

## Who am I?



- › Assoc. Professor Business Management
- › Sustainable entrepreneurship on forest sector and bioeconomy
- › Coordinator of nature based solution projects
- › Cofounder The Nature Accelerator, UFIL y treeNNOVA

- › Contacto:  
carmen.aviles@upm.es



[www.treennova.com](http://www.treennova.com)

# Who really am I?



# A question maker?



# How to manage these challenges?



**Underexploited** forestry & new opportunities through innovation



Unemployment and **depopulation**



**Lack** of university and training offerings

# How do you manage these challenges?



**Underexploited** forestry & new opportunities through innovation



Unemployment and **depopulation**



**Lack** of university and training offerings

Using **natural capital** as a driver for sustainable development

# Making questions



# Wood U?



# Wood U challenge?



**Underexploited** forestry & new opportunities through innovation

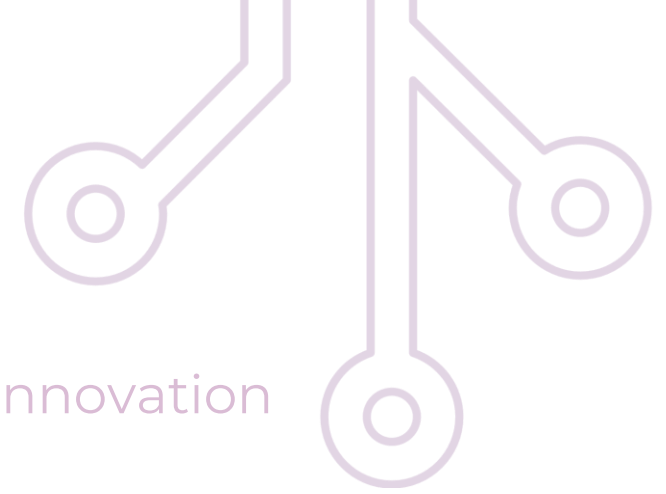


Unemployment and **depopulation**



**Lack** of university and training offerings

Using **natural capital** as a driver for sustainable development





**Only 1 out of 10 forestry-environmental-agricultural schools are providing business or entrepreneurship education in EU**  
**Wood U be one of them?**



