

# 3<sup>rd</sup> MEDITERRANEAN INNOVATION AGRIFOOD WEEK

The future is young: Changing mindset to deal with change

22-24 November 2023  
CIHEAM BARI

What are the main obstacles Mediterranean youth will face in leading food system change?

To answer this question, we need to explore the main challenges that young people will face together with key actors in local communities.

Food transition, green and digital transition, climate change, business change, and modernization of production processes are the main challenges that Mediterranean youth will face. In the near future, technical and entrepreneurial skills will be needed, but also skills to give production processes a 'green' footprint and combine social, economic, and environmental progress. All of this will be possible if in addition to skills there is a change in the mindset of young people to lead a change that could ensure social and economic stability in the Mediterranean, reduce inequalities and foster resilience, especially in agricultural and rural areas.

What models and tools should we put in place to accompany the growth of skills and change the mindset of our youth?

What answers to an exponential growth of youth in the Mediterranean to build local development that contributes to the climate challenge and sustainability goals of the 2030 Agenda?

4 meetings on the main drivers of change, whose outcomes will contribute to the international conference. The final discussion will be addressed by key institutional players in the Mediterranean: international organizations leading change in the Mediterranean, industry experts, companies and delegations from Albania, Algeria, Bosnia and Herzegovina, Egypt, Ethiopia, Jordan, Greece, Kenya, Lebanon, Palestine, Uganda, Tunisia, and representatives from the countries of the MIP - Mediterranean Innovation Partnership.

# OPENING SESSION

22 NOVEMBER  
Innovation Hub  
10:00 – 11:00

Introducing:

**Damiano Petruzzella** - *Scientific Administrator KU Youth Entrepreneurship & Innovation Ecosystem, CIHEAM Bari*

Welcome Speech:

- **Maurizio Raeli** - *Director CIHEAM Bari*
- **Donato Pentassuglia** – *Councillor for Agriculture, Apulia Region*
- **Gianluca Nardone** – *Director of Department of Agriculture, Rural and Environmental Development, Apulia Region*
- **Tsichritzis Panagiotis** - *President of Aetoloakarnania Chamber*
- **Tina Ranieri** – *Project Officer, Interreg V-A Greece-Italy Programme 2014-2020*

## Inauguration of the Mediterranean Agrifood Innovation Hub

## PANEL 1

# CREATIVE ENTREPRENEURSHIP 4 MEDITERRANEAN RURAL RESILIENCE

The return of young people to the land calls for reflection on the future of our rural areas and on the changes needed to enhance their traditions and protect their biodiversity. We will talk about the resilience of the new generations and how a creative vision of entrepreneurship can be the key to supporting the development and sustainability of rural areas in the Mediterranean.

22 NOVEMBER  
Innovation Hub

11:00 - 11:30

KEYNOTE by **MARIA FRANCESCA SERRA** - Agricultural Entrepreneur of Az. Bio Serra, Leader Coldiretti Donne

11:30 - 13:00

DISCUSSION PANEL:

Introduction and Moderation by **Gianvito Fanelli** - Designer, food writer, founder of Vita lenta

- **Letizia Cuonzo**, Organic Oil Entrepreneur - Cuonzo Farm
- **Miriam Del Re**, young producer of km0 eggs - Colle di Seta
- **Vincenzo Cantatore**, Marketing and rural tourism - Macaranga
- **Luigi Pio Giordano**, 4.0 and Gargano breeder
- **Donato Mercadante**, Wool tactile glasses - Masseria La Calcara
- **Rita Tamborrino**, Social farm - Masseria Poggio Reale

INTERACTIVE ACTIONS with “Innovation Ecosystem Players”

13:00 - 13:15

CONCLUSIONS by **PATRIZIA PUGLIESE** - CIHEAM Bari

13:30 – 15:00

SOCIAL LUNCH

## PANEL 2

# LOCAL FOOD POLICIES 4 MEDITERRANEAN FOOD TRANSITION

In collaboration with the Italian Local Food Policies Network and FOODSHIFT Project

The implementation of local food policies in the Mediterranean area is still hampered by a number of barriers related to political, economic, cultural, and social aspects. The panel will discuss experiences, solutions, and opportunities to overcome these obstacles and accompany the food transition in the Mediterranean.

