

Sommaro Rassegna Stampa

Pagina	Testata	Data	Titolo	Pag.
	Rubrica			
	Fondazione Politecnico di MI			
	Laprimapagina.it	13/06/2020	MILANO. 12 MILIONI PER IL PROGETTO FOOD TRAILS	2
	24oreNews.it	12/06/2020	MILANO. VINCE SULL'ALIMENTAZIONE SOSTENIBILE "FOOD TRAILS"	4
	Italiadagustare.com	12/06/2020	"FOOD TRAILS" VINCE IL BANDO MILANO	6
	Milanoincontro.it	12/06/2020	GRANDE "MILANO" VION CE IL BANDO UE PER "FOOD TRAILS"	10
	Bom.pambianconews.com	10/06/2020	MILANO VINCE BANDO UE SULL'ALIMENTAZIONE SOSTENIBILE	11
	Gamberorosso.it	05/06/2020	FOOD TRAILS. IL PROGETTO PER RIPENSARE LE POLITICHE ALIMENTARI NELLA CITTA' VALE 12 MILIONI. COINVOL	13
	Ppan.it	05/06/2020	FOOD TRAILS, IL COMUNE DI MILANO SI AGGIUDICA COME CAPOFILA IL BANDO EUROPEO	18
	Ansa.it	01/06/2020	A MILANO 12 MILIONI DA UE PER PROGETTO FOOD TRAILS	20
32/35	Forbes Italia	01/06/2020	PAROLA D'ORDINE: ACCELERARE (G.Iozzia)	22
	GaiaItalia.com	31/05/2020	MILANO, 12 MILIONI DI EURO PER LA FOOD POLICY COL PROGETTO FOOD TRIALS	26
	Imprese-lavoro.com	31/05/2020	ALIMENTAZIONE: PROGETTO PILOTA DA 12 MILIONI ASSEGNATO A MILANO	28
	It.finance.yahoo.com	31/05/2020	MILANO, 12 MILIONI DI EURO PER IL PROGETTO 'FOOD TRAILS'-2-	30
	Milano.Repubblica.it	31/05/2020	ALIMENTAZIONE SICURA E SOSTENIBILE, A MILANO 12 MILIONI DALLA UE PER UN PROGETTO PILOTA	31
	Mi-Lorenteggio.com	31/05/2020	FOOD POLICY. 12 MILIONI DI EURO PER IL PROGETTO 'FOOD TRAILS'	32
	Msn.com/it	31/05/2020	ALIMENTAZIONE SICURA E SOSTENIBILE, A MILANO 12 MILIONI DALLA UE PER UN PROGETTO PILOTA	34
	Primabergamo.it	31/05/2020	BERGAMO VINCE UN BANDO EUROPEO PER LE POLITICHE SUL CIBO	35
	Repubblica.it	31/05/2020	ALIMENTAZIONE SICURA E SOSTENIBILE, A MILANO 12 MILIONI DALLA UE PER UN PROGETTO PILOTA	37
	WelfareNetwork.it	31/05/2020	BERGAMO: LA FOOD POLICY DI BERGAMO OTTIENE IL FINANZIAMENTO HORIZON 2020 PER MEZZO MILIONE DI EURO	38

