

Sharing Ideas & Experience

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Some reflections

- How EDP has contributed to my activity?
 - From MY point of view as a researcher
 - From YOUR point of view as entrepreneurs, managers, etc...
- It is a starting point:
 - New ideas
 - New networks
 - New collaborations
 - New projects

What I learned about research strategies and authorship

David Zilberman, professor, agriculture and resource economics

Papers start with inspiration, the process that stimulates you to do something creative. I believe that economists may be inspired by reality (desire to answer a specific problem or general puzzle that they encounter), literature, and data. I tend to be inspired by reality.

Language



Targeted Support

[RIS3 in lagging regions](#)

RIS3 in REMTh

[RDI Guide](#)

[Project Development Labs](#)

[Entrepreneurial Discovery Process](#)

[Focus Groups](#)

[Peer review](#)

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RIS3 in the Region of Eastern Macedonia and Thrace (REMTh)

The JRC-IPTS has recently completed a European Parliament Preparatory Action in the Region of Eastern Macedonia and Thrace (REMTh). This had two main aims:

- to facilitate the refinement and implementation of the RIS3 strategy in a region heavily hit by the crisis;
- to serve as a model for other convergence regions in Greece and Europe.

At the same time, it has also served as a unique test bed for theories on smart specialisation.

The [final report](#) is now available. The full version with annexes is also available [here](#).

Achieving these aims centred on 3 core activities:

Mapping & stocktaking

Stocktaking and assessment of the development of the RIS3 strategy and identification of actions to ensure its smooth implementation.

In line with this aim, the preparatory action carried out the following activities:

- First exploratory visit to the region and initial meetings with stakeholders (September 2014)

“Co-creating regional hubs of innovation: the experience of the Wine Lab project in Italy”

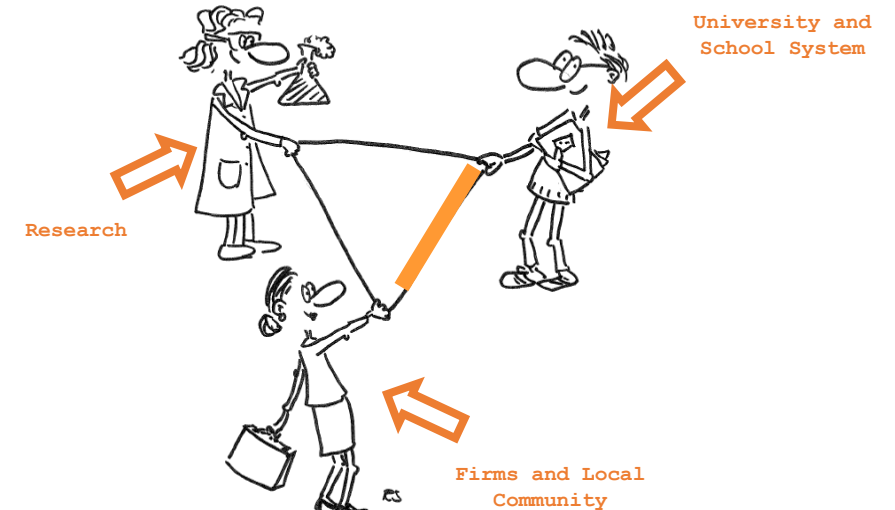
- University – Business Collaboration (UBC)
 - Differences between Academicians and Practitioners!



1. Risk averse
2. Long term orientation
3. Bureaucratic institutions
4. Scientific orientation
5. Support structures oriented towards initial missions (education)



1. Profit driven
2. Short-term horizon
3. Commercial mentality and mindset
4. Oriented towards practice rather than research
5. Lack of capacity (SMEs)



TRUST!



Examples : innovation (University – Business)

Precision Farming:

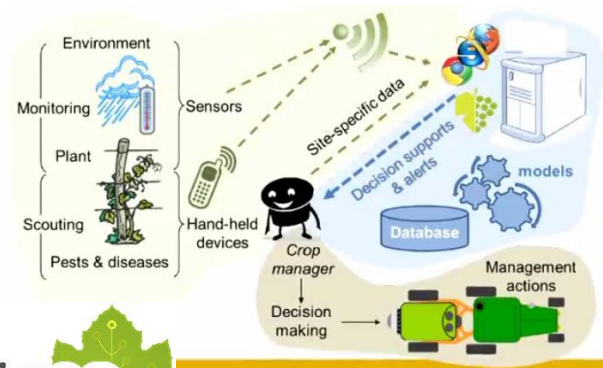
- VINBOT (employs cloud computing): improving quality through precision viticulture.
 - Vinbot.eu
- Innovine (employs sensors)
- Vinerobot (Artificial intelligence)

