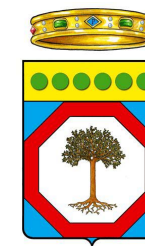


Building a shared vision: the path of Puglia Region towards a RIS3 strategy:



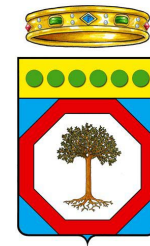
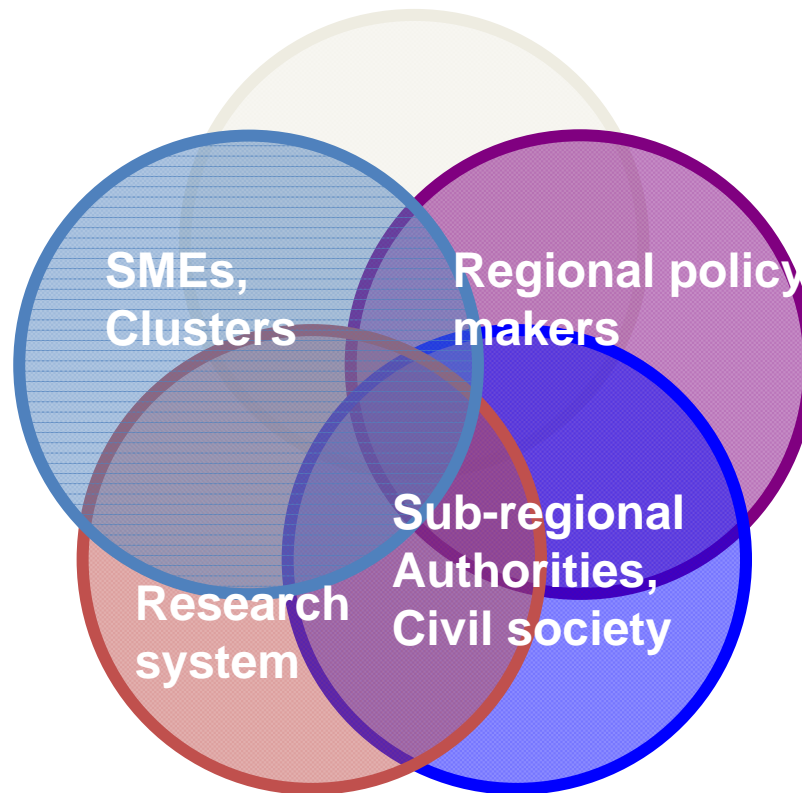
Brussels, 8th November 2012

