the FIELD

Rural Innovation HUB

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UNIVERSITÀ DI PISA

PAGE

The CONTEXT

The Agriculture Department was officially established in 1871 and was the first university institution in the world dedicated to agricultural studies. Its history has been marked by continuity in vision and perspective, drawing lessons from the past to shape the future.
On September 18, 2012, the Agriculture Department changed its name to the Department of Agriculture, Food and Environment.

- Centro di Ricerche Agro-Ambientali "Enrico Avanzi" (CiRAA)
- Centro Interdipartimentale di Ricerca per lo Studio degli Effetti del Cambiamento Climatico (CIRSEC)
- Centro Interdipartimentale di Ricerca Nutraceutica e Alimentazione per la Salute (NutraFood)

DIPARTIMENTO DI SCIENZE AGRARIE ALIMENTARI E AGRO-AMBIENTALI
UNIVERSITÀ DI PISA

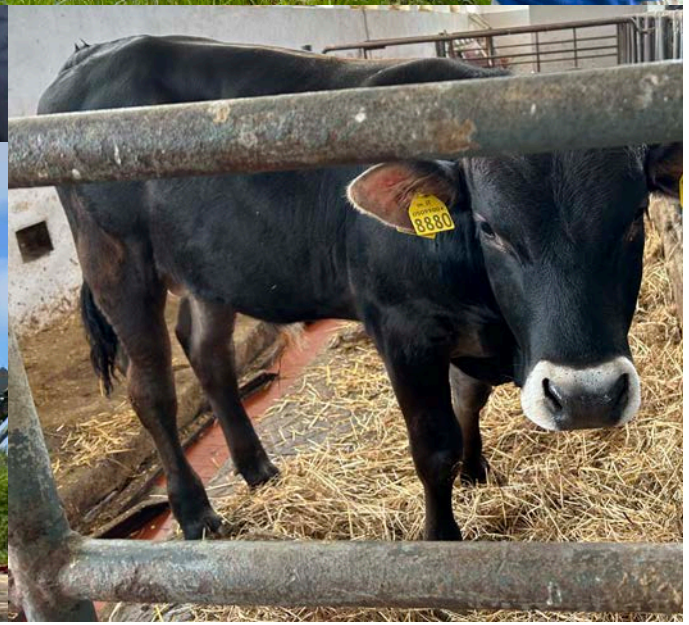
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1840-2020


CIRAA




the FIELD




8880



<u>CIRSEC,</u> the Interdepartmental Centre for the Study of Climate Change Effects at the University of Pisa.

Circle U. Climate Day 2026. Strong participation from administrators, researchers and local stakeholders to develop concrete responses to climate change


PISA AGRICULTURAL ECONOMICS
Food and Rural Studies for Sustainability



Research

This section describes the type & thematic areas of our research, and projects we have been engaged in



Teaching

This section lists the courses that our team members are currently teaching at the University of Pisa



Outreach

This section illustrates a range of activities we are doing with policy & practice partners and citizens

PAGE group at a glance

Key research areas:

- Food systems and food security
- Analysis of agri-food chains
- Technological, social, institutional and organisational innovations
- Sustainable and resilient bio-based, circular economy
- Innovation processes and transition management
- Dynamics and structural change in rural areas, and rural-urban relations
- Analysis of agricultural, fisheries, food and rural development policies
- Multifunctionality of agriculture and of rural space
- Innovative agri-business models

Engagement in projects, academic programmes and research networks:

- 20+ years in EU research and 25+ EU-funded projects

Pisa Agricultural Economics (PAGE) is a group of researchers from three different departments of the University of Pisa. We share an interest in socio-economic research in agriculture, food and rural development.

Living Labs

General challenges

- The **success and longevity** of Living Labs (LLs) depend on their capacity to **align with territorial needs** and embed within locally rooted actor networks.
- Their effectiveness also hinges on **inclusive decision-making and balanced power dynamics** among local stakeholders.
- While LLs aim to foster sustainable innovation, their management requires an **adaptive governance** approach.

