

Intensive high level training course in  
**Innovation & Youth Entrepreneurship In The Mediterranean Agro-Food Sector**

September 16 - November 23, 2019



CIHEAM Bari, in collaboration with the Mediterranean Innovation Partnership (MIP), proposes to improve and expand its educational/training opportunities by launching a new high-level stand-alone specialized Training course with the aim of transferring knowledge and skills on the entrepreneurial culture to young innovators of the agro-food sector.

### **Objectives**

The focus of training is to empower the younger generation and improve their employability opportunities by promoting their active involvement in the economic development of their regions. The course will enhance youth entrepreneurship and innovation skills, foster accountability through social entrepreneurship and innovation in order to make them able to:

- enhance entrepreneurial culture;
- contribute to the design, development and implementation of innovative projects (development of new products/services, adoption of new production processes, entry into new markets) within existing enterprises and organizations;
- launch new business initiatives (start-ups), with a role in the development of the business idea and its implementation;
- provide consultancy services to promote the introduction of business innovation processes and methods (innovation brokers).

### **Learning outcomes**

On completion of the training course, the students will have acquired **knowledge skills** (implementation of participatory approaches, team building and management, start-up design and creation, support to innovation processes in agro-food enterprises in Med countries, social innovation in the agro-food sector); **practical skills** (design and implementation of a start-up project in the agro-food sector,

organization and management of start-up companies, elaboration of innovation projects (product/process for agro-food enterprises based on needs analysis); **personal skills** (working in multidisciplinary teams, management of working teams, participatory approaches).

### ***Course structure***

The course will be organized in weekly units for a total duration of 10 weeks. A **learning-by-doing approach** will be adopted, and the training module will provide an excellent balance between theory and practice.

The master course will balance face-to-face lectures, teamwork and practical work oriented to the elaboration of innovative and entrepreneurial projects, from the design to the validation of innovative solutions, prototyping and market testing, using the technological facilities available at MEDAB. They will be developed throughout the course (entrepreneurship laboratory) and further explored and supported by the placement of participants at partner organizations for the preparation of a business project.

Meetups and events will be also organized to introduce the participants to new innovative start-ups and to successful companies in the agro-food sector, in order to foster inspiration through story-telling and the analysis of the best practices. The continuous relationship with enterprises and organizations (mentorship and technical visits), including start-ups (to stimulate peer to peer reviews), represents one of the main advantages of the course.

These entrepreneurial projects will be carried out through the establishment of teams who work side by side with external agro-food companies, experts (mentors) and the MEDAB coaches.

The proposed methodology has the objective to ensuring support to the various teams at any stage of the start-up creation, from ideation to validation, from design to start-up.

Lectures and workshops will be complemented by activities carried out by mentors and coaches, experts with different backgrounds, with the aim of enlarging the vision and broadening prospects of the students to encompass different specialized points of view, to inspire and guide them through a unique personal and customized experience, combining fun and knowledge.

The methodology will be based on the most innovative techniques and tools that are used in the fields of service design, design thinking, trend-watching, lean startup, growth hacking and brand identity, which are capable of creating memorable and successful experiences.

### ***Beneficiaries & Admission Procedures***

Number of participants: 12

The course will be mainly addressed to graduate students, young researchers, extension agents, civil servants, professionals in agriculture and rural development from the Mediterranean region – Albania, Algeria, Egypt, Italy, Lebanon, Libya, Morocco, Palestine, Tunisia, Turkey, – and Sub-Saharan countries – Ethiopia, Kenya, Eritrea.

Participants will be selected between April and May 2019. They must have the right profile and motivation to ensure that the learning outcomes are successfully achieved.

After a pre-selection of candidates in the countries of origin upon nomination by the relevant organizations, the final selection will be made in April-May 2019 by CIHEAM Bari staff through interviews by Conference Call.

### ***Language Requirements***

A good working knowledge of English is required.

**Organized by**



**In collaboration with**



Intensive high level training course proposal

## **INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRO-FOOD SECTOR**

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### ***Course program***

#### **Module A: Start-up & Business management (2 weeks)**

Day 1

- Startup definitions, theoretical approaches
- Definition of entrepreneur, role in innovation processes
- The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding

Day 2-3

- Design Thinking, Customer Experience, the definition of the strategy and the analysis of the competition (Blue Ocean Strategy)
- Learning from success: best practices from successful startups

Day 4-5

- The development process of startups: the Lean Startup methodology, Design Sprint, from search (customer discovery) to execution (customer validation and company building)
- Learning from success: best practices from successful startups

Day 6-7

- From Business Model to a Business Plan

Day 8-9

- Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the startups)
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Day 10

- Smart management of a startup. Agile methodologies: time and work management, people organization, people recruiting, people management, the importance of the team for a successful startup

- Learning from success: best practices from successful startups

## **Module B: Agro-food innovation (1 week)**

### Day 1-2

- New trends in the agro-food sector: innovative products, processes, organization and marketing
- Emerging technologies changing the way of doing business and customer's shopping experience: Digitization, Big Data, IoT, Artificial Intelligence / Machine Learning, Virtual Reality
- How to face innovation and new technologies: understanding the impacts and potential that digital transformation offers in building innovative business models
- Learning from success: best practices from successful startups

### Day 3-4

- Techniques and methodologies to create innovative products and services, to improve product performance and to design new services (Design innovation for agro-food sector)
- Learning from success: best practices from successful start-ups

### Day 5

- Knowledge transfer system, innovation chain and innovation broker role
- Knowledge management

## **Module C: Social Innovation in agribusiness (1 week)**

### Day 1

- 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

### Day 2-3

- Design for social innovation in agrofood sector
- Social innovation and entrepreneurship: new business management, marketing and finance
- Learning from success: best practices from successful start-ups

### Day 4

- 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

### Day 5

- Sustainability of social innovation: fundraising and financial instruments, crowdfunding, community public funds (calls and notices)
- Theories and methods for impact assessment: theoretical and methodological approaches for measuring the impact of social innovation processes on local development

## **Module D: Start-up creation in agro-food sector (Project work 6 weeks)**

Main topics:

- Identification of ideas and opportunities starting from customers problems and market needs
- Application of a complete process of Lean Startup and Design Sprint approach to validate the business idea (from Job to Be Done to Value Proposition through Customer Discovery and Customer Validation)
- Transforming a business idea into a valuable product/service thanks to Design Thinking and Service Design.
- After validating a business model and building a product/service, develop a brand identity for the new product/service.
- Pitch presentation of the innovative entrepreneurial project.

### ***Evaluation system***

The results of the learning activities will be monitored throughout the entire duration of the course upon submission of tests at the end of the training modules.

Participants will prepare and discuss an individual or collective project work applying the acquired knowledge with a final pitch presentation of the innovative entrepreneurial project.

Participants shall attend and actively participate in all lectures, seminars and activities included in the course programme.

### ***Grading System***

Tests, reports, and project work will receive a score ranging between 0 and 100. The score is based on participation in all training activities organized as part of the course. The grading system is shown in the following table:

<b>Numerical score</b>	<b>Definition</b>
85-100	Excellent
70-84	Good
50-69	Satisfactory
40-49	Unsatisfactory
0-39	Poor

### ***Certificate***

At the end of the course, successful participants will be awarded a Certificate of Attendance accompanied by a transcript of records. For a final result higher than 70,

20 credits will be attributed. These credits will be recognized to participants for their use in further training at CIHEAM Bari.