Skills and Knowledge to Widen Food Sector-related Open Innovation, Optimization and Development

Paola Pittia

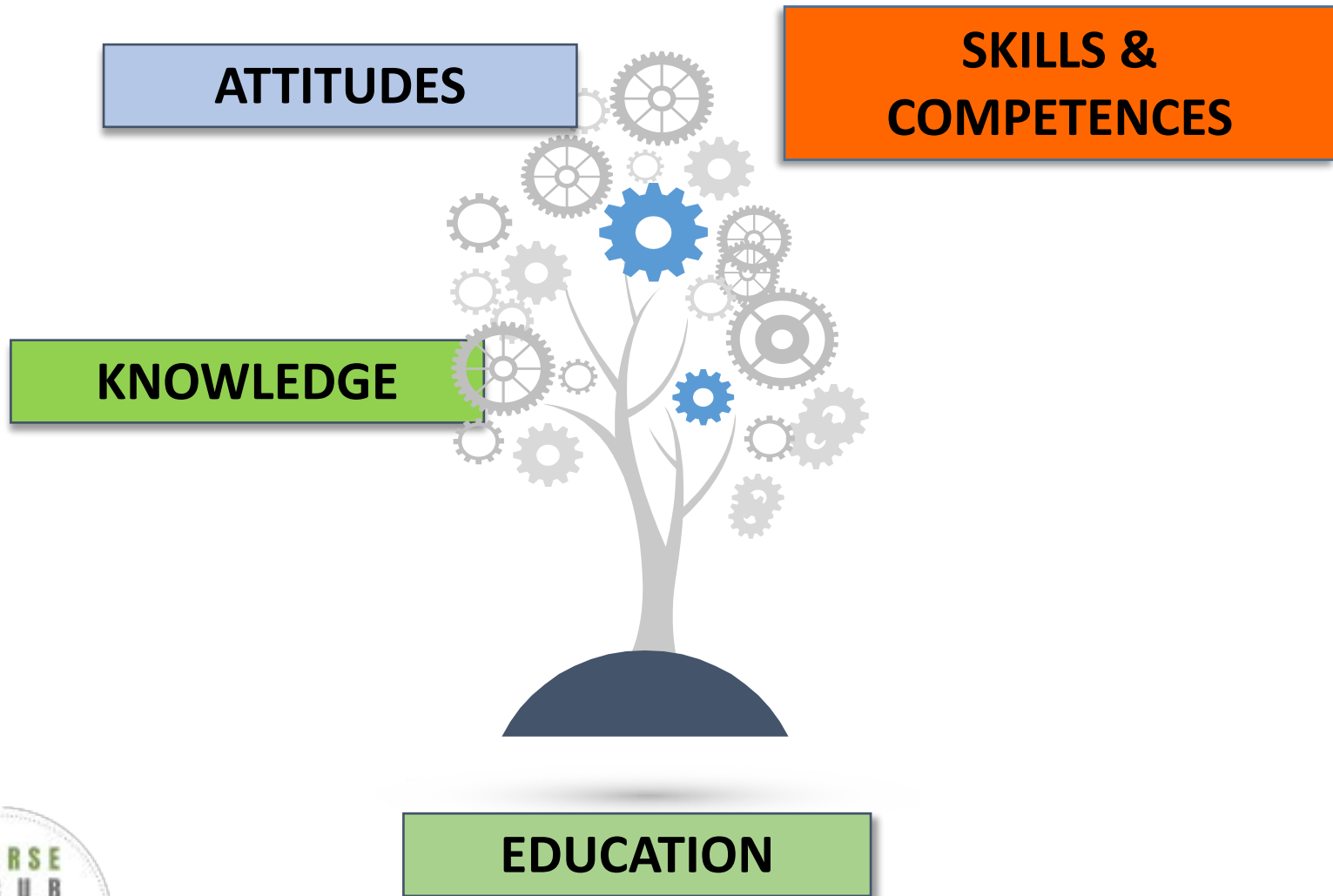Faculty of Bioscience and Technology for Food Agriculture and Environment-University of Teramo (Italy)
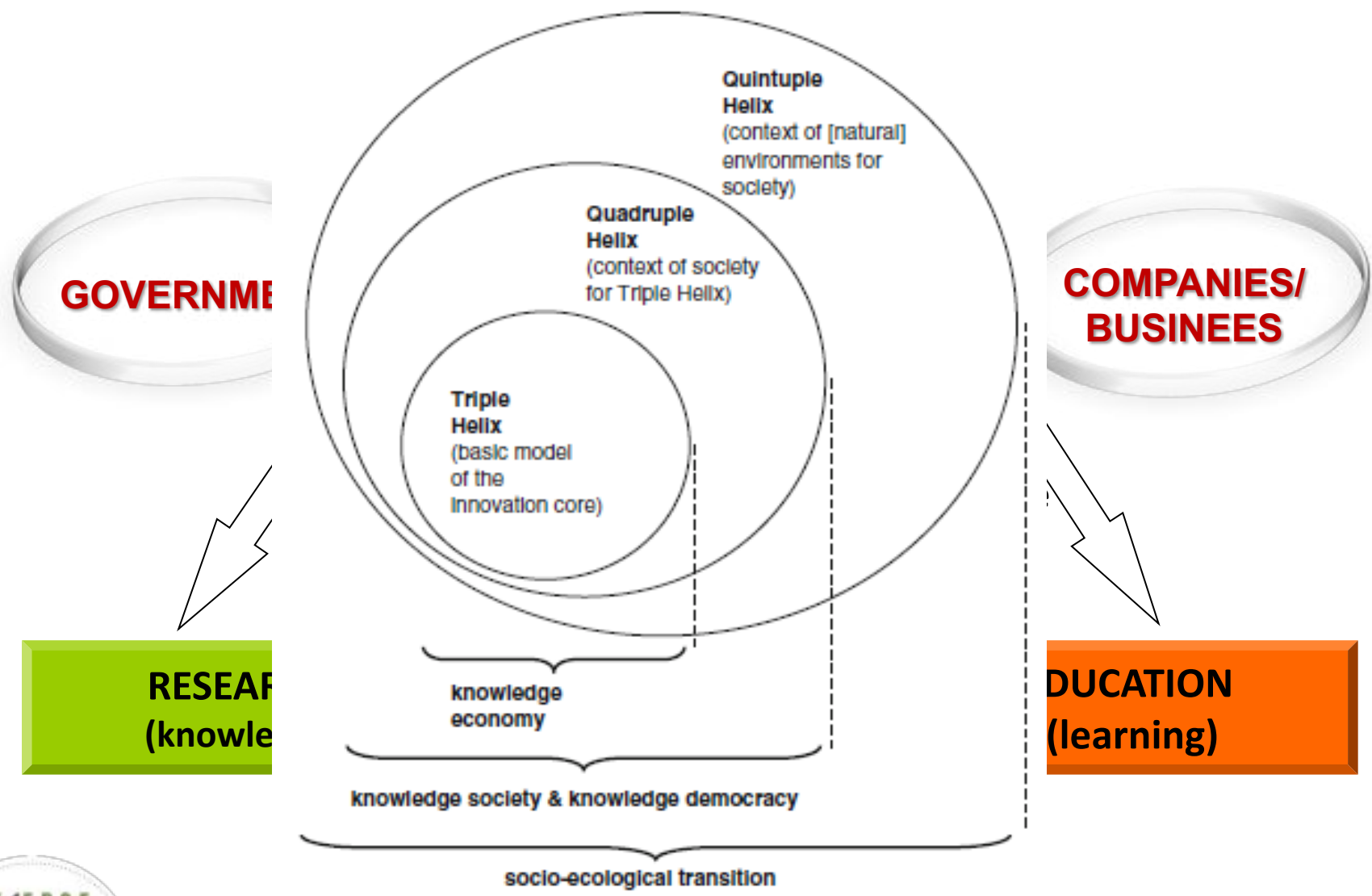
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Education's main mission