Source: Based on one-decade UNIPI PAGE Group experience with Living Labs in Horizon Europe projects



During three days of training and networking (18-20 May 2026) at the **Università di Pisa**, **PAGE - Pisa Agricultural Economics** members from the **Dipartimento di Scienze Agrarie, Alimentari e Agro-ambientali - Università di Pisa** contributed to the discussion on **AKIS** (Agricultural Knowledge and Innovation Systems) by sharing insights on the role of rural and agricultural Living Labs they work on through European projects, to foster collaboration for innovation.

Funded under the National Recovery and Resilience Plan (NRRP), Mission 4 Component 2 Investment 1.3, Theme 10.

onfoods

FOOD & DESIGN SECTION



Facilitating collaboration across disciplines, sectors, and communities through food- and design-driven approaches to rural innovation.

The Tenuta (LABS)

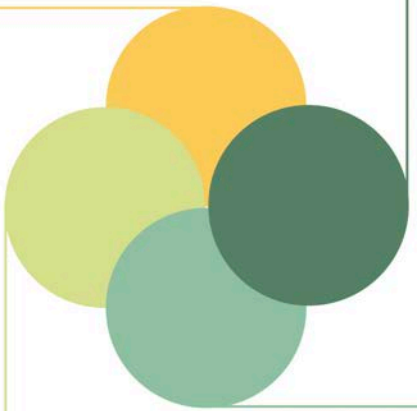
The Tenuta of Suvignano is a true symbol of the State's redemption in the fight against the Mafia; a place where new social and environmental wealth can be generated, a place for social, agricultural and quality tourism initiatives.

TEN UTA LAB

the FIELD

Encourage **participatory training** to co-design innovative transdisciplinary solutions.

Facilitate **teamwork** through the use of research methodologies and tools, activating actors and resources in the field.



Encourage the pooling of **skills** and **knowledge** of the department's doctoral students.

Create a **cohesive research group** and support co-creation and innovation projects.

Objective 1

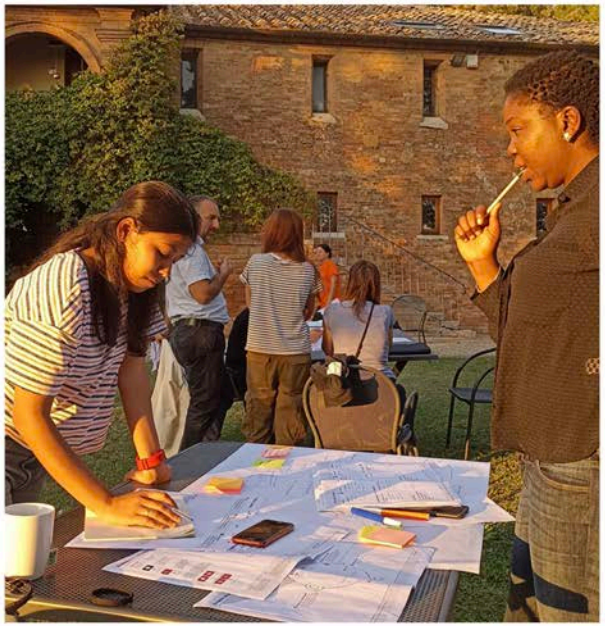
To identify and valorise the resources of the Suvignano Estate in order to **collaboratively design solutions and ideas for rural renewal**.

Objective 2

To propose an agricultural model that interprets the ecological transition and valorise all its potential, both in terms of primary production and processing.

Objective 3

To generate new business **opportunities** and scientific research linked to the theme of legality. To create a **collective workshop** of project ideas from a territorial perspective, encouraging interaction between scientists, experts, administrators and local actors in the **management of territories**.



The **community of practice** and learning that is activated with the **Participatory Design Didactic Approach (PDDA)** enables the co-construction of learning environments where the point of research (or the problem to be solved) is not emphasised at the beginning, but is redefined and rethought in a **collaborative and transdisciplinary way** throughout the learning phase. The aim is to co-create a (shared) 'why' and then a shared 'how' and 'what', in that order (as suggested by the Golden Circle framework).



