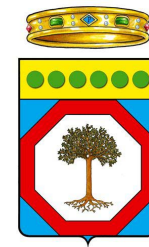


Puglia Region: The path towards a RIS3 strategy



Bari, 26 September 2012
Pasquale Orlando
Adriana Agrimi

Introduction of Puglia Region



Main regional data:

- 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%

Our RIS



The main actors:

5 Universities

More than **30** Public and Private Research Centers

6 Interregional Centres of Competence

3 Enterprise Incubators

7 Industrial Liaison Offices

21 Public Research Infrastructures

6 Technological Districts

17 Productive Districts

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 (furniture, textile,
shoes...)



Economy Structure



Current developments

Manufacturing

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

Agriculture

Research- driven agro-food cluster DARE

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

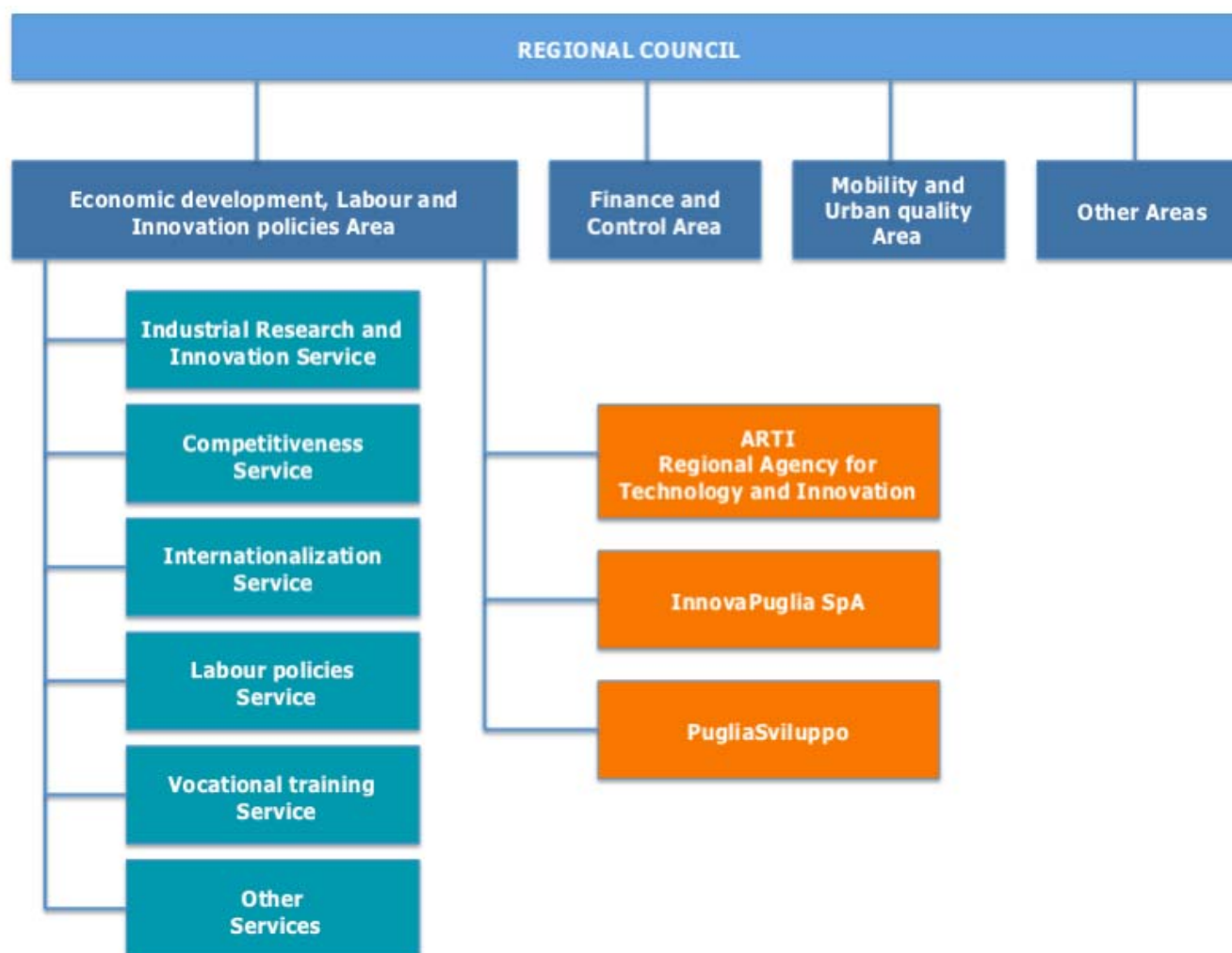


RIS S&W

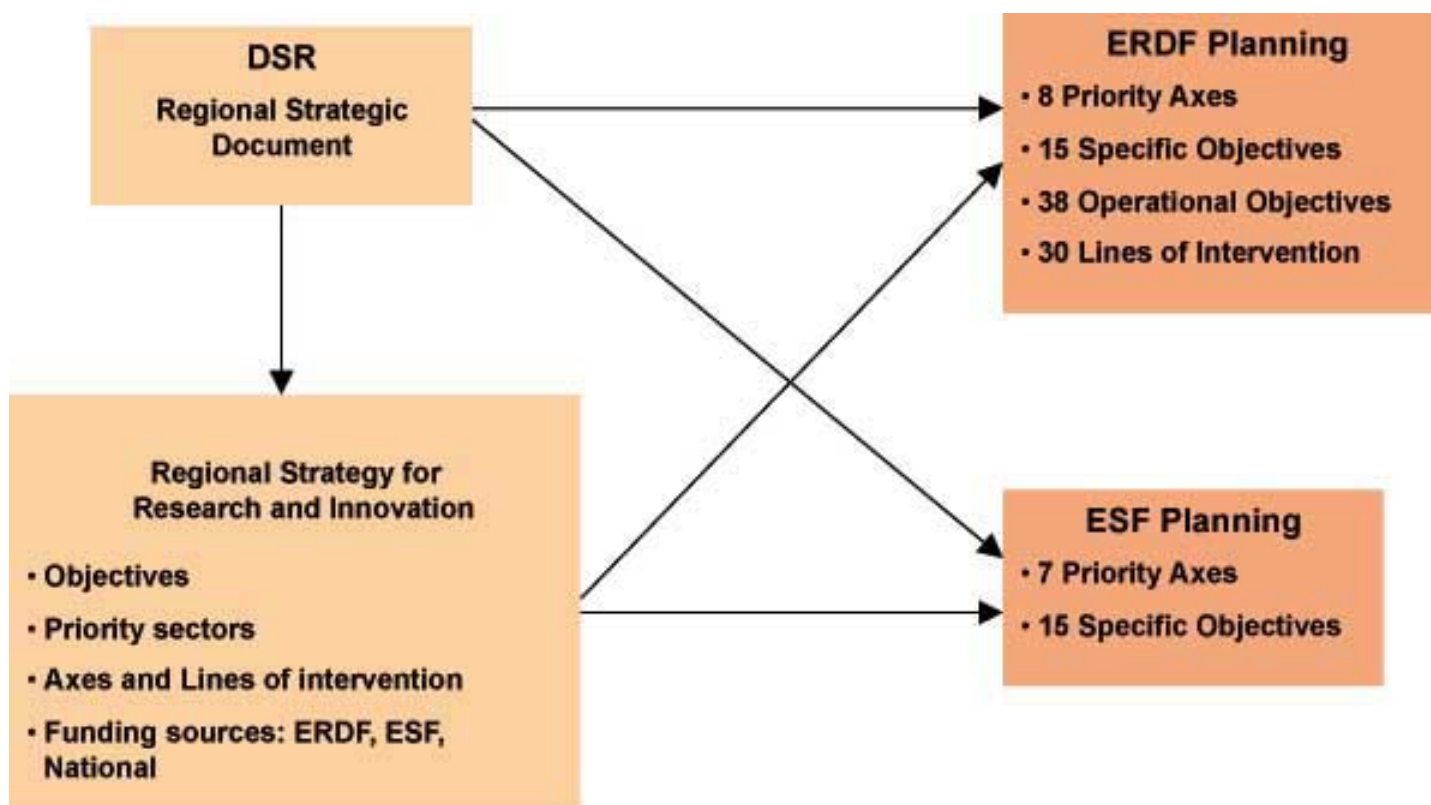


STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ■ Presence of technological excellence poles <ul style="list-style-type: none"> ■ Development of original R&I sectors ■ Presence of services providers <ul style="list-style-type: none"> ■ Growth of informatics and research industry ■ Good propensity to process innovation 	<ul style="list-style-type: none"> ■ Weak link between universities and enterprises ■ Low demand for real services <ul style="list-style-type: none"> ■ High specialization in traditional industry ■ Low propensity to technological transfer towards the final product
<ul style="list-style-type: none"> ■ Growing interest and demand for informatics and networks among young people ■ Growing demand for innovative services in the field of cultural and environment resources 	<ul style="list-style-type: none"> ■ Families low propensity to innovative services consumption (culture, leisure) ■ Moderate presence of young people with medium-high level education
<ul style="list-style-type: none"> ■ Regional propulsive role in realizing policies for innovation development ■ Elaboration of the regional strategy for scientific research ■ Local administrations growing need for networking 	<ul style="list-style-type: none"> ■ Public Administration inadequate instrumental endowment ■ Reduced R&D expense, with the aim of pursuing an important economic growth

The Regional Governance structure



Regional Innovation Policies



1st RIS Puglia (late '90s)



The action plan was based on **three broad lines** of action:

- To qualify and specialize the regional innovation infrastructure;
- To support the Demand / Supply match of Innovation services;
- To support North - South and Euro-Mediterranean partnerships.

2nd RIS Puglia (2000-2006)



- The First Regional R&D strategy (2001)
- Regional R&D strategy Realization Plan (2003)
- ROP Puglia 2000-2006, measures 3.12 e 3.13
- The Scientific Research Framework Programme Agreement, signed by Puglia Region, the MIUR and the Ministry of Economy (2005)