22 NOVEMBER  
Innovation Hub

16:30 - 17:00

KEYNOTE SPEAKER: **ANDREA CALORI** - Italian Local Food Policy Network, ESTà

17:00 - 18:30

DISCUSSION PANEL:

Introduction and Moderation by **Francesca Volpe** - FoodShift2030 project manager, CIHEAM Bari

- **Kathy Belpaeme** - Municipality of Ostend, Belgium
- **Marina Castillo** - Knowledge Manager, World Sustainable Urban Food Centre of València, CEMAS, Spain
- **Carmelo Troccoli** – General Director, World Farmers Markets Coalition, Italy
- **Marco Lucchini** - Secretary-general, Banco Alimentare Foundation, Italy

INTERACTIVE ACTIONS with “Innovation Ecosystem Players”

18:30 – 20:00

Aperitif

Reading & Live Painting

## "A BEACON ON THE MEDITERRANEAN"

A Lighthouse on the Mediterranean is a journey of re-discovery. Words, sounds, images, will tell of the bonds, the opportunities for exchange, the contaminations born thanks to the common sea.

Voice by Davide Ricchiuti and live painting by Roberta Cagnetta

## PANEL 3

# DIGITAL SKILLS 4 MEDITERRANEAN TRANSFORMATION

The fourth industrial revolution is changing the world, but the narrative often focuses on the Western, ignoring the profound changes in emerging economies in Africa and the Mediterranean. We will discuss how the African continent is showing extraordinary determination in using digital innovation to shape its future.

23 NOVEMBER  
Innovation Hub

15:00 - 15:30

KEYNOTE SPEAKER: **NICOLÒ ANDREULA** - Founder and CEO, Disal Consulting

15:30 - 16:30

DISCUSSION PANEL:

Introduction and Moderation by **Donato Macario** - Expert in Open Innovation, CIHEAM Bari

- **Antonella Porretta** - Alumni & Community Manager, E4Impact Foudation
- **Andrea Censoni** - Creator & Co-Founder, Startup Africa Roadtrip (TBC)
- **Salvatore Latronico** - President of the Apulian Information Technology Manufacturing District
- **Gianna Elisa Berlingiero** - Director of the Department of Economic Development, Apulia Region

INTERACTIVE ACTIONS with “Innovation Ecosystem Players”

16:30 – 17:00

COFFEE BREAK

## PANEL 4

# FUTURE EDUCATIONAL MODELS 4 MEDITERRANEAN YOUTH EMPOWERMENT

Inspiring visions to talk about future education scenarios for Mediterranean youth. New approaches to postgraduate education will be discussed, focusing on challenges and opportunities related to the development of entrepreneurial mindsets to foster innovation and start-up creation through Open Innovation models.

23 NOVEMBER  
Innovation Hub

17:00 – 17:30

KEYNOTE SPEAKER: **MARCO DUSSIN** – Agile Company e University of Padova

17:30 – 18:30

DISCUSSION PANEL:

Introduction and Moderation by **Giusy Miuli** - Open Innovation Master Coordinator, CIHEAM Bari

- **Angela Paparella** - HR Manager Organization & Development - Exprivia
- **Giuseppe Provenzano** - Expert in Research, innovation, employability, and higher education at the Union for the Mediterranean
- **Filippo Gavarini** - *Green Energy Specialist, Andriani SpA*
- **Roxáni Roushas** - Youth4Climate Lead - UNDP
- **Alexandra Severino** - Individual contractor, Online Learning and Education Division for Peace, United Nations Institute for Training and Research (UNITAR)
- **Francesco D'Onghia** – Head of Open Innovation Unit, Almacube

INTERACTIVE ACTIONS with “Innovation Ecosystem Players”

18:30 – 20:00

Aperitif & Performance

## "THE MUSIC OF PLANTS"

Through sensors attached to the plants, it will be possible to listen to the sound that each plant emits. A performance that leads to discovering our place in the universe.