interviews



lectures



observation



focus group



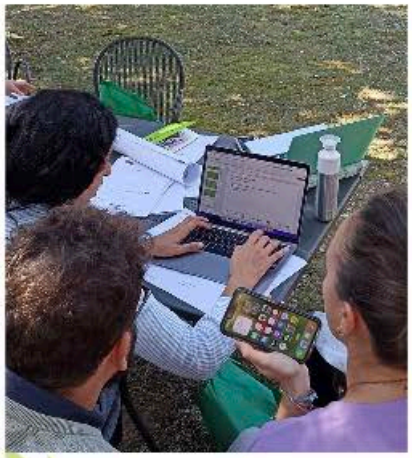
brainstorming



no formal



debates



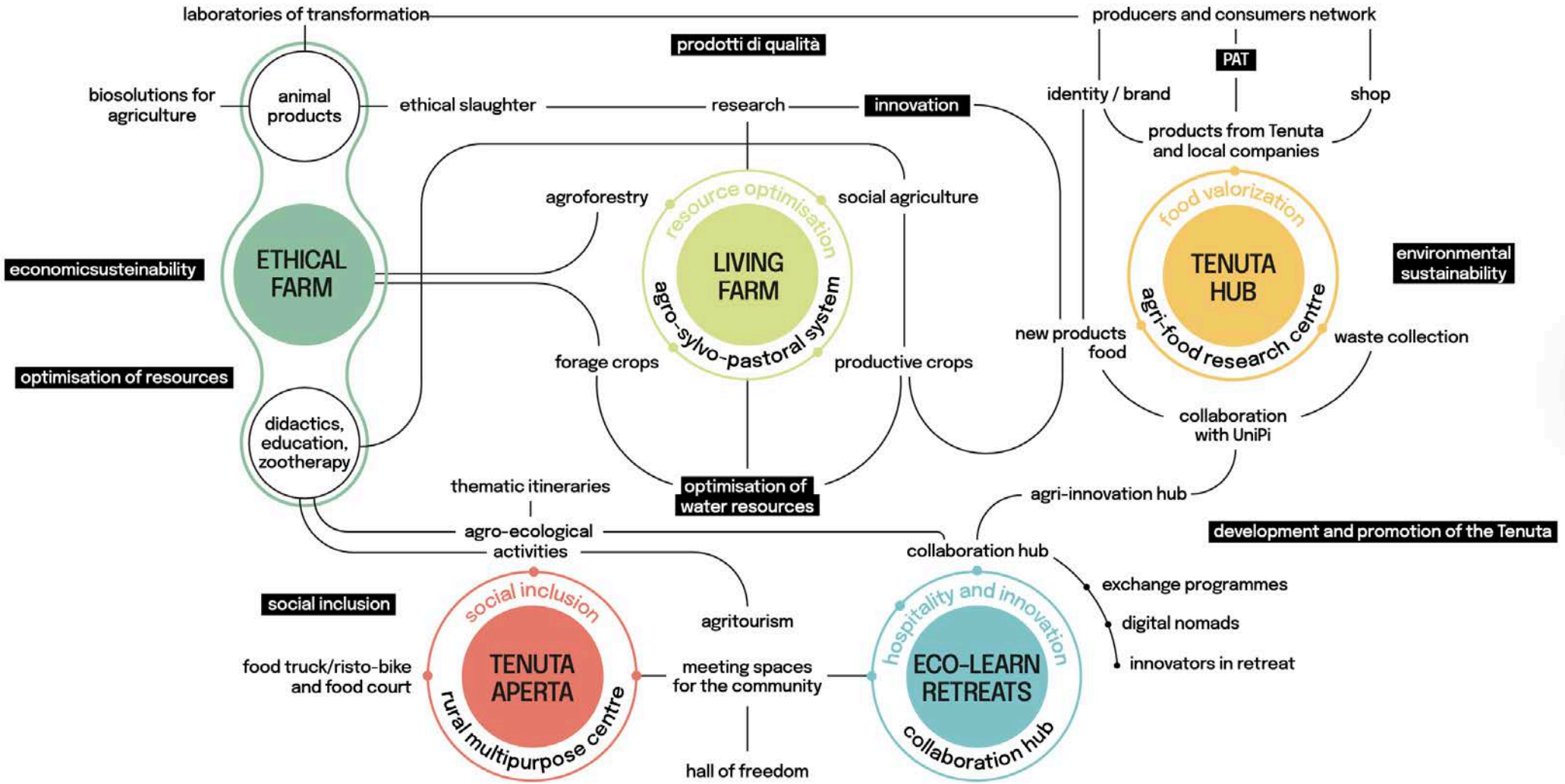
team work

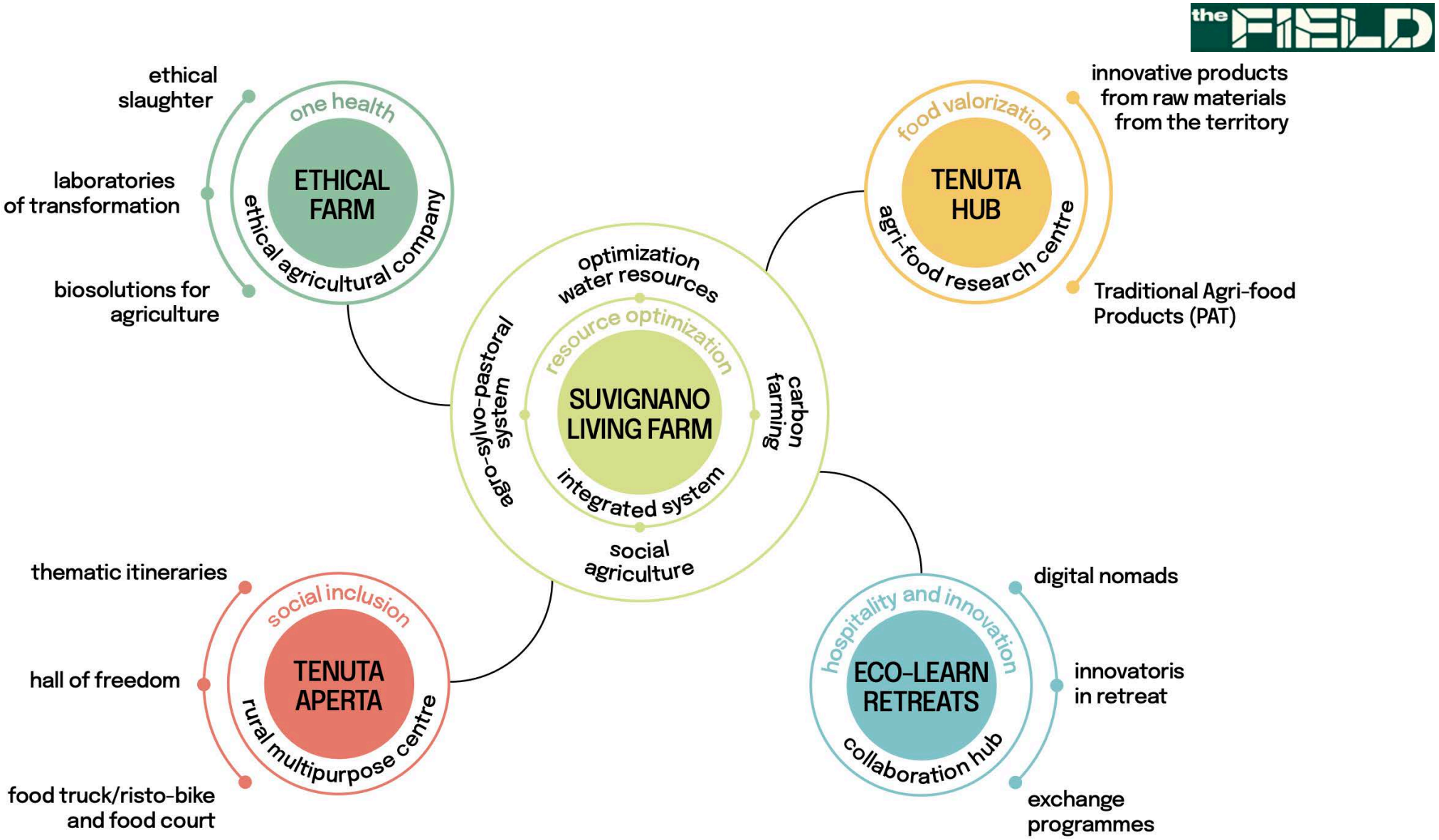


mentorship



presentations


laboratories of transformation
producers and consumers network
prodotti di qualità
PAT
biosolutions for agriculture
animal products
ethical slaughter
research
innovation
identity / brand
shop
products from Tenuta and local companies
agroforestry
resource optimisation
LIVING FARM
agro-sylvo-pastoral system
social agriculture
food valorization
TENUTA HUB
agri-food research centre
economicsusteinability
ETHICAL FARM
environmental sustainability
new products food
waste collection
optimisation of resources
forage crops
productive crops
collaboration with UniPi
didactics, education, zootherapy
thematic itineraries
optimisation of water resources