# Yes, we WOOD!!

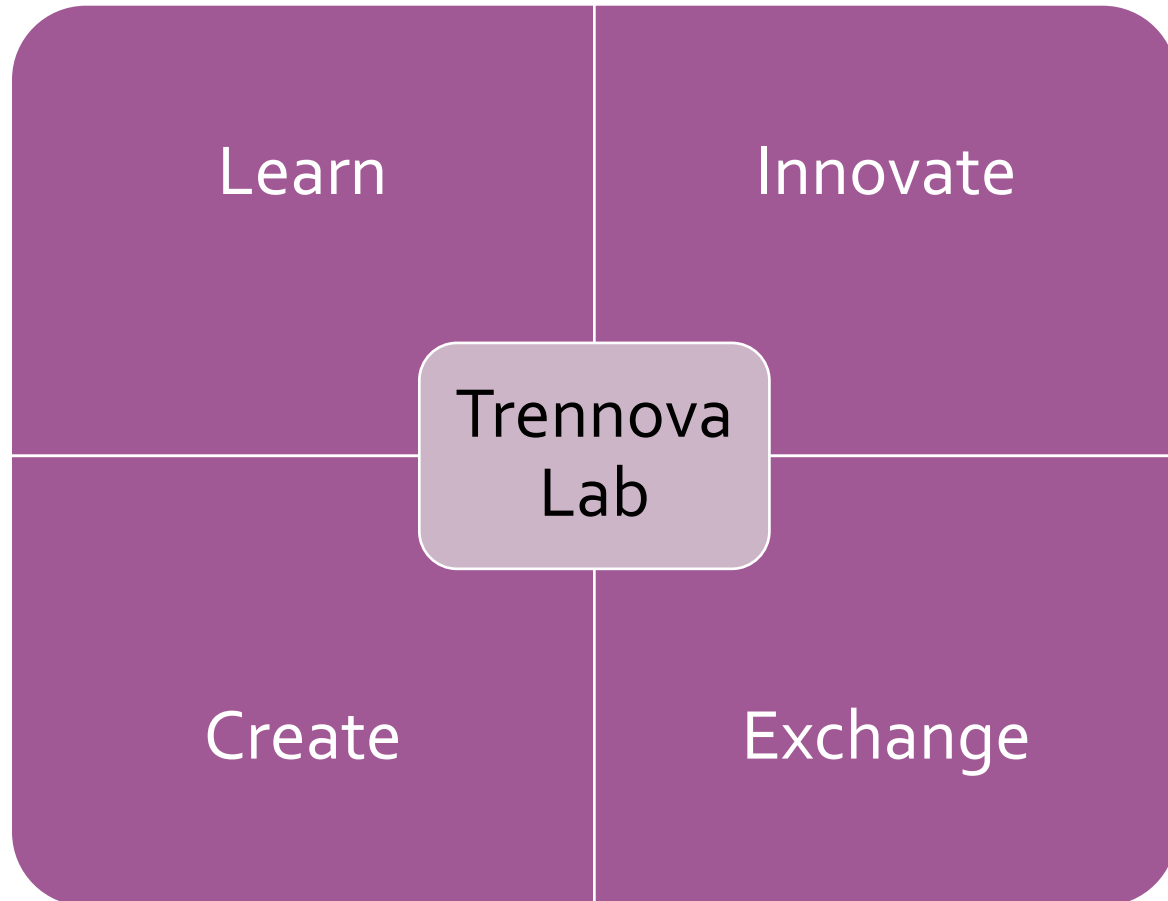


# Trennova HUB

Boosting innovation and entrepreneurship on forest bioeconomy



# Wood U aim?



## 6 Goals:

Innovation through **research** and **transference**

Innovative **ecosystem** around forest **bioeconomy**

Worker's **abilities** and **skills**

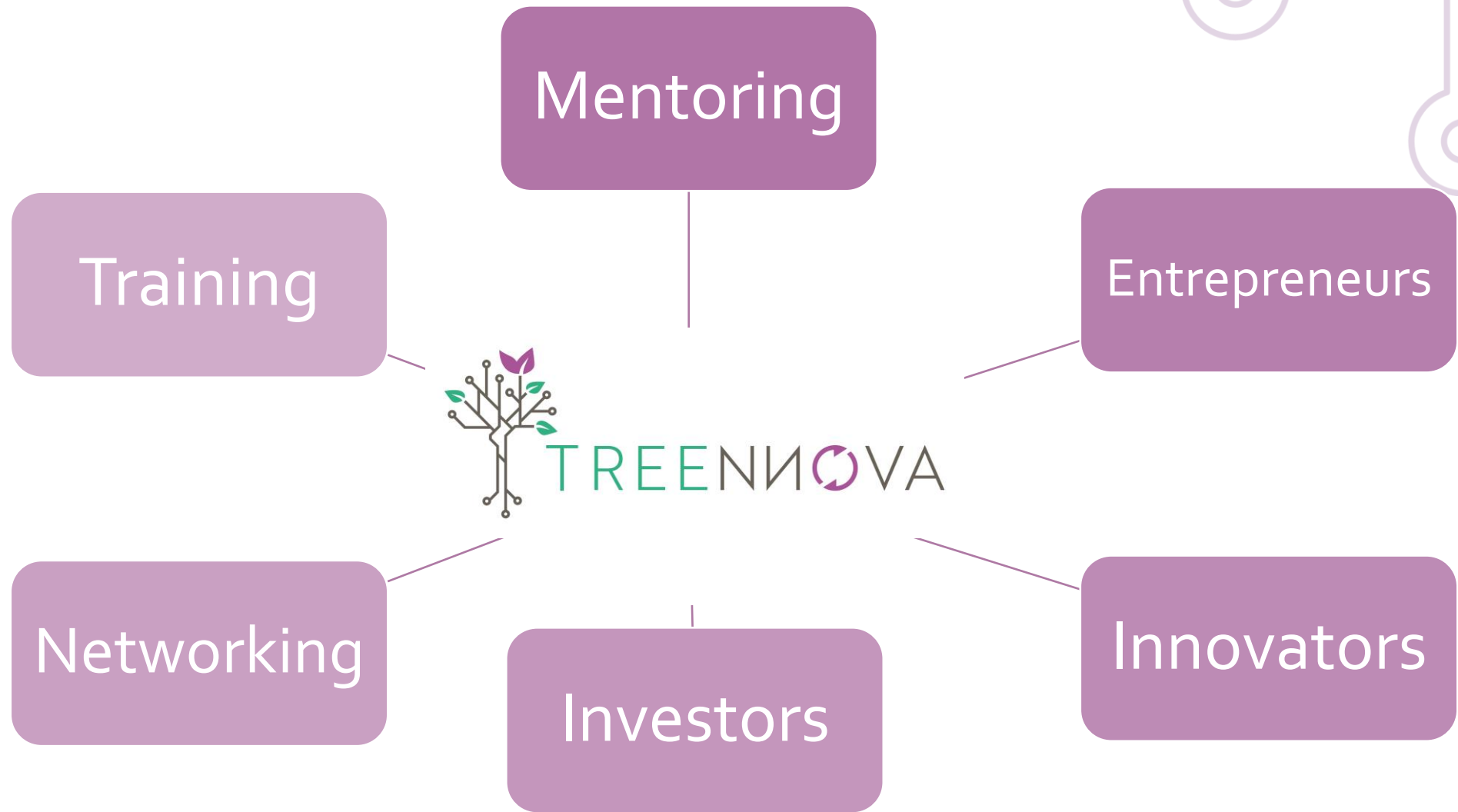
Retain business and talent in **urban-rural areas**