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FRQWHQXWL H ULFDYDUH LQIRUPD]LRQL VXO SXEEOLFR FKH I
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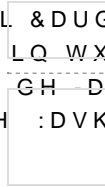
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YDORUH GL PLOLRQL GL HXUR YLQFLWRUH WUD GLYHUVH SURSRVWH GHO SL• J
+RULJRQ /R VFRSR GHO SURJHWWR GHGLFDWR DQO'DOLPHQWD]LRQH VRVW
FLWWDGLQL DOLPHQWL FRQYHQLHQWL VLFXUL H QXWULHQWL SXOWDQR VXOOD FUI
UHJLRQDOL SL• VDQL H VRVWHQLELOL 1HOOR VSHFLILFR DO&RPXQHGL 0LODQR
PLOLRQH PLOD HXUR GL TXHVWL PLOD VDUDQQR GHGLFDWL D 0LODQR 5LVWRU
GHOODPPLQLVWUD]LRQH FKH JHVWLVFH OH PHQVH VFRQDVWLEKH SHU Q'DWVXD]L
QHOOH PHQVH GHOOH 6LFXPRR UGHODRFLWQWj XQ ULVXOWDWR FKH VL LQVHULVFH LC
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YLHQH ULFRQRVFLXWD O'HVSHULHQ]D PDWXUDWD LQ TXHVW DQQLVXOQH SROLWL
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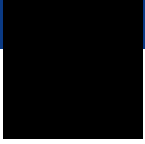
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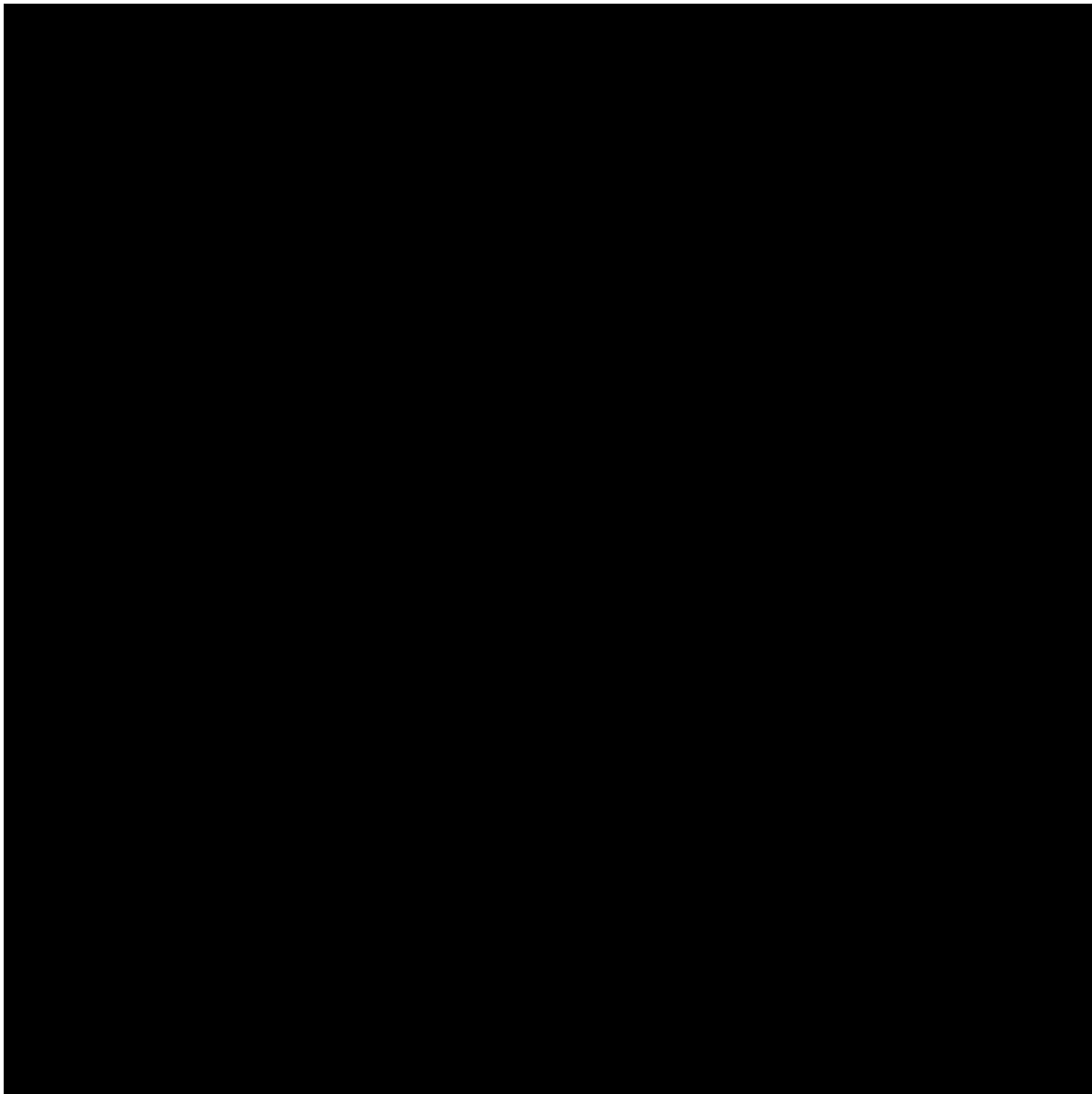
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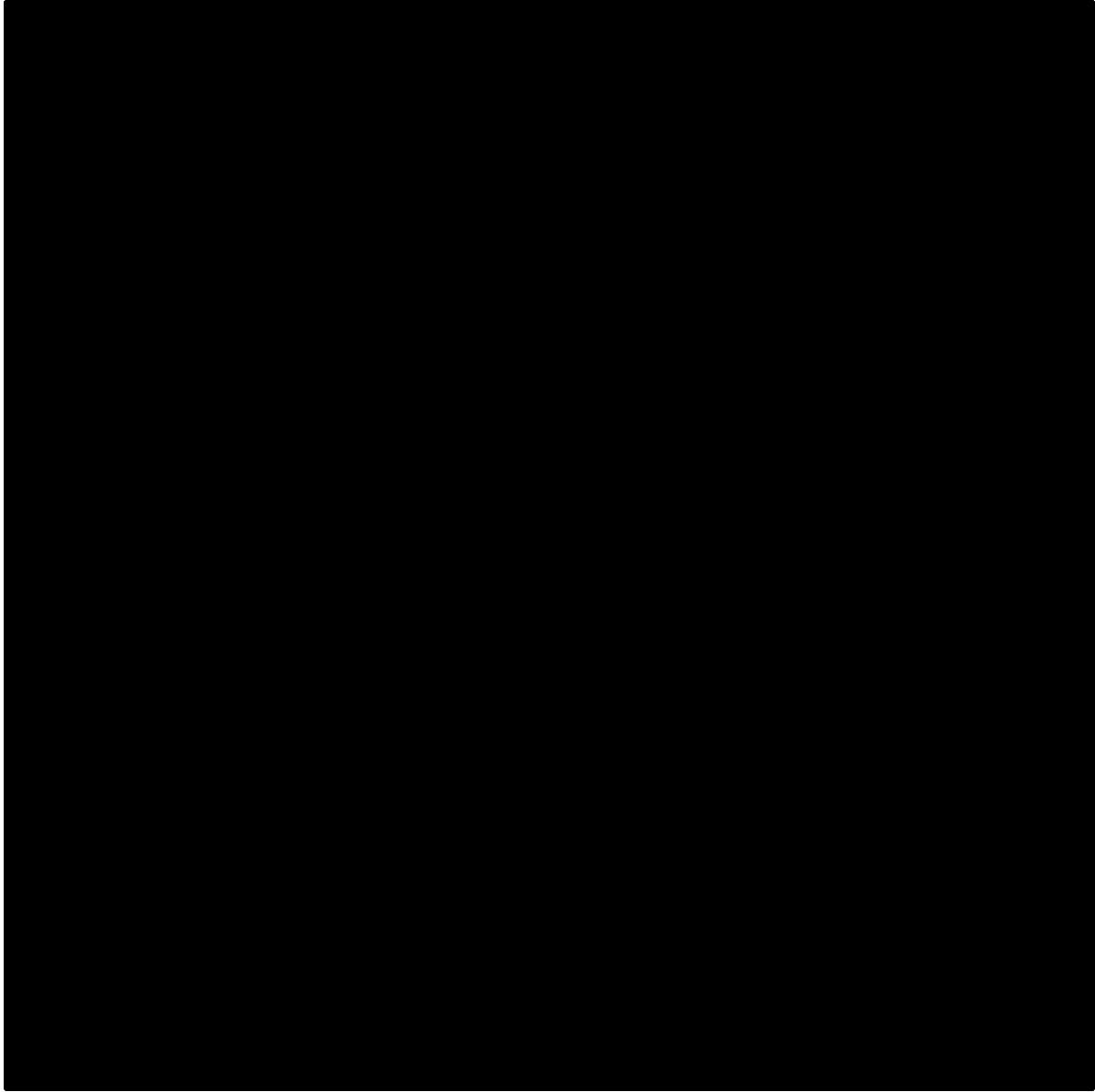
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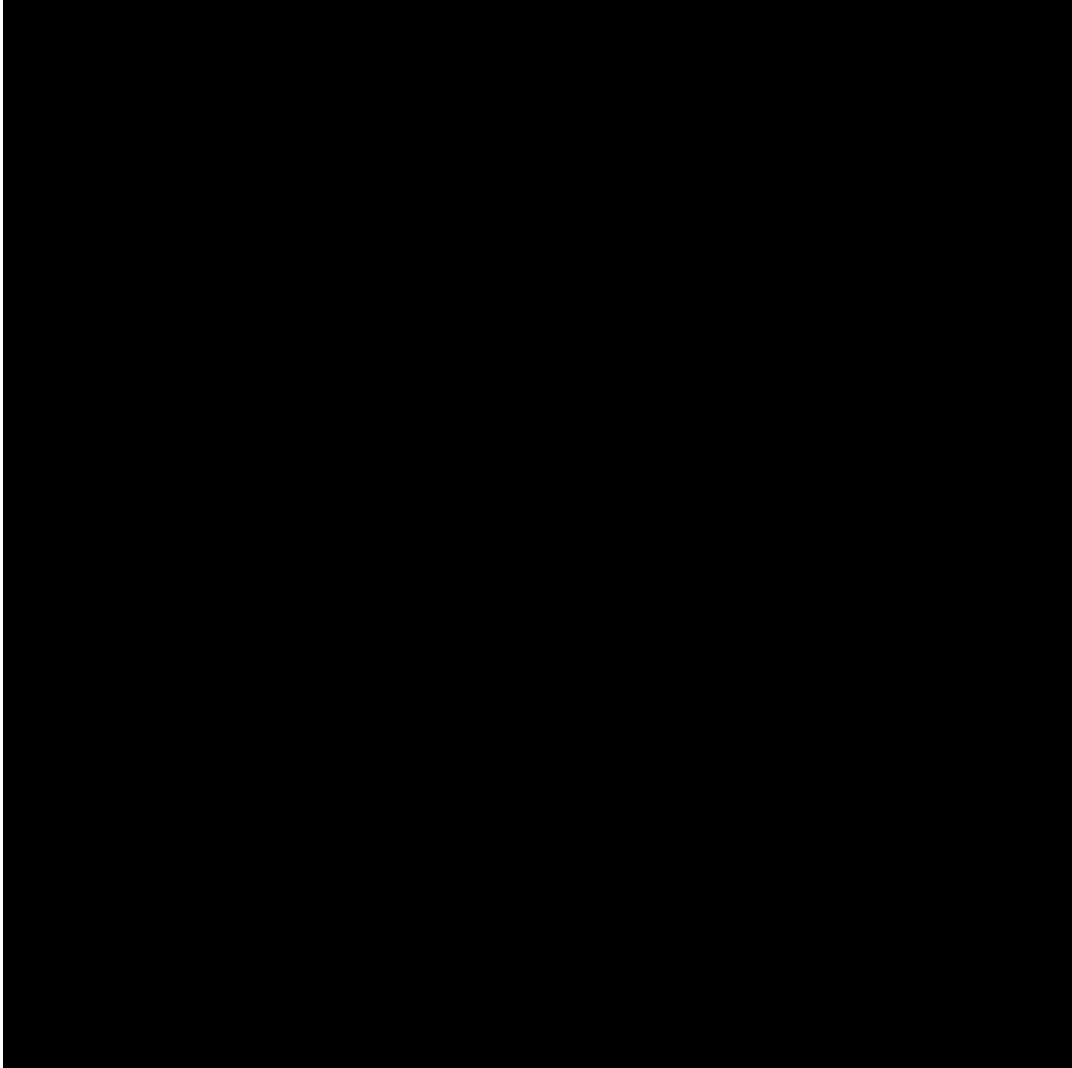