agri-innovation hub
agro-ecological activities
development and promotion of the Tenuta
collaboration hub
exchange programmes
digital nomads
innovators in retreat
social inclusion
social inclusion
TENUTA APERTA
rural multipurpose centre
agritourism
food truck/risto-bike and food court
meeting spaces for the community
hospitality and innovation
ECO-LEARN RETREATS
collaboration hub
hall of freedom


the FIELD
ethical slaughter
laboratories of transformation
biosolutions for agriculture
one health
ETHICAL FARM
ethical agricultural company
innovative products from raw materials from the territory
Traditional Agri-food Products (PAT)
food valorization
TENUTA HUB
agri-food research centre
optimization water resources
agro-sylvo-pastoral system
carbon farming
resource optimization
SUVIGNANO LIVING FARM
integrated system
social agriculture
thematic itineraries
hall of freedom
food truck/risto-bike and food court
social inclusion
TENUTA APERTA
rural multipurpose centre
digital nomads
innovatoris in retreat
exchange programmes
hospitality and innovation
ECO-LEARN RETREATS
collaboration hub

the FIELD



Tenuta di Suvignano

DISAAA.a
PhD • Students • ECRs



Tenuta di Suvignano

ONFOODS
ECRs



Tenuta di Suvignano

Circle U
MA • Phd • ECRs

2023 • 2024 • 2025 → 2026

Tenuta di Paganico

PhD Students in Sustainable Development and Climate Change



Tenuta di Paganico

PhD Students in Sustainable Development and Climate Change



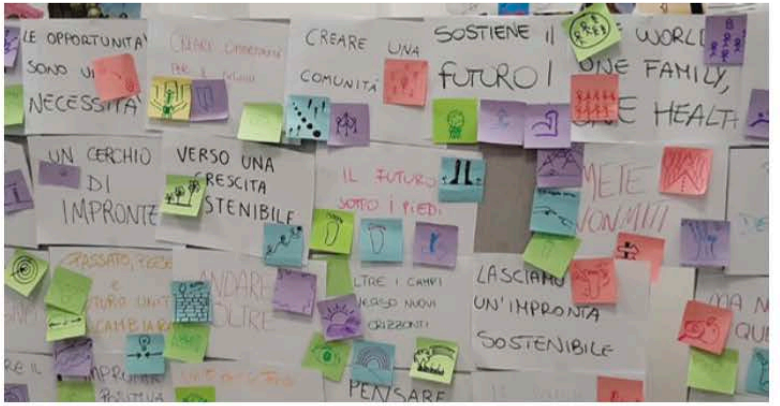
Food&Design
Co.Teaching and Research projects



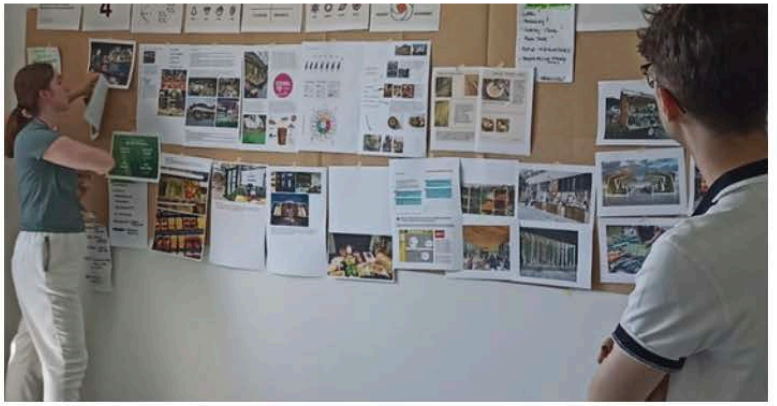
2024 Designing Creative Interfaces to Explore the Regulatory Framework of Pecorino Romano
In collaboration with ISIA di Pordenone (co-teaching activity with Silvia Rolandi, Elena Rotondi, and Sonia Massari)