Efficient **use of forest resources**

Vertical **integration** in **forest management**



# Wood U create?



# Wood U act?

## Training

8th Entrepreneurship Course (2016-2022) Forest Engineering School (circa 2000 students – 25 teams)

3rd Ecosystem services entrepreneurship: from ideas to business (circa 300 students)

Miriadax: Treennova, de naturaleza, emprendimiento y sostenibilidad (circa 750 students – 39% success rate)

EIT: treeNNOVA From Nature to Business (2-5 Dec 2019)

10-months-length course: Bioeconomy and entrepreneurship (April 2020, June 2021, Jan 2022)

EO-HUB, entrepreneurship and Essential Oils (Oct 2021)

UFIL 2023, executive incubator program



### Ecosystem services entrepreneurship: from ideas to business

**SOLD OUT** The online course providing continuous interaction with top international professors, experts and company directors specialized in the fields of forestry and ecosystem services and products. The e-learning course will run from 10th [...]

MIRÍADAX

Idioma Carmen Avilés Palacios

CURSOS INSTITUCIONES PROFESORES NOVEDADES EMPRESAS Y ORGANIZACIONES

VERIFICADO POR BLOCKCHAIN

TREENNOVA: De naturaleza, emprendimiento y sostenibilidad



# Wood U act?

**Incubator** HackforGood 2018, 2019 – AgroChallenge 2023

Best Business Idea Awards – BlooMod, NOx

ActúaUPM Awards – ModusHabitare Bloomod

+ 40 Forest business ideas

Success rate 24% (established)



