



→ LAUNCH of CLUSTERING STRATEGY TO AID RESEARCH & INNOVATION for IMPROVING AGROFOOD & NUTRITION in AFRICA

Objective: The cluster NUTRA-AFRICA aims to establish a voluntary commitment of the participants in developing a strategy of sharing cultural innovation to implement the "bio-and eco-economy" for the development of future knowledge society and improving "food security" between Europe and Africa.

NUTRA-AFRICA is promoted by EGOCREANET, a R&D no profit association for enhancing social responsibility and innovation, in joint venture with the Business Incubator of the University of Florence (Italy).

The cluster NUTRA – AFRICA wants to aggregate a wide range of excellent skills and expertises to enhance activities of social responsibility on food-security and agriculture biodiversity implementation, aiming to improve the nutritional intake of people and overcome malnutrition. In particular:

- to improve efficiency, effectiveness and quality of nutritional component of food, to demonstrate nutritional benefit of nutraceutical research and innovation;
- to innovate social creativity through the intensification of sustainable Agriculture production inside the agro-ecological contemporary climate change.

Those goals requires multidisciplinary competencies and multi-actors agreements, as requested by Horizon framework program in research and innovation.

To apply EU- Horizon strategy the NUTRA-AFRICA cluster need to integrate scientific and human factors, through improving knowledge growth of interactive citizens communities, favoring both in Europe and Africa a "**Smart Dialogue**" to contribute, in a bottom up approach, in modernizing developmental policies of "Agro-Food Sustainability" through a broad participation in the financing opportunities offered by the European framework HORIZON 2020.

It will be also important to aggregate trans-disciplinary knowledge able to explore social acceptability to implement the impact to better management of the **Global Change Challenge** on citizens, companies and society.

To answer to that complex developmental goals and impact of the "NUTRA-AFRICA Cluster", Egocreanet invite **various experts, institutions or firms to be stakeholders** –

" in Food Security and Agriculture biodiversity and in Nutritional Innovation "

To become member of NUTRA-AFRICA Cluster is simple: it is sufficient to **express the proper voluntary adhesion, by sending a "Letter of Intent" by e-mail to: egocreanet2012@gmail.com, including in attach a brief curriculum or a short profile of the Institution or firm written in English.**

Paolo Manzelli – President of EGOCREANET 2014/02/14 Firenze (IT)

- Ps. Egocreanet is member of the EU- Cluster Collaboration Platform <http://www.clustercollaboration.eu/web/egocreanet>
- PS . NUTRA-AFRICA first meeting will be organized in Florence c/o Auditorium ECRF the 2014/April/11 (h-9.00-13.00)