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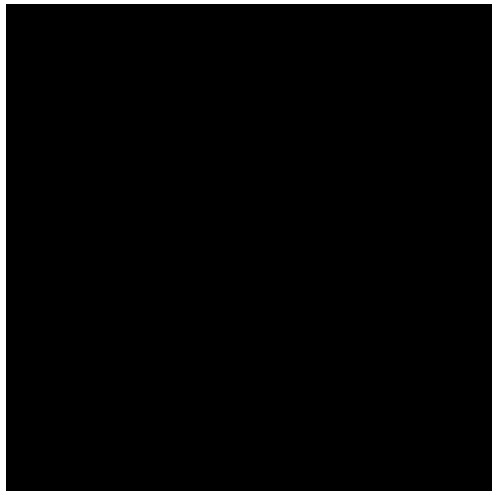


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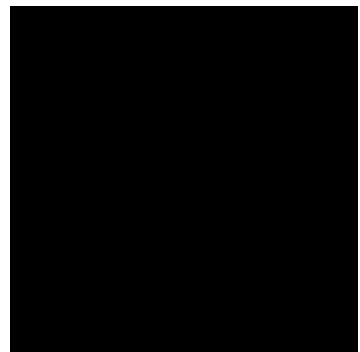
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SUDWLFKH SHU ROWUH FLWWj LQ WXWR LO PRQR FKH VL LPSHJ
VRVWHQLELOL (DQGLDPH DYDQWL 1) FRQSDJLRHVWRURQRFRQH
3ROLWHFLFR GH FLWDQ FKH SDUWHFLSDQR DO SDUWHQDULDWR VRQR
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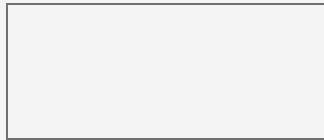
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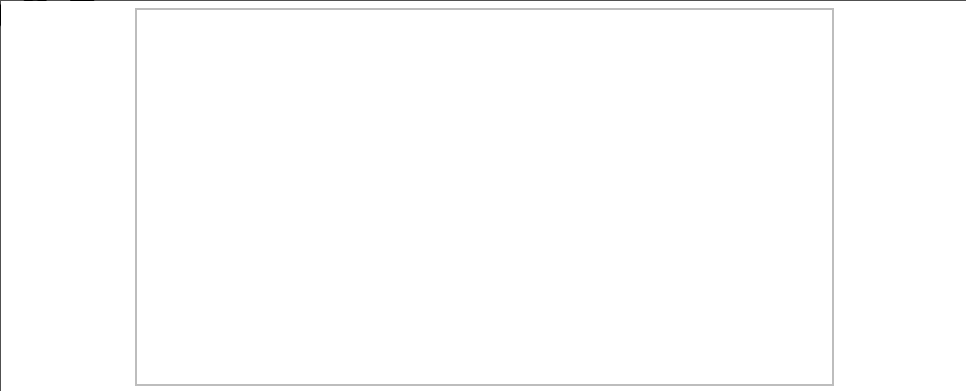
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RUJRJOLRVL GL XQ ULVXOWDWR FKH VL LQVHULVFH LQ XQ TX
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COVER

