Presidenza del Consiglio dei Ministri
CNBBSV
COMITATO NAZIONALE PER LA BIOSICUREZZA / LE BIOTECNOLOGIE E LE SCIENZE DELLA VITA
GRUPPO DI COORDINAMENTO NAZIONALE PER LA BIOECONOMIA

Presidenza del Consiglio dei Ministri
Sala Monumentale - Largo Chigi, 19 (Galleria Sordi)
11 Novembre 2026 - ore 10

WORKSHOP "RAFFORZAMENTO DELLE START UP E DELLO SCALE UP NEI DIVERSI SETTORI DELLA BIOECONOMIA: STATO DELL'ARTE, OPPORTUNITA' E POLITICHE DI SOSTEGNO"

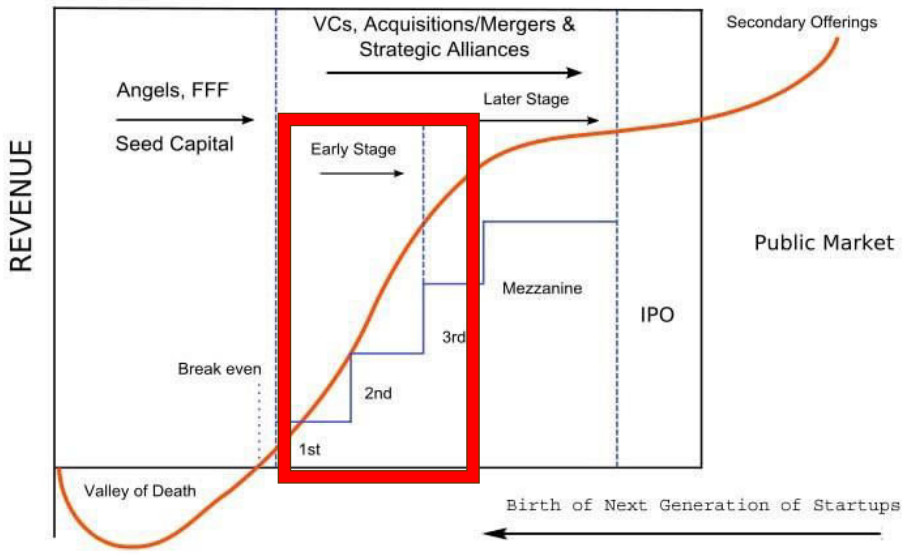
Investimenti e formazione ai fini del consolidamento di *start up* e il loro *scale up*: l'esperienza del progetto Erasmus+ KA ECOSTAR

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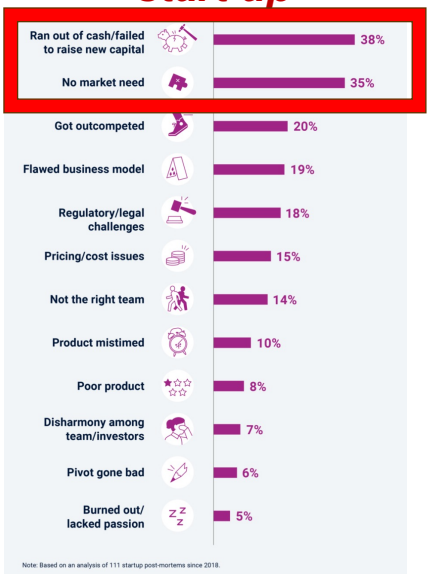
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Traiettorie di sviluppo delle *start up*



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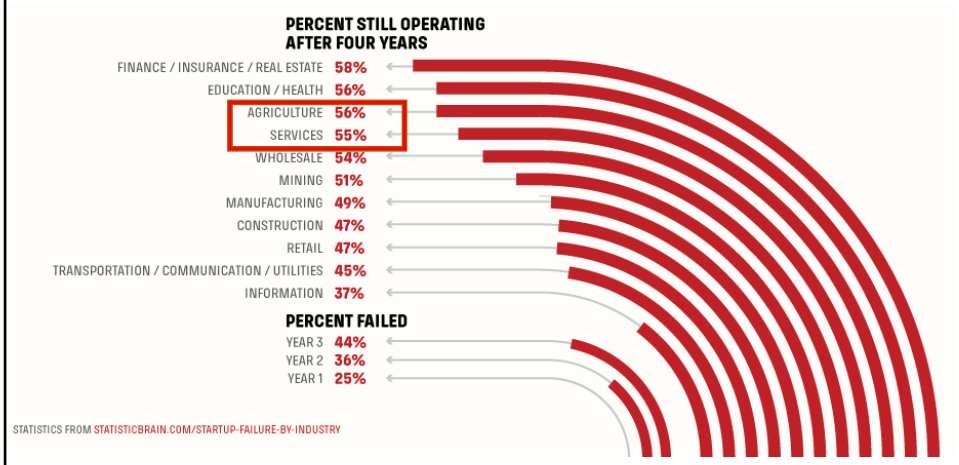
Le principali cause dei fallimenti delle *start up*