# Wood U act?

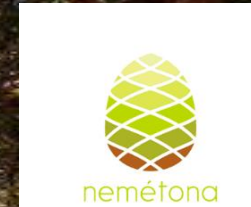
Incubator

## 45 Nature Based Projects (UFIL)





# Wood U act?



# Wood U act?

Accelerator 8 companies world wide



# Wood U act?



More than 20  
new startups

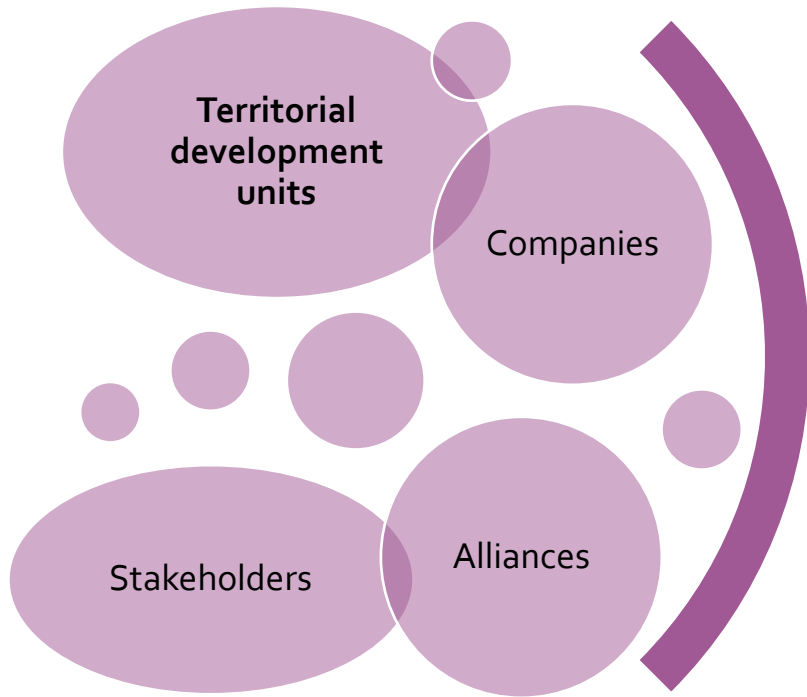
Success rate:  
35,7%

Bioeconomy  
Ecosystem

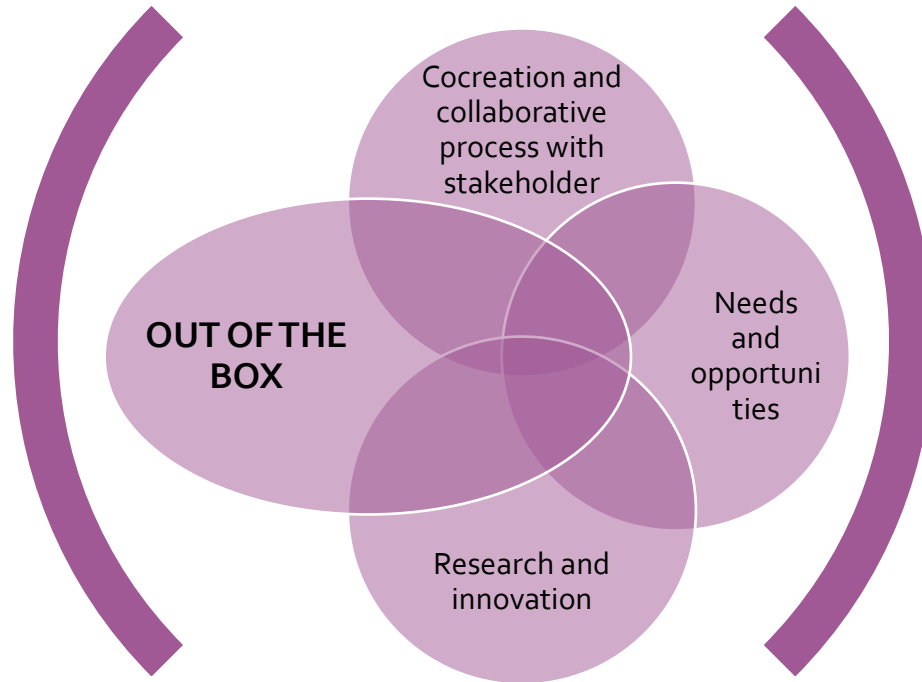
Social  
engagement

New  
companies  
stablished

# Wood U go beyond?



**Partnership**



**Project design**



**New Projects:**  
Cuenca UFIL 2024  
CBDS Accelerator

...

# Wood U bioeconomy?

#treeNOVA

www.treenova.com  
carmen.aviles@upm.es

 @cavilesp

 carmenavilesupm treenova