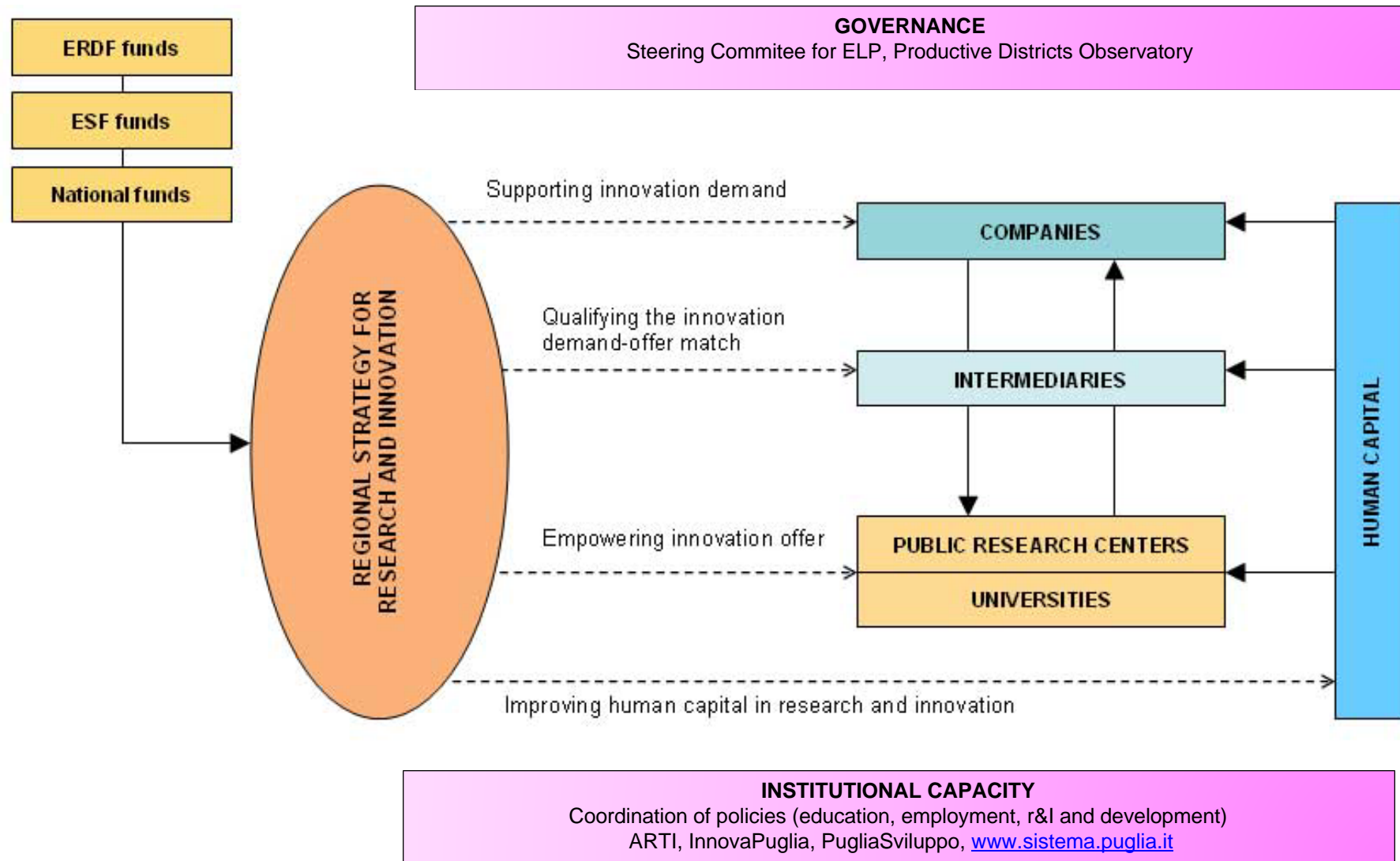
The regional agency ARTI



ARTI (**Regional Agency for Technology and Innovation**) is a public body created by the Puglia Regional Government in 2004 for:

- promoting the integration and strengthening of the regional system of innovation;
- supporting the regional government in programming, managing and evaluating the regional policies for knowledge transfer
- facilitating the international networking of all the regional research and innovation actors;
- fostering the dialogue between industry and science and between science and the society.

Regional R&I strategy (2009)



3° RIS Puglia (2007-2013)



AXE 1 – Supporting the innovation demand of regional companies
Line 1.1 – Diffusing entrepreneurship and innovation culture
Line 1.2 – Supporting industrial research
Line 1.3 – Integrated innovation projects
AXE 2 – Empowering the technological offer of the regional public research system
Line 2.1 – Empowering the strategic scientific-technological areas
Line 2.2 – Strengthening the scientific research centres
AXE 3 – Qualifying the innovation demand-offer match
Line 3.1 – High technology Districts
Line 3.2 – Public-private laboratories networks
Line 3.3 – Regional network of Industrial Liaison Offices
Line 3.4 – Innovation Poles
Line 3.5 – North-South exchange initiatives
AXE 4 – Improving human capital in research and innovation
Line 4.1 – Qualifying human resources

Thematic priorities for R&I



The Regional R&I Strategy has identified in 2009 the following thematic priorities :

- Aerospace;
- Agro industry;
- Cultural heritage;
- Biotechnology and life science;
- Energy and Environment;
- Logistics and Production technology;
- Mechanics and Mechatronics;
- New materials and nanotechnology;
- Information and Communication technology.