Voice of Nick Difino | Music by Vittorino Curci and Gianni Console

Arboreal sensing of "Music of the Plants" and texts by Stefano Mancuso, Nicola Difino, Telmo Pievani

## B2B

CREATIVE@HUBS Rural Living Lab Pilot Activities  
Progetto CREATIVE@HUBS

23 NOVEMBER  
Innovation Hub  
09:30 – 13:30

MATCHING / 30 agri-food, cultural and creative enterprises from across Puglia meet to develop projects, share problems, and address new common challenges.

- 09.30 Registration
- 10.00 Working tables between companies
- 11.00 Face2Face between companies and consultants
  
- 12.30 PITCH COMPETITION / 6 Teams of young people from the "Rural Living Lab Entrepreneurial Training Program" compete before a panel of experts.

**Interreg**  
**Greece-Italy**  
**Creative@Hubs**  
European Regional Development Fund



EUROPEAN UNION

## WORKSHOPS

# Kick-off meeting of Startup10 project and Synergies with MIP Network

23 NOVEMBER  
Innovation Hub

- 10.00-10.15 Welcome to the participant - Biagio Di Terlizzi - CIHEAM Bari Deputy Director
- 10.15- 10.30 Presentation of participants
- 10.30 – 10:45 Youth Entrepreneurship and Innovation ecosystems Knowledge Unit: activities and perspectives - Damiano PETRUZZELLA - Coordinator of the KU
- 10:45 – 11.00 Startup10 project: activities and role of partners involved - Annarita ANTONELLI - Project coordinator
- 11.00 – 11.15 Discussion
- 11.15 - 11.30 Coffee break
- 11.30 – 12:00 Interaction with other CIHEAM Bari activities:  
Feed: the knowledge Community - Mara Semeraro  
MIP Network - Annarita Antonelli, Federico Cataldi, Giusi Miuli
- 12:00 – 12:15 MIP Focal point & MIAs interventions
- 12:15 – 13:15 Workshop to co-design MIP future activities with a living lab approach - Lorenzo Labellarte and Francesca Volpe
- 13.15 – 13:30 Open discussion and conclusions





INTERNATIONAL CONFERENCE  
**THE FUTURE IS YOUNG**  
**CHANGING MINDSET TO DEAL WITH CHANGE**

GREAT HALL  
**24 NOVEMBER 2023**  
10:00 – 13:00

INTRODUCTION:

- **Maurizio Raeli** - *Director of CIHEAM Bari*
- Ministry of Foreign Affairs and International Cooperation (MAECI) - (TBC)
- **Alessandro Delli Noci** - *Councillor for Economic Development, Apulia Region*
- **Teodoro Miano** - *Secretary General of CIHEAM*

PANELIST:

- **Elisa Pettinati** - *Italian Agency for Development Cooperation (AICS)*
- **Laura De Matteis** - *Food Systems Expert, FAO*
- **Cecilia Marocchino** - *Urban Food systems coordinator, FAO*
- **Diana Battaglia** - *UNIDO ITPO Italy's Director*
- **Wladimiro Boccali** - *Codeway Expo 2022 General Coordinator*
- **Raniero Chelli** - *Project Manager, UNIMED*
- **Martina De Sole** - *Director of ENoLL, European Network of Living Labs*
- **Hedi Chouria** - *MEAL Officer Union of Mediterranean Confederations of Enterprises*
- **Gianna Elisa Berlingerio** - *Director of the Department for Economic Development, Apulia Region*

OPEN DISCUSSION / Q&A Session

CONCLUSIONS AND OUTLOOK by **Damiano Petruzzella** – *CIHEAM Bari*

MODERATOR: **Giovanni Matera** – *RAI Journalist RAI*

13:00 – 13:30

Art & Music Performance

**“SABIR - FRA SUONO E COLORE”**

Sound and pictorial gesture come together to create illusions and suggestions, an audiovisual map of the Mediterranean that is changing thanks to the push of innovation in young people.

With artists **Vito Savino** and **Niko D'Accolti** and multi-instrumentalist **Vincenzo Antonicelli**

13:30 – 15:00

SOCIAL LUNCH UNDER THE PATRONAGE OF

UNDER THE PATRONAGE OF

**Rai Puglia**

MEDIA PARTER

**TGR**