ATTITUDES

SKILLS & COMPETENCES

KNOWLEDGE

EDUCATION

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GOVERNME...

COMPANIES/ BUSINEES

Quintuple
Helix
(context of [natural]
environments for
society)

Quadruple
Helix
(context of society
for Triple Helix)

Triple
Helix
(basic model
of the
Innovation core)

RESEAR...
(knowle...

...DUCATION
(learning)

knowledge
economy

knowledge society & knowledge democracy

socio-ecological transition

Carayannis et al. Journal of Innovation and Entrepreneurship 2012,

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HE in Food science & Technology/engineering in a «changing» scenario

Environment (society)

Science & Technology

Users (students)

Adva...
Digi...
New int...
non-food science
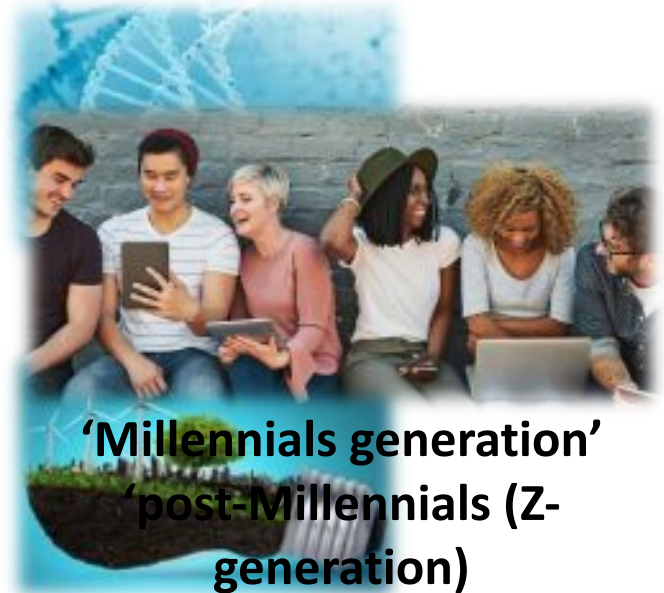
'Millennials generation'
'post-Millennials (Z-generation)

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Mega trends in HE

New skills

New
competences

New
interfacies

New jobs…..

