

CO-DESIGN PROGRAM

BeLeaf 2025

Kick-off & Assessment (remote)

March 25 2025

Philip Morris Italia and the selected organizations will meet in an online session to get to know each other, align expectations and needs, and define the structure of the co-design process. During the meeting, the working teams and their members will also be introduced.

Deep Dive (in presence)

From March 31 to April 3 2025

The selected organizations will visit Philip Morris Italia's facility in person, observe the technologies and processes used by the company, and share best practices and opportunities with Philip Morris Italia's technicians and experts. Additionally, training workshops on Design Thinking and hands-on teamwork sessions will be conducted, aimed at defining collaboration scenarios and partnership visions with Philip Morris Italia.

Solution Concept (remote)

From April 4 to 18 2025

Based on the collaboration scenarios developed, the working groups will continue the co-design process through the creation of prototypes, testing, and interviews. The goal is to define an ideal solution concept that meets the specific needs of Philip Morris Italia. At the same time, they will prepare a technical-commercial proposal outlining timelines and costs for the potential implementation of the POC, with the aim of becoming official Innovation Partners of Philip Morris Italia.

Innovation Day (presence, Italy; Location TBD)

TBC - May 5 / 9 2025

The teams will present their work to Philip Morris Italia, partners, and stakeholders during a networking event focused on innovation, characterized by a strong inspirational impact.

The dates indicated in the document are subject to change.