Annamaria Zonno
Puglia Region
EU Liaison Office

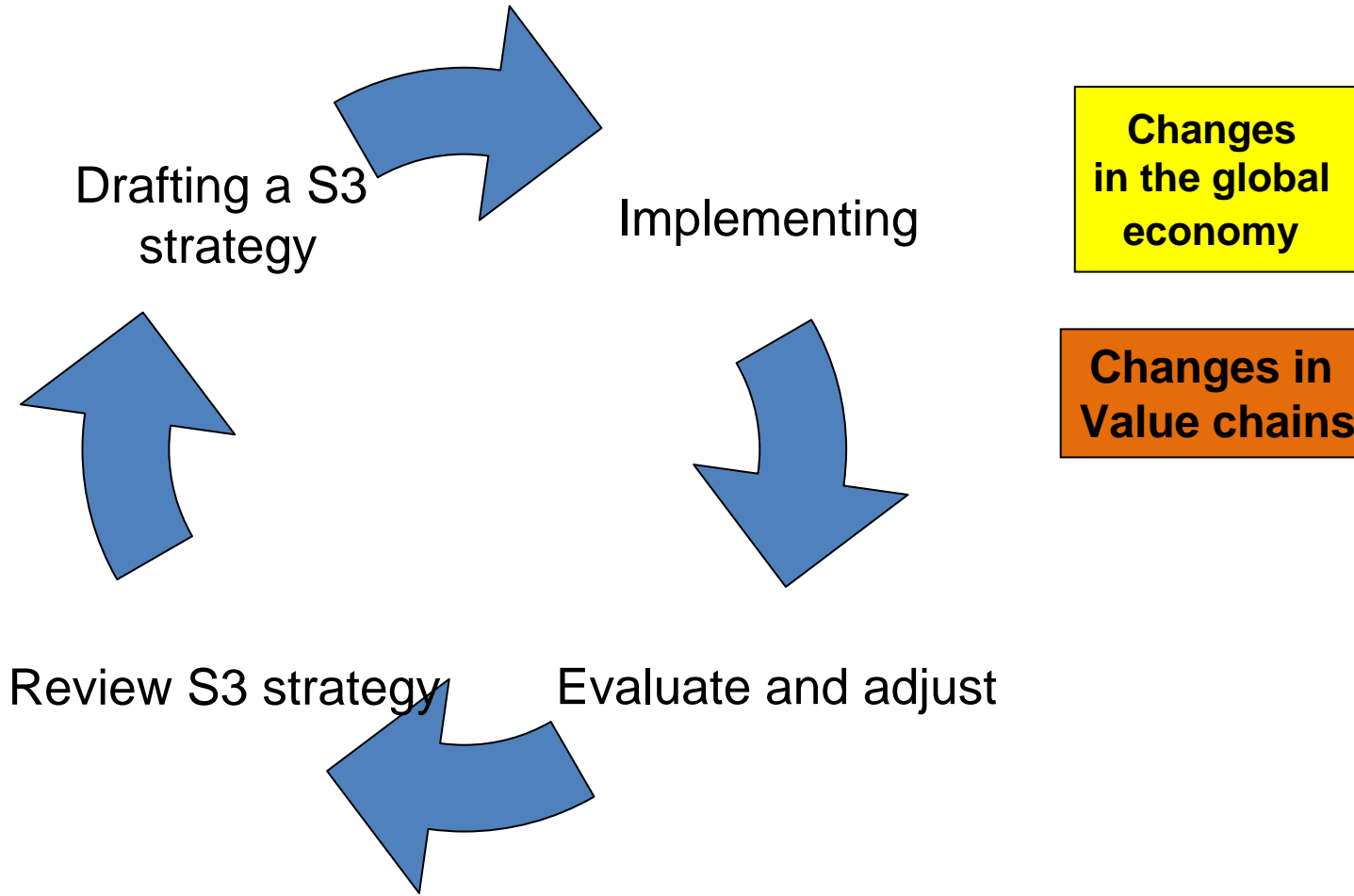


Why is there a need of wide stakeholders involvement?

...because smart specialisation strategies are about **building a shared vision of the future...**



RIS3 requires dynamic innovation strategies...



How do we involve SMEs and their intermediaries?



- The regional **stakeholders** are involved through their associations and a specific **steering committee** will be set up
- On **Open Scenario Building Process** will be launched and managed on web-based platform in order to debate and collect feedbacks - **e-participation**
- A first set of **Open Data** will be provided for supporting the process of e-participation



Puglia Region:

- Surface: 19.363 KM²
- Inhabitants: 4.090.402 = 7% Italy pop.

- GDP = 4,5% of Italy GDP**
- Average GDP growth rate 2000-2007 = 0,7% (Italy = 1,1%)
- GDP/capita = 66,0% of Italy (2012 forecast)
- Regional exports = 2,2% of Italy exports (2011) = 8.159 mln €
- Regional exports variation rate 2010-2011= 17,9%



Economy Structure



Which are the historical specializations?

Agriculture/ Agro – food industry

Export leader in olive oil, wheat, tomatos

Manufacturing

Strong presence of
traditional “made in Italy”
sectors (food products, furniture,
textile, metal...)