2023 Branding the Manciano Cheese Valley
In collaboration with IUSVE (co-teaching with prof Mantino, Elena Rotondi)



2024 Branding the DISAA.a department "Orientamento".
In collaboration with IUSVE (co-teaching with Sonia Massari, and Elena Rotondi)



2023 Multimedia solutions for communicating Suvignano living farm In collaboration with University of Udine
(co-teaching activity with Sonia Massari and Elena Rotondi)



2024 Agri-ZOOM project
In collaboration with ISIA Roma Design - MA System Design (co-teaching activity with Sonia Massari and Elena Rotondi)



2024 Multimedia solutions for NARRATING RURALITIES
In collaboration with University of Udine (co-teaching activity with Sonia Massari and Elena Rotondi)



2023 Innovative Solutions and products to foster agroecology: White Lupins In collaboration with ISIA Roma Design - MA System Design (co-teaching activity with Sonia Massari and FIRAB

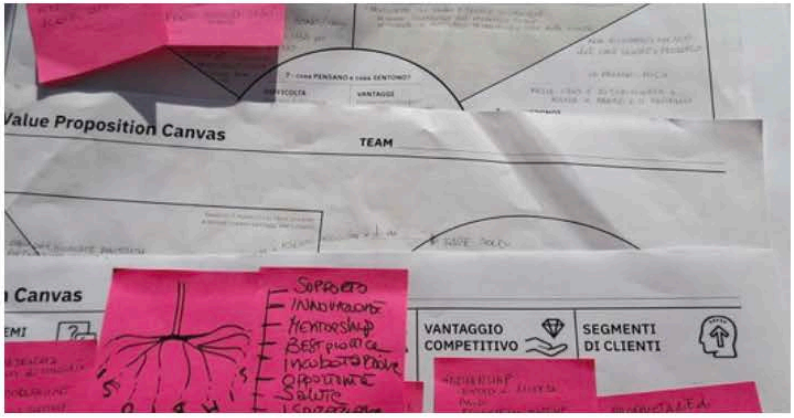


2025 SEXY BEANS BOOTCAMP
In collaboration with ISIA Roma Design, ELISAVA, KISDs e Ecole de Nantes Atlantiques Design

Food&Design
Challenge-based actions

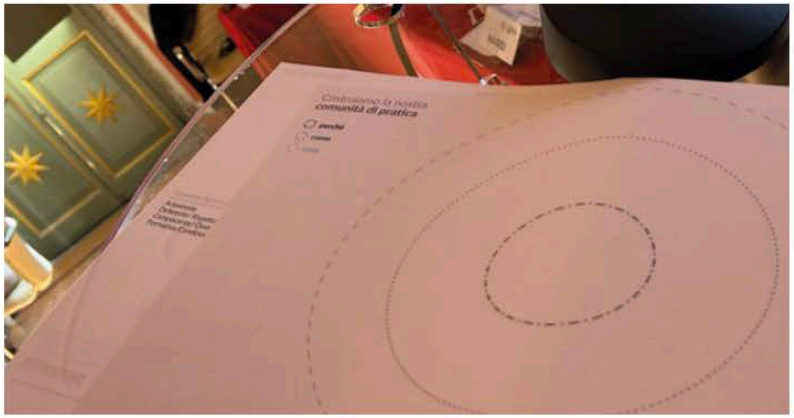


2024 Hackathon at Centro Avanzi
With the Master in Cambiamento Climatico
e Sviluppo Sostenibile