https://www.cbinsights.com/research/startup-failure-reasons-top/
https://www.investopedia.com/articles/personal-finance/040915/how-many-startups-fail-and-why.asp

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Fallimenti per settore di attività



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ECOSTAR
NATURAL TALENTS

What is ECOSTAR?

- It is an impact hub
- It is a research-business network
- It promotes entrepreneurship and innovation
- It focuses on enhancing biodiversity and ecosystem services

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ECOSTAR in sintesi

- **Lead partner:** University of Padova, TESAF
- **Budget:** 1 M € (100% funded)
- **Duration:** 3 years – 2016-2018
- **Partners:** 9 partners from 5 countries (USA, ESP, RO, UK, IT)
- **Project type:** Eramus+ Knowledge Alliance Project

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ECOSTAR *concept*

*Most of **innovative businesses** base their success on creating value through better use of intangible assets.*

***Ecosystem Services** constitute the most valuable **intangible assets** on earth and forests are the most precious Natural Capital in Europe.*

*Promoting the university-business link **increase the chance of "commercialization"** of new processes, methods and services for the development of market-based mechanism for ecosystem services conservation*

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Aree di *business*

NATURAL CAPITAL ACCOUNTING
Understanding business models that account for and improve their Natural Capital as a competitive market strategy.

WILD FOREST PRODUCTS MARKETING
Improving marketing of Wild Forest Products to increase the value of forests and their services.

FOREST AND CARBON CERTIFICATION
Marketing and labelling forest products and climate services through independent responsible certification systems.

ECOTOURISM
Investing in natural ecosystems to improve and market their landscape beauty, cultural values and recreational services.

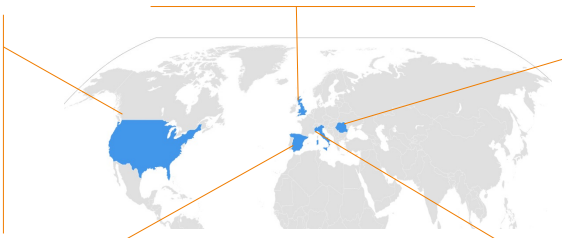
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Partners

Manchester University, School of Social Sciences
&
CASCADE Environment and Planning (Ricardo Group)

Forest Trends Association, **Ecosystem Marketplace**



University of Brasov, Dep. of Silviculture and forest management
&
Forest Design

ETSII Montes (UPM), Department of Engineering and Environmental Management
&
NepCon

University of Padova, Dep. of Land Environment Agriculture and Forestry
&
ETIFOR

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Partner

Università degli Studi di Padova
ETIFOR Forests Ideas Responsibility
RICARDO
Ecosystem Marketplace A FOREST TRENDS INITIATIVE
Forest design
NEPCon Preferred by Nature
MANCHESTER 1824

Co-funded by the Erasmus+ Programme of the European Union

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Le 3 aree di lavoro del progetto

1 JOIN
Join a wide network of innovators, linking biodiversity science to the business world

2 LEARN
Apply for innovative training courses to deepen your knowledge about how to value ecosystem services

3 GROW
Get advice from our experts and compete to create successful teams: start-up and accelerate your business ideas

Più info su: https://www.davidepettenella.it

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ECOSTAR
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1. Join

Create connections among research institutes and businesses, and find out more about Marketing and Economics of Ecosystem Services and Biodiversity (MEEB).