IN ITALIA SONO 200 LE REALTÀ CHE AIUTANO LE STARTUP A DIVENTARE GRANDI IMPRESE. OFFRONO UN SUPPORTO, UNA GUIDA E A VOLTE ANCHE INVESTIMENTI. POSSONO ESSERE AZIENDALI, UNIVERSITARIE, VERTICALI, MA TUTTE HANNO LO STESSO OBIETTIVO COMUNE: INNOVARE GUARDANDO AL FUTURO



PAROLA D'ORDINE: ACCELERARE

Benvenuti nelle fabbriche di startup. Incubatori e acceleratori dovrebbero essere le tappe obbligate per imprenditori e manager

(ma anche per qualche politico...) che volessero regalarsi un tour ispiratore e ritrovare slancio, idee ed entusiasmo in questa difficile ripartenza dopo la pandemia. Perché chi fa impresa innovativa, e chi la sostiene, è per definizione ottimista, guarda al futuro e vede ogni difficoltà come una sfida da affrontare e, possibilmente, vincere.

Eppure quello degli incubatori e acceleratori non è un lavoro facile. Ma lo scopriremo solo viaggiando, da Nord a Sud, e sapendo che i due termini nella realtà si sono ibridati anche se una piccola differenza ci sarebbe, contenuta nella parola stessa: l'acceleratore dovrebbe appunto accelerare l'ingresso sul mercato di una giovane impresa, tempo di permanenza dai tre ai sei mesi. L'incubatore invece dovrebbe essere lo spazio in cui la guida, le cure e il supporto di esperti e capitali permettono di dischiudersi all'uovo-idea di business e diventare un'impresa-pulcino da far crescere sana e forte. Tempi di permanenza da due a cinque anni.



Vittoria Hub

Crescita assicurata

Lanciato a fine 2019, l'hub creato dalla compagnia di assicurazione al Portello di Milano è il primo incubatore in Italia dedicato all'insurtech, come viene definita l'innovazione tecnologica nelle assicurazioni. Il programma della società, di cui è ceo Gian Franco Baldinotti (nella foto), per le startup prevede tre fasi, che vanno dallo sviluppo dell'idea all'ingresso sul mercato: incubazione, adozione, accelerazione. Quattro i settori chiave per l'assicurazione: salute e benessere, casa, mobilità e azienda connessa.

Per viaggiare serve una mappa: quella di incubatori e acceleratori dice che in Italia sono poco meno di 200, secondo il Social Innovation Monitor del Politecnico di Torino, di cui 38 certificati dal Ministero dello Sviluppo Economico (sulla base di diversi requisiti, dalla superficie al numero di startup ospitate). Sono pochi o sono tanti? Risponde il professor Paolo Landoni, direttore del team di ricerca: "Non è vero che in Italia ce ne sono troppi rispetto ad altri Paesi europei. Anzi al Sud sono ancora pochini". In coda

Zcube (Zambon)

Ritrovare la salute

In Zambon viene definito "research venture" l'acceleratore aziendale ospitato all'interno di Open Zone, il campus scientifico dell'azienda farmaceutica alle porte di Milano guidato da Fabrizio Conicella. ZCube ha due anime: Zcare, che sviluppa soluzioni hi-tech per la salute, e Open Accelerator, primo programma tutto italiano dedicato alle scienze della vita. Dura 12 settimane e dopo le startup migliori possono ottenere un finanziamento fino a 100 milioni e uffici gratuiti in Open Zone.



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