Entrepreneurial dynamics



- **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**

Large Companies in Puglia



AEROSPACE		ICT	MECHANICS	CHEMICALS
Alenia Aereonautica (sede Grottaglie) *GSE - Ground Support Equipment Srl	CONSORZIO SHIRA Mer Mec S.p.A. Mel System S.r.l. Planetek Italia S.r.l. Sitael Aerospace S.r.l. VVN S.r.l.	EXPRIVIA S.p.A. * FINLOGIC s.r.l. * SINCON s.r.l. * Sud Sistemi s.r.l. * Itel Telecomunicazioni s.r.l.	GETRAG S.p.A.	<i>Chemtex Italia SPA</i>
Alenia Aereonautica (sede Foggia) *S.C.S.I. s.a.s.	SISTEMI SOFTWARE INTEGRATI S.p.A(2).	Network Contacts s.r.l. *WIND TEL. S.p.A. (2)	MER MEC *MEL SYSTEM	
AVIO S.p.A. * Processi Speciali s.r.l.		Objectway S.p.A. * P&P Consulting s.r.l.	NUOVO PIGNONE S.p.A.	
AGUSTA S.p.A. * Giannuzzi S.r.l			Riunite OSRAM Edison Clerici S.p.A.	

Productive Districts (RL 23/2007)



Characteristics of a productive district:

- A high concentration of enterprises especially of small and medium size, each integrated into a production system with relevant expertise and active support to local economy
- Presence of social and institutional stakeholders with capacities for supporting the local economy

Policy objectives:

1. increase the competitiveness and innovative capacity in order to expand their presence in foreign markets;
2. enhance the creation and development of new enterprises particularly in activities with high technological content;
3. intensify the processes of size growth.

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



Technological districts



- Technological districts are territorial aggregations included to network and linked to the international environment, able to support local industrial growth based on innovation and research
- Generally the creation of a technological district tends to accelerate scientific and technological cooperation between leading companies and public actors in positions of excellence in a particular technology area.

The 6 Apulian TD's

DHITECH - Nanotech

DARe - Technologies for Agrofood

MEDIS – Mechatronics

DiTNE – Renewable Energies

HBio – Human health

DAP – Aerospace

INNOVAAL – Ambient Assisted Living



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>Agrifood</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>

Connecting Puglia to EU and global dimension



CORAL network

AAL 2011 forum in Puglia

ROK proposal with

ICT PSP Thematic network on AHA

EIP Active and Healthy Ageing

European creative cluster labs project

ERRIN network

Internationalization of PUGLIA CREATIVA

European Creative Industry Alliance

NEREUS network

7PQ, CIP, ESA



Festival dell'Innovazione





**National Winner 2011
James Dyson Award**

dbGLOVE™
wearable technology for social inclusion

Cos'è:
dispositivo indossabile

A che serve:
a comunicare e interagire con un pc

Chi sono gli utenti:
persone cieche e sordocieche

dbGLOVE | BaflyApp Italy

Principi Attivi

Innovation Union Flagship Self assessment tool: Features of well performing national and regional research and innovation systems (October 2010)



1. Promoting research and innovation is considered as a key policy instrument to enhance competitiveness and job creation, address major societal challenges and improve quality of life and is communicated as such to the public.
2. Design and implementation of research and innovation policies is steered at the highest political level and based on a multi-annual strategy. Policies and instruments are targeted at exploiting current or emerging national/regional strengths within an EU context ("smart specialisation")
3. Innovation policy is pursued in a broad sense going beyond technological research and its applications.
4. There is adequate and predictable public investment in research and innovation focused in particular on stimulating private investment.
5. Excellence is a key criterion for research and education policy
6. Education and training systems provide the right mix of skills
7. Partnerships between higher education institutes, research centres and business, at regional, national and international level, are actively promoted
8. Framework conditions promote business investment in R&D, entrepreneurship and innovation
9. Public support to research and innovation in businesses is simple, easy to access, and high quality
10. The public sector itself is a driver of innovation

**“La Puglia - Gli assi prioritari - Ricerca e Innovazione” – Giuliana Trisoriso Liuzzi ,
Adriana Agrimi 2011 – Edizione Guida**

Enterprise and Industry Website

Enterprise and Industry Innovation

Repository

- Support Measures
- Policy Documents
- Organisations
- Who's who

Regional Profile

- Economy
- Research Development & Innovation
- Governance
- Policy

Benchmarking tool

News stream

- News
- Events

Home

Select a region

Benchmarking tool

Who's who

My Dashboard

Why sign up?