- companies willing to invest and investigate
- researchers and universities searching for business partners
- students with innovative ideas wanting to become entrepreneurs

www.ecostarhub.com/join

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II *network*

Entrepreneur
Are you a student or a researcher with innovative ideas? Do you want to improve your business idea and create your own start up? We offer you:

- Specialized training
- Business & Scientific Mentorship
- Enhancing investor relations
- Networking and collaboration with other entrepreneurs

Scientific Mentor
Do you represent a Higher Education Institution wishing to strengthen employability, creativity and new professional paths for young researchers and professionals? We offer you:

- List of businesses for students' internships
- Networking and collaboration with innovation-oriented businesses
- Grant updates for market-oriented research projects
- New ideas for business-research projects
- Updates in the field of MEEB

Business Mentor
Are you a company wanting to empower your market competition by creating added value out of a university-business relationship? Do you want to recruit motivated and highly specialized young researchers and students? We offer you:

- List of trained professionals for internship
- Innovative new lines of business development
- Networking and collaboration with universities and research institutions
- Updates in the field of MEEB
- Enhancing visibility
- Discounts in expert training

Investor
Are you an investor looking for business development opportunities? We offer you:

- Fresh and innovative business plans to invest in
- Enhancing visibility
- Networking/Collaboration with universities and businesses in your field of interest

www.ecostarhub.com/join/

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EUROPEAN ES MARKET OUTLOOKs



: BIODIVERSITY MITIGATION
- Species and habitats compensation and offsets

Ecosystem Marketplace
AN INITIATIVE OF FOREST TRENDS



VOLUNTARY AND FOREST CARBON MARKETS
- Voluntary carbon offsets
- Forest carbon offsets



WATERSHED INVESTMENTS
- Payments for watershed services
- Public subsidies for watershed protection
- Water quality offsets

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2. Learn

ECOSTAR provides training and support for young scientists and students to improve entrepreneurship and innovation skills tailored to the marketing and economics of ecosystems and biodiversity.

We offer an e-learning introductory course, specialized e-modules and then 4 thematic face-to-face schools (UK, IT, ES, RO).

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NATURAL TALENTS

2. *Learn*



Ecosystem services innovation and entrepreneurship

The e-learning introductory course is totally carried out on the e-learning platform Moodle and it's organized into 5 main modules after which participants can examine, in-depth, two selected topics from the 8 that are proposed.

Entrepreneurship e-learning → 8 specialized e-modules on business models → 4 thematic face-to-face schools (UK, RO, IT, SP)

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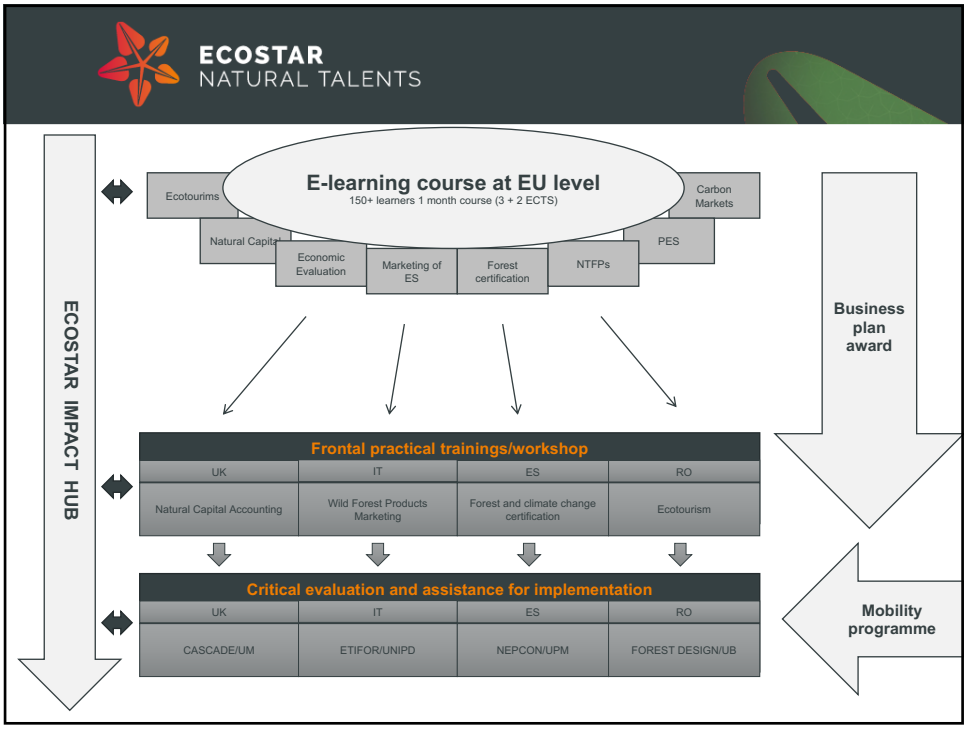
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2. *Learn*

ECOSTAR has developed a e-learning course (now at the 3rd edition) on **Ecosystem services and products from ideas to business** (3 ECTS).

