

CIHEAM
BARI

Living Lab 1st Regional Workshop

Living Labs session, Apulian-Hub, Italy

22 January 2025
Stabilimento Finoliva - Bitonto (BA)-Italy

Agenda

- 15:00-15:30 Registration of participants
- 15:30-15:40 Presentation of REOBOCOOP-EU Project and of the Bio-based Industry
Maroun El Moujabber - CIHEAM Bari
- 15:40-16:00 Value chain mapping (olive & grapes) (Apulian Cooperatives/Clusters
representatives & **Noureddin Driouech - CIHEAM Bari**
- 16:00-16:30 Living labs Methodology & Presentation of 4 Business Models
Noureddin Driouech - CIHEAM Bari
- 16:30-17:00 Discussion on the 4 Business Models – Interactive Workshop
Noureddin Driouech and Francesco Bottalico - CIHEAM Bari
- 17:00-17:15 Coffee Break
- 17:15-17:30 Lean management - Stakeholders mapping of 4 selected Business
Model **Noureddin Driouech - CIHEAM Bari**
- 17:45-18:00 Wrap up – Next Workshop & Launching of Consumers surveys among
Apulian stakeholders*
- 18:00-18:30 Visit to olive processing unit, **Benedetto Fracchiolla and Raffaella
Bucci – Biodistretto delle Lame**

*** ITALIAN Version LINKS**

Blocco 1: <https://www.surveymonkey.com/r/RobocoopITB1>

Blocco 2: <https://www.surveymonkey.com/r/RobocoopITB2>