Economy Structure

Current developments



Manufacturing

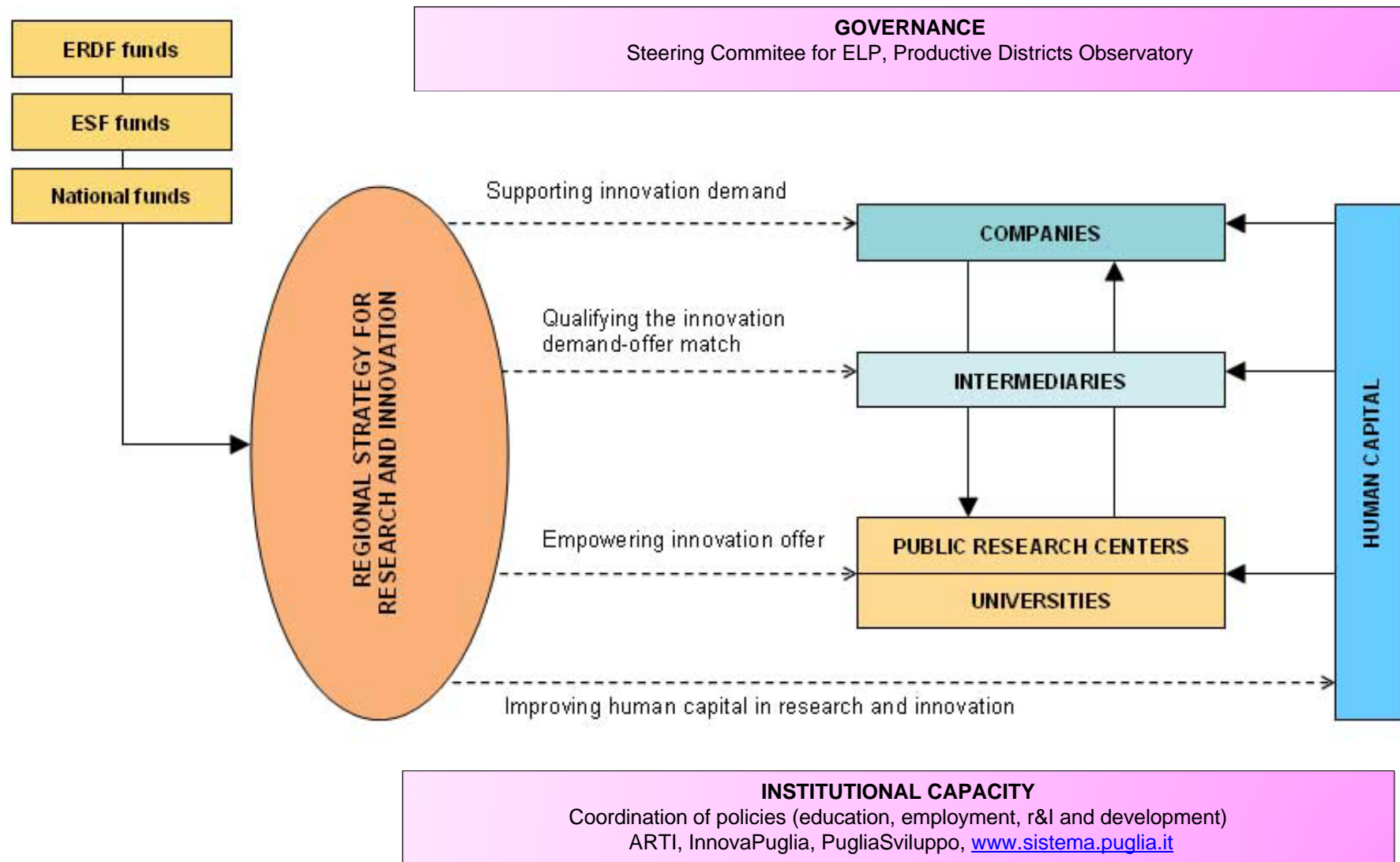
automotive sector, high value-added sectors (energy, ICT, aerospace)

Agriculture

Research- driven agro-food products

Services: Tourism 8% of regional GDP (2011) only 3% in 2006

Regional R&I strategy (2009)



S3 is about entrepreneurial dynamics...



