

**PROJECT COORDINATOR**  
 Prof. Paola Pittia  
 ppittia@unite.it

**SECRETARIAT**  
 c/o University of Teramo  
 Faculty of Bioscience and Technologies for Food,  
 Agriculture and Environment  
 Via R. Balzarini, 1 - 64100 Teramo (IT)  
 T. +39 0861 266895 - F. +39 0861 266915  
 askfood.secretariat@unite.it



@askfoodproject



@askfood-eu



@AskfoodE

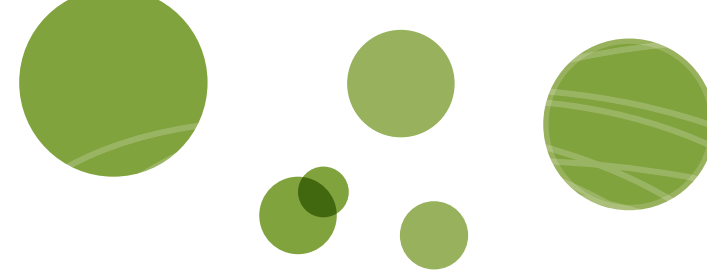


Erasmus+

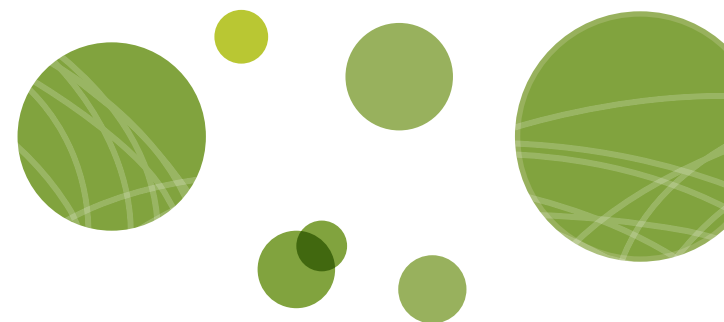
Project N.588375-EPP-1-2017-1-IT-EPPKA2-KA  
 With the support of the Erasmus+ programme of the European Union



[www.askfood.eu](http://www.askfood.eu)



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



## GENERAL OBJECTIVES

ASKFOOD aims to create a permanent knowledge alliance between businesses and Higher Education Institutions in the food-related sectors.

## ASKFOOD PROJECT FOCUS

Creation of a new «educational» eco-system for innovation and sustainability of the food system by

- upgrading and modernizing **training and educational methodologies** by implementing an Open Innovation framework
- feeding the **innovation and entrepreneurial mindset** of the future generation of graduates in food and food-related studies by piloting acceleration and growth hacking solutions in responses to common and cross-sectoral challenges connected with the food system
- developing cross-industry, multisector, transdisciplinary knowledge platforms to promote the **knowledge alliance between businesses and HEIs in the food-related sectors**
- Improving **academia-industry and stakeholders' interplay** in a **Quintuple Helix innovation model at EU and international level**

ASKFOOD is an Erasmus+ Knowledge Alliance Project

## WHY ASKFOOD?

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

## TARGET GROUPS and AUDIENCE

- Higher Education Institutions (teachers, students, graduates)
- Business and Industry professionals
- Training providers
- Policy and Decision Makers



## 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

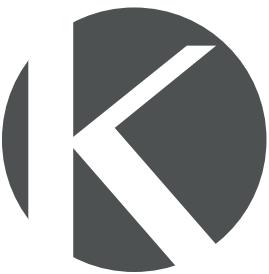


## Share and stimulate

Launch Joint Innovative and Blended Training Packages

## Support

Virtual Incubator and Growth Hacking Programmes based on reverse incubation + Ambassador Institutions



## Know

Observatory and Open Evaluation + decision support system

## Knot-up

innovative training investment, Open Business Ecosystem and ASKFOOD Alliance



## 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



## Askfood Observatory

Multisectoral and multidisciplinary environment to share and discuss issues about education and training



## Certification schemes

Certification approach for the disruptive academic and CDP training schemes



## Open innovation and training methodologies

Innovative mapping and co-design of training within ASKFOOD Labs involving academy and industry, enterprises of different sectors and new talents and senior professionals