RE<ERSE
INCUB
ATION
UNCONF
ERENCE

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The job market….

JOB MARKET/professional environment (industry / businees)

ECONOMIC CRISIS
INNOVATION
GLOBALISATION

- **NEW SKILLS FOR NEW JOBS**
  - **INNOVATION**
  - **NEW MARKETS**
- **CONTINUAL PROFESSIONAL DEVELOPMENT** (upgrade employees, unemployed adults)

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New «food –related» professions

Growing need of intercepting major changes driven by innovation that is resulting in the emergence of new professions

TREND

The food industry is hungry for new professions

Digital technology is turning the sector on its head. And while Fico E... in Bologna, small start-ups a... Which need completely new s...

GUIDING

WHAT IS FOOD BLOGGING AND HOW TO BECOME A FOOD BLOGGER?

IMAGININ

TREND

Data Analyst, the most in-demand job of coming years

TREND

How digital innovation is changing the face of business

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ISEKI-FOOD ASSOCIATION – MISSION AND ACTIVITIES

Platform and networking tool aimed to promote synergies between **research**, **education** and **industry via a diverse series of activities and actions**

Quality Improvement of Higher Education on Food Studies

- Tuning and harmonisation
- Networking
- Accreditation
- Databases, Teaching materials and tools

Bridging Education with Research and Industry/Business

- **Forum/conferences**
  Int. ISEKI_Food Conference (6°, Cyprus, July 2020)
  Virtual conferences
- **Transfer of Knowledge**
  Int. Journal of Food Studies, Webinars
  ISEKI-Food-SPRINGER Book Series
- **Projects**

WHY ASKFOOD?

The ASKFOOD Project is designed to meet three main needs:

Need 1: **Upgrade and modernize training and educational methodologies in the food-related sectors.**

Need 2: **Leverage of innovation and entrepreneurial mindset of the future generation of graduates and the food-related studies.**

Need 3: **Improvement of academia-industry and stakeholders interplay in a Quintuple Helix innovation model.**

The Erasmus + KA ASKFOOD main aim is to create a permanent knowledge alliance between businesses and HEIs in the food-related sectors

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The project strategy…

The «double» ASKFOOD path

ANTICIPATE	Using foresight and scenarios to forecast trends and related skills
ANALYSE AND ACTIVATE	Map consistency in training and start the alliance for innovative training design
SHARE AND STIMULATE	Launch Joint Innovative and Blended Training Packages
SUPPORT	Virtual Incubator and GH Programmes based on reverse incubation + Ambasssador Institutions
KNOW	Observatory and Open Evaluation + DSS
KNOT-UP	ITI, DBE and ASKFOOD Alliance

The consortium

- Universities
- Food industry federations
- Multipliers (associations)
- 15 Associated partners
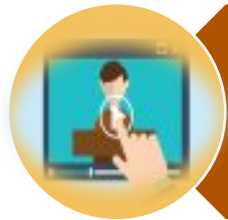
- EU
- International dimension

Main products

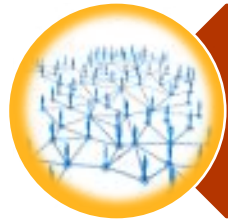|	
Interactive Atlas **Forecast aggregator**	**Virtual tools based on the TEMPESTs model: scenarios, skills and training identifier, competences, professions**
Knowledge and Training hubs	**Cross-industry knowledge platforms to support innovative multi-actor food clusters**
Digital Business & Technology Environment	- **Innovative learning and teaching methods** - **Test Open Innovation Methodologies (ASKFOOD Labs, Virtual Incubator)** - **Certification of skills**
Observatory	**Multisectorial and multidisciplinary environment to share and discuss issues about education and training**

Target: HE students and trainees, raining providers, businees, enterprises

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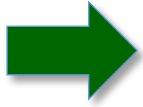
Partnership

→ *- From EU to an international dimension*
- 15 Associated partners

UNITE — UNIVERSITÀ DEGLI STUDI DI TERAMO

BOKU

CASSIOPEA

UNIVERSITY OF HOHENHEIM

WAGENINGEN UNIVERSITY & RESEARCH

FEDERALIMENTARE Servizi s.r.l.

LVA LEBENSMITTEL · VERTRAUEN · ANALYSEN

FOODDRINK EUROPE

ΣΦΒΤ

ISEKI Food ASSOCIATION

6 Universities
2 research and consulting companies
3 Food industry associations
1 non-profit Food organisation

RE<ERSE INCUBATION UNCONFERENCE

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We have a dream

To contribute to……

RESPONSIBLE RESEARCH, EDUCATION
AND INNOVATION

Thank you for your attention

Paola Pittia – University of Teramo

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Timing: 1st Jan 2018-31st December 2020

Reverse Incubation Unconference Ancona, 12 Marzo 2019