2023 Hackathon at Contamination Lab
University of Pisa

Co-Design Workshops



2024 AIEAA, Unimercatorum Creare una comunità di pratica per la didattica in Economia Agraria.

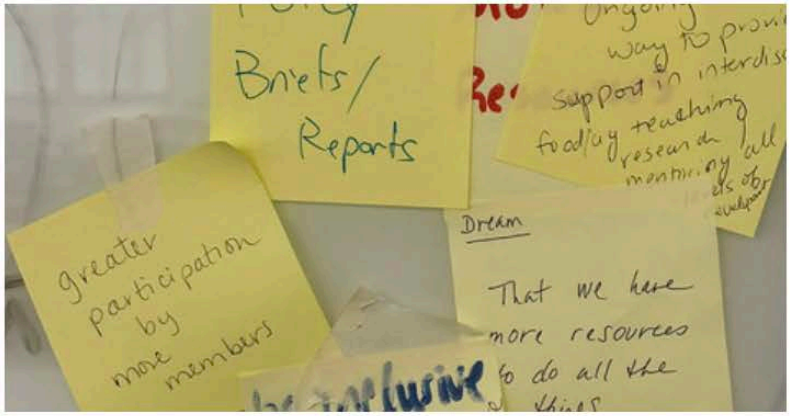


2024 AIEAA Parma 2024 Understanding Living labs and stakeholder engagement

Food&Design
Co-Design Workshops



2024 Facilitation of Libya Food Security Strategy First Workshop WFP Tunisi



2024 Designing Tomorrow: Exploring Design Methods and Thinking for Participatory Approaches in EU Projects and Living Lab Activities for Innovation.
University of Pisa PhD Students



2023 2 days Course per Mediterranean Agriculture Institute of Bari MA students (CIHEAM – IAMB)



2024 Design Thinking and TeamBuilding theories
PHD+ 2024 program at Contamination LAB Pisa

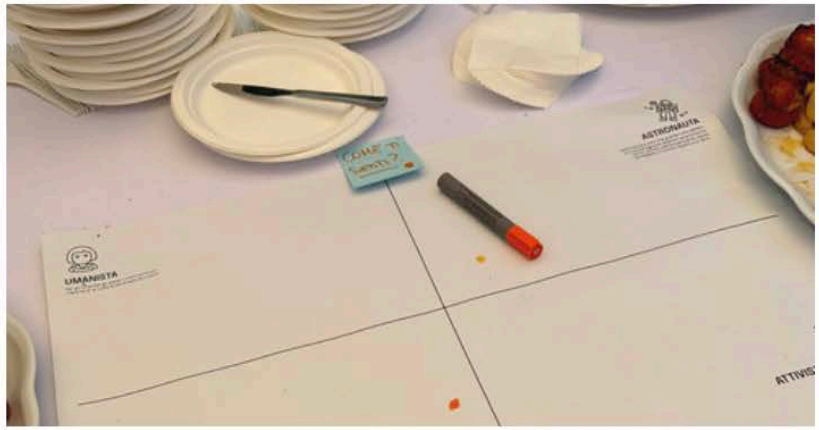
Co.Eat& Design thinking



2023 OneHealth PhD Students UNIPI, Jeffersonian Lunch



2024 ONFOOD Tenuta Lab Suvignano
Interactive Jeffersonian Lunch



2024 Confprofessioni Interactive Jeffersonian Lunch



2025 Conoscere e comunicare il PGS
University of Parma and the University of Pisa
in collaboration with DES Parma

Food&Design
Speeches and conferences



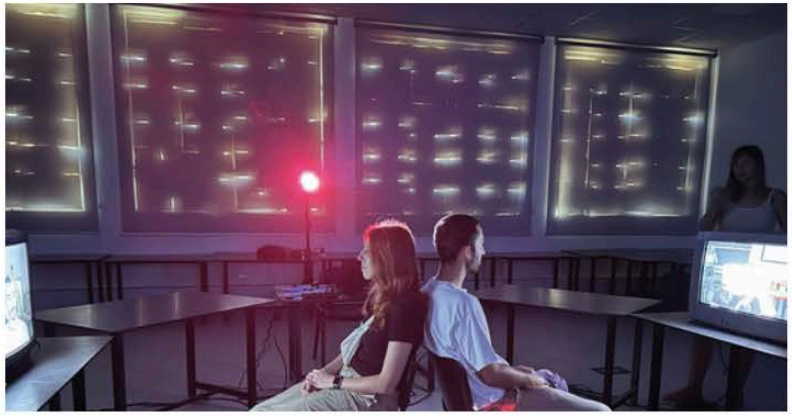
2024 IFSA (Trapani)