From the 1st edition: selection of candidates for the ECOSTAR **Business Plan Award** → mobility grants (8 young teams from 7 countries) to participate to…

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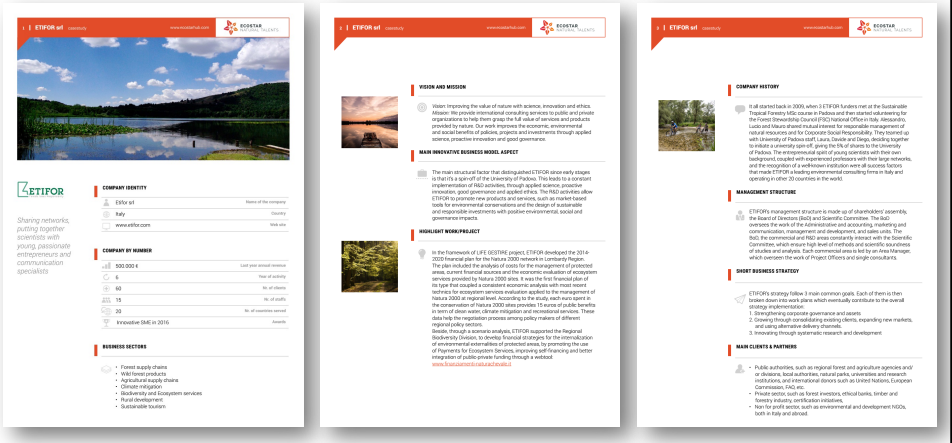
Business models

- Business models that make profit by marketing and enhancing biodiversity and ecosystem services
- Related to Market-Based-Instruments (MBIs) for biodiversity and ecosystem services conservation
- Sustainable (reinvestment on the Natural Capital)
- Innovative & Successful

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BUSINESS MODELS FACT-SHEETS



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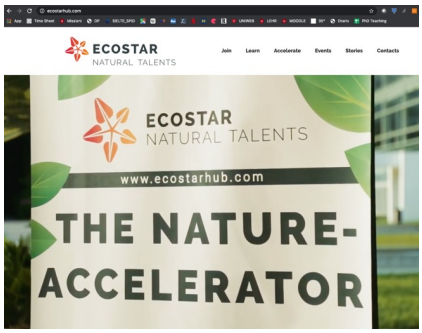
3. *Grow*

The ECOSTAR Accelerator program:

a **2-months course** on how to revise and develop a Business Plan;

1-to-1 **mentorship assistance**;

A final **hackathon**



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3. *Grow* – L'acceleratore

Business call for topics

Match

PhD/MSc call for business ideas

A business plan award – **12 business model selected**

mobility grants

1-to-1 mentorship assistance

2 months of training + final Hackathon

→ Investments

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Benefits per il settore privato

- Engage & recruit motivated and highly **specialized young researchers** and students
- Receive constant up to date on relevant sector-specific **innovations**
- Enlarge the EU network and get access to EC research and education **funding** (also as SME)
- Experience **new business models**

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ECOSTAR NATURAL TALENTS

Benefici per le università

- **Market driven research** and teaching
- Enlarge the network with the business sector > necessary for all **EU funding** (H2020, Erasmus+, etc.)
- Improve **business mind set** of university staff and students - creation of spin-offs?
- Improve research ethics and deliver **IMPACTS**

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Impatti

ECOSTAR was **presented live** to more than **15,000 people** audience

As the end of the project: +2700 website visits/month.

ECOSTAR news have been published in more than 130 National/EU/global newsletter or media, reaching about **+200,000 readers.**

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ECOSTAR
NATURAL TALENTS

Impatti

A network of almost **300 members** that have been **selected** (after an application procedure) to the **e-learning course**

+200 people trained through our 1st **online course**

In 36 months, there were **+1700 downloads of educational material**

Several **HD video** materials still used

The **course has been accredited** in the 4 partners universities

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