti
- Sostenibilità
- *Partners* affidabili
- Buona strategia (e pratica) di comunicazione

Gli elementi di forza

L'organizzazione

- Un *project manager* competente e dedicato
- Il rapporto con lo spin-off ETIFOR
- Un buon supporto dall'Ufficio internazionalizzazione del Dipartimento (e persone con buona conoscenza dell'inglese e delle regole amministrative)
- Un ottimo rapporto con l'*officer* della EACEA
- Un WP finalizzato all'Assicurazione di Qualità

Gli elementi di debolezza/problemi incontrati

Il progetto:

- Attività di formazione troppo disperse (alti costi organizzativi)
- Mancata considerazione dei diritti di proprietà sugli *outcomes* del progetto (imitazione e copiatura)

L'organizzazione

- Un *partner* che ha «scaricato» su un giovane collaboratore (inadeguato) le responsabilità del progetto
- Sottovalutazione dei problemi della logistica del progetto (per le responsabilità di Padova)