Innovative inputs

- Stabiwine: biopolymers in wine

VINBOT

POWERFUL PRECISION
VITICULTURE TOOL
TO BREAK TRADITIONAL
YIELD ESTIMATION
IN VINEYARDS.



innovine
INNOVATION IN VITICULTURE

VINEROBOT

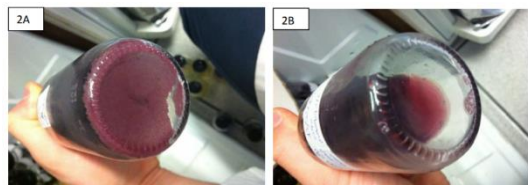
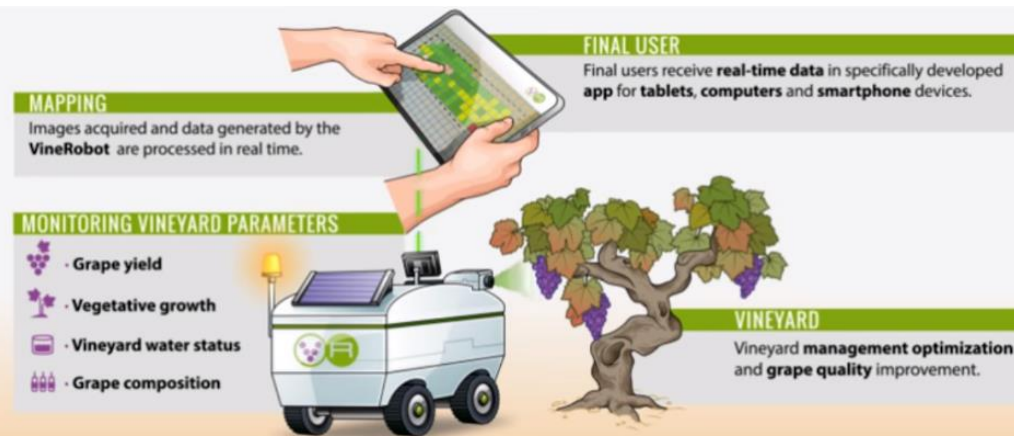


Foto 2A: Sangiovese (pH=3.44, Alcol: 12%V, K+=1129 ppm, Tartarico: 3.2 g/L, $\Delta\mu S/cm = 148$, $\mu Si = 1081$) con sedimento di bitartrato di potassio e colore dopo test a freddo per sei giorni a -4°C.
Foto 2B: Sangiovese trattato con CMC e gomma arabica Verek, risultato stabile dopo test a freddo.

stabiWine

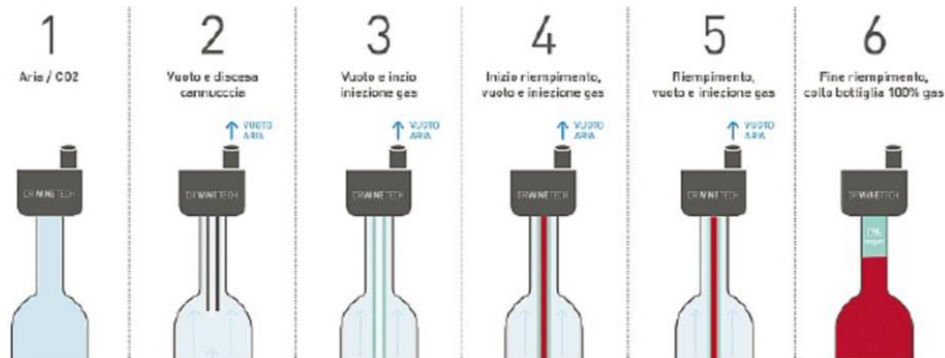
Creating Networks and sharing knowledge

- Winetwork: to promote collaboration between business and research
- Winenviroment: adopting environmental friendly technologies and sustainable practices
 - Tested in 16 cellars.
 - Water reduction by 30%
 - +10% sustainable waste disposal
 - -20% employment of pesticides. .



Innovation for SMEs

- Ultrawine: ultrasounds based system to be employed in winemaking. It reduces winemaking time and allows energy saving.
- Ricamo: innovative bottling system for reducing oxigenum in the bottle (and reducing phosphates in wine)
- Winesense: employs microwaves for optimising polyphenol extraction
- ADWine: an innovative anaerobic treatment



