

BeLeaf 2023 —

CO-DESIGN PATH

KICK -OFF & ASSESSMENT (FULL REMOTE)

October, 27

Philip Morris Italia and the selected partners will join an online meeting to get to know each other, align expectations and needs, outline the structure of the co-design path. The working teams and their members will also be introduced during the meeting.

WORKSHOP Intro (FULL REMOTE)

October, 31

A first workshop in which some theoretical concepts and practical tools will be introduced to facilitate the path of collaboration between innovation partners and Philip Morris Italia, will be followed by the first full remote working session among the teams in order to lay the groundwork and better prepare for the in-person deep dive.

Deep Dive & Collaboration Scenarios (IN PERSON, Bastia Umbra - Philip Morris Italy)

November, 6-7-8

The selected partners will visit the Philip Morris Italia plant in person to observe technologies and processes used by the company and share best practices and opportunities with Philip Morris Italia technicians, engineers and experts. Some training workshops on Design Thinking and operational teamwork sessions in order to define collaboration scenarios and partnership visions with Philip Morris Italia will also be held.

Solution Concept (FULL REMOTE)

From November, 14 to December, 4

Based on the collaboration scenarios created, the teams will continue the process of co-design through prototypes, tests and interviews in order to obtain an ideal solution/concept that responds to the specific needs of Philip Morris Italia. They will prepare a technical-commercial proposal outlining timing and costs of the eventual implementation of the designed POC in order to become a full-fledged Innovation Partner of Philip Morris Italia.

Approximately, the weekly commitment required in this phase, lasting a total of 3 weeks will be:

Week	Workshop in plenary session	Coaching	Work on project
1	2h	1h	1 > 4h
1	2h	1h	1 > 4h
1	2h	1h	1 > 4h

Innovation Day (IN PERSON, Italy ; Location TBD)

December, 5

It's time for the teams to showcase their work to Philip Morris Italia, partners and stakeholders as part of a networking event dedicated to innovation and with a strong inspirational slant.

*The above-mentioned dates listed in this document are subject to change.