



Innovating the Mediterranean: Youth-Driven Green and Blue Transitions!

Award Innovation for a Mediterranean Food Transition

Organized by: CIHEAM, UfM, Uni-Med & BusinessMed

Date: 7 November 2024

Time: 10:00-13:00

Venue: Ecomondo, Sala Mimosa (pad. B6)

Introduction

In a rapidly changing global economy influenced by environmental and societal shifts, the job market must adapt and develop new professional profiles to meet emerging needs. Innovation managers, technology transfer officers, and specialised trainers are becoming increasingly essential. Innovative educational programs designed with a learning-by-doing approach and solution-oriented challenges which unlock hidden talents, nurture the aspirations of young Mediterranean people, and develop soft skills towards the green transition, impacting the creation of start-ups and the change of businesses by encouraging more competitive innovation processes.

The CIHEAM supports the quintuple helix model, integrating academia, industry, government, civil society, and the environment, fosters entrepreneurship in promising economic sectors, provides meaningful opportunities and creates the conditions for a prosperous future. The event, organised by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), the Union for the Mediterranean (UfM), the Mediterranean Universities Union (UniMed), and the Mediterranean Confederation of Enterprises (BusinessMed) revitalises the Mediterranean Innovation Partnership (MIP), embodies a comprehensive multi-stakeholder approach and stimulates a comprehensive debate on these critical issues: How can innovation and technology transfer be effectively harnessed to support sustainable development in the Mediterranean region? What role can

young entrepreneurs play in driving the green and blue economy transitions? How can the quintuple helix model be implemented to foster collaboration among academia, industry, government, civil society, and the environment?

AGENDA

10:00-10:05 - Opening Remarks by **M. Teodoro Miano**, Secretary General of the CIHEAM

10:05-11:15 - Panel Discussion

Scenarios and Evolutions of Food Systems and Green/Blue Transition in the Mediterranean and Africa

Moderator: Yasmine Seghirate, CIHEAM

Panelists:

- **Sandra Castaner**, DG MARE, EU
- **Sebastien Abis**, Club Demeter
- **Nesrine Ziad**, Leancubator
- **Angelo Riccaboni**, PRIMA Programme
- **Elisabetta Balzi**, Mission and Partnerships Oceans and Waters, EU

11.15-11.25 Questions & Answers

11.25-12.00: - Building Up the Innovation Ecosystem: **MIP (Mediterranean Innovation Partnership Network)** : Damiano Petruzzella, Annarita Antonelli, Giordano Dichter (CIHEAM Bari)

- Overview of the MIP Report 2024: Emphasizing the theme "Future is young! Changing mindset to deal with change"
- Introduction of new MIP network strategies and tools that support young innovators

12:00-13.00 - CIHEAM Youth Innovation Award



Presentation on the importance of the Innovation Prize then the members of the jury present the context of the prize for the 2024 edition, the methodology and the projects of the 9 finalists. Members of the Jury:

- **Giuseppe Provenzano**, Union for Mediterranean
- **Raniero Chelli**, Unimed
- **Mahdi Khomsi**, BusinessMed
- **Damiano Petruzzella**, CIHEAM Bari
- **Giordano Dichter**, Economist, Local Development expert

Announcement of the winners by the members of the jury and speeches by the 3 finalists

- **Interactive Q&A Sessions:** Encourage audience participation through interactive Q&A sessions after each major segment.