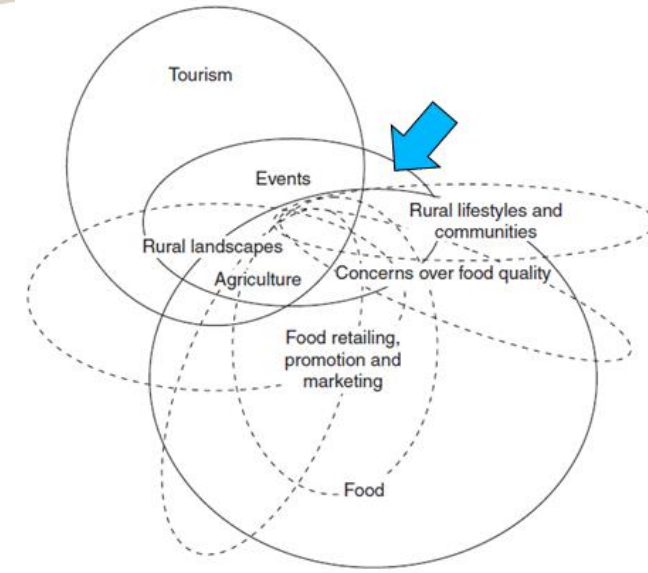
Education and Training

- Ecowinery: to develop a winemaking attitude and promote a sustainable orientation