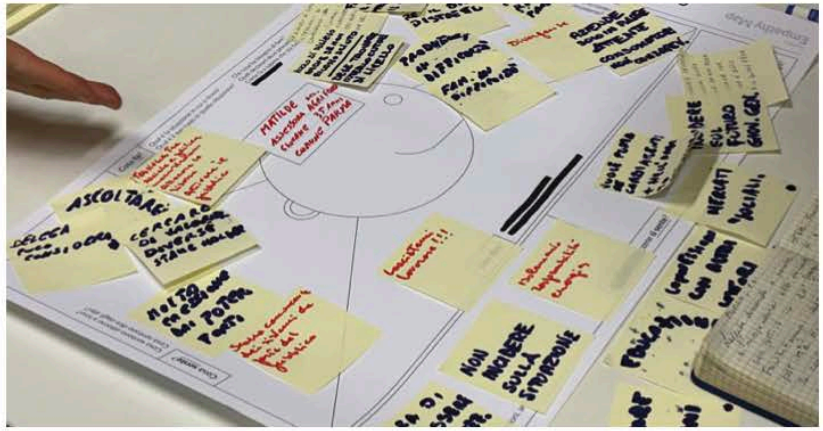
2024 ONFOODs annual meeting Milan



2024 Cibo Educazione e Sostenibilità
Università Mercatorum (Roma)



2023 AI EDU Camp: La strana coppia: AI e Transdisciplinarietà
In @METID - Politecnico di Milano



2025 Conoscere e comunicare il Biodistretto di Parma
University of Parma and the University of Pisa
in collaboration with the Biodistretto Parma

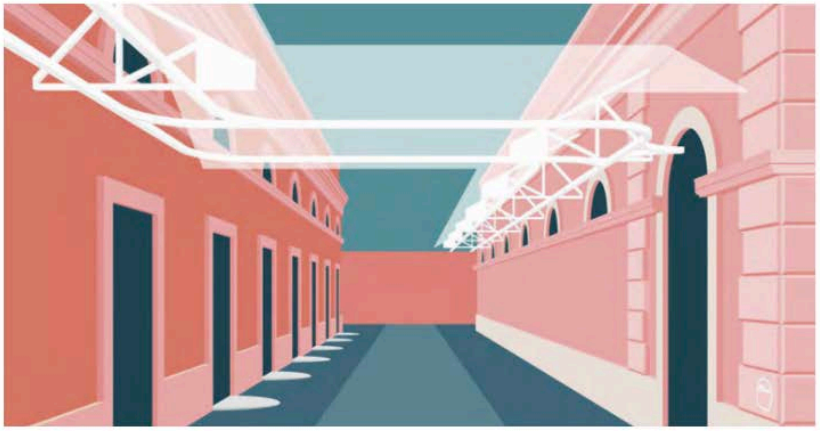
2025 International Forum on Agroecosystem Living Labs



2025 AIEAA Conference Pisa



2025 Conference on inter and transdisciplinary research for sustainable development 2025



2025 VIII Biennale dello Spazio Pubblico



2025 Innovation week Siena



The FIELD: Towards a Transdisciplinary Rural Innovation Platform

- The FIELD: RURAL INNOVATION HUB is progressively evolving into an interdisciplinary platform, expanding its collaboration with departments such as engineering, industrial design, economics, and social sciences.
- The Food & Design Section contributes to the Rural Innovation Hub by connecting food systems, agriculture, culture, communities, and design methodologies. It supports the co-creation of innovative solutions, fosters collaboration across disciplines and stakeholders, and explores new pathways for sustainable and regenerative rural development.
- In the coming years, we aim to strengthen cooperation with local, national, and international networks by integrating diverse expertise: from agrarian and agroecological knowledge to Living Lab approaches, participatory design, and territorial innovation.
- Our ultimate goal is to contribute to more resilient, collaborative, and future-oriented rural territories, capable of addressing contemporary transitions through shared and systemic approaches.

THANKS

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