“focusing on **business opportunities** emerging from existing and potential processes of discovery”

- **Productive Districts** promotion and monitoring
- **Technological Districts**
- Evolution from the **Regional Industrial Liaison Offices network** (ILOs), including the 5 Universities in the region, ENEA and CNR to **Alliances for Innovation**



Apulian Clusters dynamic



Tourism
Agro-food
Fishing and aquaculture
Flower gardening

Sustainable Building
New energy
Environment and recycling

Creative industry

Logistics
Nautical
Mechanics

Aerospace



Fashion
Wood and furniture
Stone quarrying
Communication & publishing

ICT & AAL



National Technological Clusters



Apulian Technological District & PPA	National Technological Clusters
MEDIS – Mechatronics DHITECH - Nanotech	<i>Intelligent factory</i>
DHITECH - Nanotech	<i>Technologies for smart communities</i>
DARe - Technologies for Agrofood	<i>Agri-food</i>
DiTNE – Renewable Energies	<i>Energy</i>
HBio – Human health	<i>Life sciences</i>
DAP – Aerospace	<i>Aerospace</i>
INNOVAL – Ambient Assisted Living	<i>Technologies for the living environment</i>
PPA	<i>Green chemistry</i>
	<i>Equipment and systems for the mobility of surface land and sea</i>

A new generation of policies centred on SMEs



- **Extraordinary Employment Plan 2011** coordinating the various regional policies towards the common goal of promoting employment through innovation and human capital development
- Several regional policies have addressed the potential of young people to create entrepreneurship through **creativity**
- After the Europe 2020 strategy a new set of policies has been set up:
Regional innovation partnership
Innovation services,
Living labs, pre- commercial procurement.
- Monitoring system and is moving towards a **policy impact assessment**

Regional Innovation Partnership



- Collaboration projects which allow researcher to work for SMEs and Experts form SMEs to work at research project
- About **200 SMEs** in partnership with 13 research bodies all over the region.
- New business emerging activities (smart specialization)
- **388 young researchers** (less than 35 years old)

20 % ICT

14% Energy

12% Agrofood

8% Nanotech

7% Mechaytonics

4% Aerospace

4% New materials

4% Cultural heritage



Living Labs^{kl}

Apulia Innovation In progress



Environment Security and Territorial Protection



Tourism and culture inheritance



Energy



E-governance for the PA



Social inclusion and Active and Healthy Ageing



Training and Education



Creative Industry



Transport and mobility

new approaches that allows the final user to participate actively to research and development of innovative solutions and processes through the use of ICT

***From Labs to Citizens.
Innovation is participation .***

Pre-Commercial Procurement



What? Procure service and product not yet existing which, in the form of prototypes which could be marketed later on

How? Synergically merge the need of users, industry and research

Themes:

- safety and security
- wellbeing and health
- social inclusion
- assistance & communication

Toolbox for building the regional strategy



Innovation oriented analysis of the knowledge and value chains methodology

Monitoring of the activities and evaluation of the performance of the technological and industrial production districts

Set up of information to perform the **ex-post and impact evaluation**

Apulian ICT Living Labs and related **maps of social needs and catalog of partners (InnovaPuglia)**

Foresight exercise in Innovation for employability (**ARTI**)



Governance



Setting up the RIS3 governance system (DGR 1468/2012):

- The manager of **Economic development, Labour and Innovation policies Department** assures the coordination with the other regional areas and with the regional council; **Programme Implementation** and **Industrial Research and Innovation Services** manage the process
- The **implementing bodies** provide assistance and specific contributions (ARTI, InnovaPuglia, PugliaSviluppo)
- The regional **stakeholders** are involved through their associated expressions and a specific **steering committee** will be set up
- An **Open Scenario Building Process** will be launched and managed on web-based platform in order to debate and collect feedbacks (**e-participation** project under the Capacity Sud Programme - Formez)
- A first set of **Open Data** will be provided for supporting the process of e-participation

Looking beyond regional boundaries



Puglia RIS3 in the international context:

- Regional Internationalization plan (SPRINT)
- Strategic Development Plans of Technological and Regional Industrial Production Districts
- “Back to the future” initiative
- Specific benchmarking and best practices exchange projects (VIFP Iasmine, Interreg IVC Scinnopoli)
- Participation to the European Creative Industries Alliance

European projects contribute to circulation of ideas and introduction of new practices at policy and territorial level



Thank you for your attention!

Ms. Annamaria Zonno

Expert in International Relations

EU Liason Office

Am.zonno@regione.puglia.it

Ms. Adriana Agrimi

Head of Industrial Research & Innovation Department

a.agrimi@regione.puglia.it