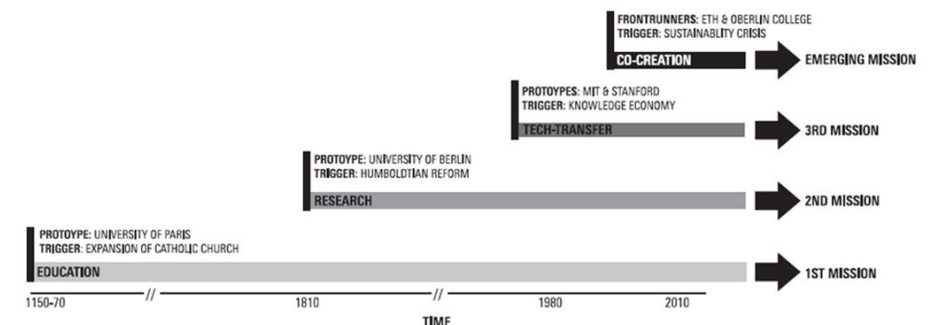


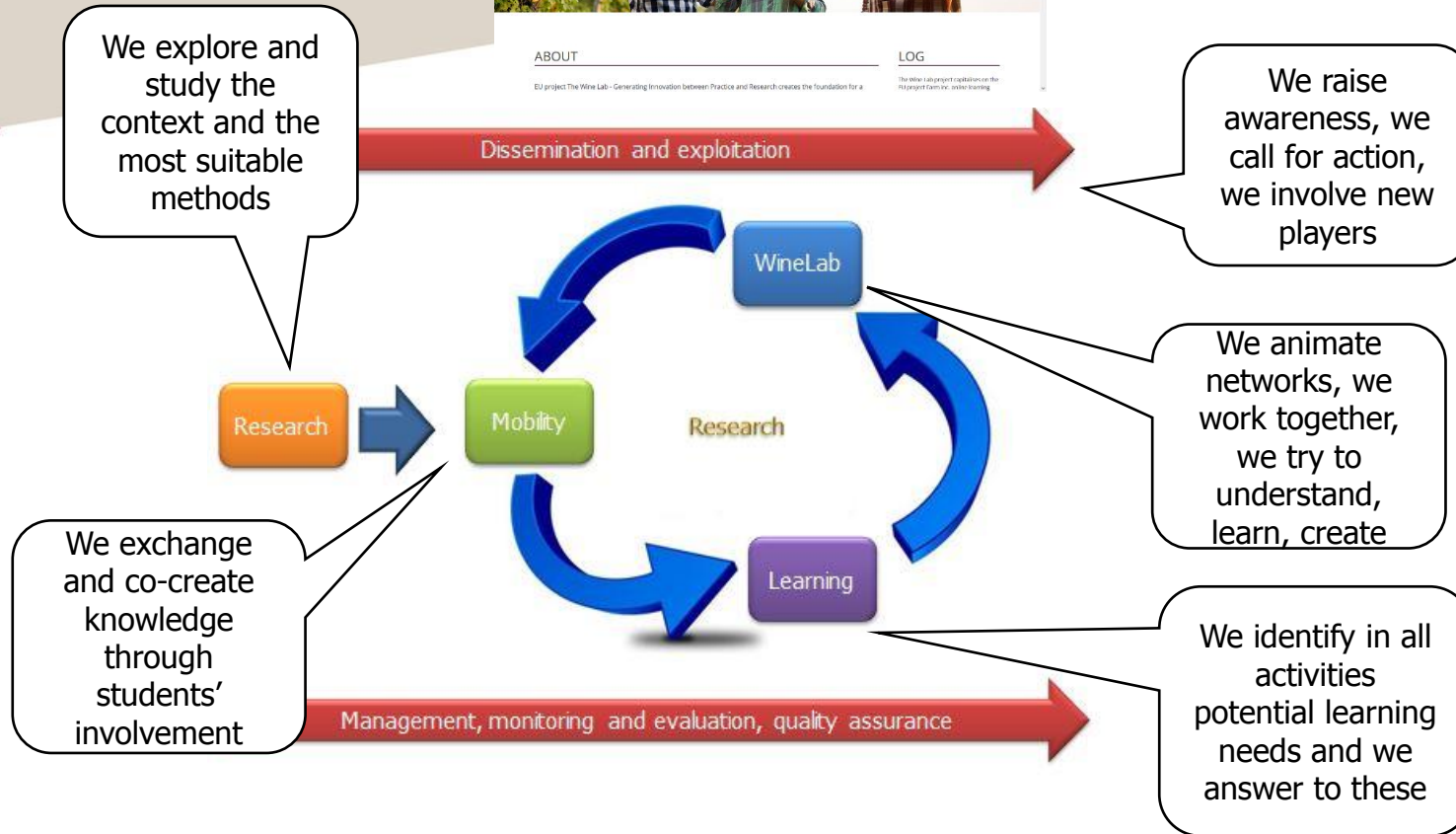
Objectives

- Regional communities building (the **Wine Hubs**), place-specific, multi-stakeholder and being able to solve real-world issues
- **Mobility** of students in wine companies
- **Wine Living Labs** – workshops, hackathons, seminars, transnational learning weeks, to make researchers, students and wine makers working together
- **Learning materials and short courses**, where winemakers, professionals and students learn together



Co-creation for sustainability





Research

- Delphi method on wine sector perspectives in Europe
- Survey with students
- Survey with entrepreneurs
- Interviews with key informants

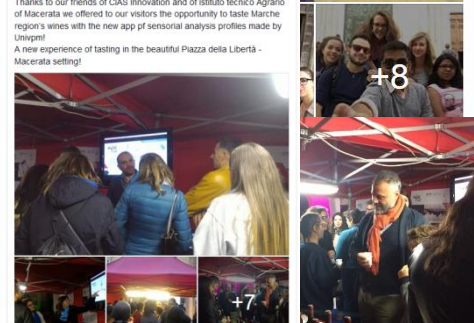
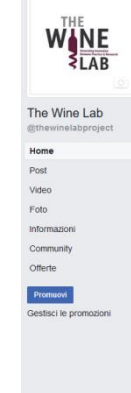
Main Evidences

- Skills mismatch (wineries' needs vs new graduates knowledge)
- Overload of Bureaucracy
- Need to cooperate
- Need to better sale with higher margins

Outputs (...so far)

- ✓ 655 among students, wine makers, stakeholders of wine sector, policy makers) directly involved in project activities
- ✓ Research (Delphi, surveys, interviews)
- ✓ 2 Taste&Create workshops
- ✓ 5 hubs participatory meetings
- ✓ Learning needs analysis
- ✓ 24.000+ individuals reached by dissemination
- ✓ Synergies with schools, other projects, companies and universities across Europe and beyond
- ✓ ... and the first Wine Hackathon just done

www.thewinelab.eu
info@thewinelab.eu
thewinelabproject



Wine Hackathon

Winethons are events organised to find innovative solutions to a problem by means of sharing between participants with different working profiles (students, researchers, wine makers, other stakeholders) and supported by an external expert who acts as chair and facilitator. They will be organised as learning events, then according to the formula: introduction of the topic – working groups – presentation – debate – restitution, and will be participated by 15-20 persons (3-4 working groups).

The transnational winethon will be online based: national groups will work simultaneously in their own country and will be connected with other groups by means of an online platform (to this aim, Adobe Connect will be used).

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Keywords
#regionemarche #collegiointelligenti #whymy #whitewine #agriculture #icefood #italy vino #destinazione #hackathon #tipicità #unimc #univpm #wineexperience #photography #aprinformatica



International Student competition on Place Branding and Med Diet

Student COMPETITION MAY, 2016 FOCUS ON / PLACE BRANDING AND MEDITERRANEAN DIET

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To continue working...

- Applying?
 - Consider to work with Universities and researchers
 - Take a look at the EU programs
- COSME! Program for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs).
 - It supports SMEs in four areas:
 - facilitate access to finance for SMEs through the "Loan Guarantee Facility" and the "Equity Facility for Growth"
 - improving access to markets (notably thanks to the services provided by the Enterprise Europe Network)
 - improving framework conditions for the competitiveness and sustainability of Union enterprises
 - promoting entrepreneurship and entrepreneurial culture, notably thanks to the Erasmus for young entrepreneurs exchange scheme

What to do next

- Became an associated Partner of The WINE LAB!
- Let's keep in touch!

THANKS!

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