- ▶ LOGIN
- ▶ REGISTER AN ACCOUNT

> HOME > SELECT REGION > REGION ITF4

> ITALIA

SUD

Region Apulia
NUTS Code ITF4



Regional Profile

Introduction

Apulia is a region located in south-east Italy with a population of about 4m inhabitants. Apulia has a low rate of industrialisation and its contribution to national GDP is modest. Yet Apulia is still considered as the most dynamic region in Southern Italy and although investment in R&D is below the national average, Regional authorities have recently promoted several initiatives in support of innovation activity. The focus of innovation policy is on the creation of technological districts and investment in human capital.

Repository

Support measures

- Productive Districts
- Back to the Future - research grants
- R&D investment support for SMEs
- Networks of public research laboratories
- Support to newly established innovative SMEs
- Urban Laboratories

Policy documents

Economy

Apulia lags behind the national and European economy in terms of economic development. GDP per capita was on average €15,100 over the period 2000-2008, well behind the Italian and the European average ...

▶ MORE

Research, Development & Innovation

Despite some recent progresses in terms of innovation capacity and increasing awareness about innovation issues in regional policy-making, Apulia remains one of the least innovative Italian regions. O ...

RIM Annual Report 2010



Example of Strategic use of structural Funds: Networks of Public Research Laboratories (Puglia)

[...]The measure can be viewed as strategic for at least two reasons.

It aims at increasing the critical mass of regional research institutions and

has an objective of maximising the impact on the regional productive system

through the collaboration in the strategic areas [...]

(cf. Regional Innovation Repository; Puglia; <http://www.rim-europa.eu>).

Revisiting the R&I policies



- Part of the policy reviewing action was carried out within the project of technical assistance entitled “**Sostegno alle Politiche di Ricerca e Innovazione delle Regioni**”, funded in 2010-2012 by the Department for Development and Economic Cohesion at the Ministry of Economic Development, the Central Administration responsible for Regional Policy in Italy, and by the Agency for the Promotion of Innovation Technologies in Public Administration, seated at the Presidency of the Council of Ministers.
- The **SCINNOPOLI project** (funded by Interreg VI C and joined by Puglia region through ARTI) has represented the occasion for building and transferring to the ROP Managing Authorities a more comprehensive and flexible policy evaluation tool box.

A new generation of policies



- A huge effort for coordinating the various regional policies towards the common goal of promoting employment through innovation and human capital development is on the way with **the Extraordinary Employment Plan 2011**
- 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.**
- With the help of its agencies and technical bodies, the regional government is implementing a more effective monitoring system and is moving towards a **policy impact assessment**

Our strategic vision for the future



Innovation and creativity for better life and jobs!

Regional Innovation Partnership



- 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)
- Reduced **time to market**

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



Ambiente, Sicurezza e
Tutela Territoriale



Beni Culturali e Turismo



Energia



Governo elettronico per la PA



Inclusione Sociale e Invecchiamento
attivo e in salute



Istruzione ed Educazione



Industria Creativa



Trasporti e Mobilità

***Dal Laboratorio ai Cittadini.
L'innovazione diventa Partecipazione.***

Pre Commercial Procurement



- ❑ Procure R&D in steps (solutions, prototypes, test series) to reduce risk and give SMEs a chance
- ❑ Grow size of tasks gradually, make bridge from ideas to first test product, procurer = SME first customer reference

Regional needs:

- 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**

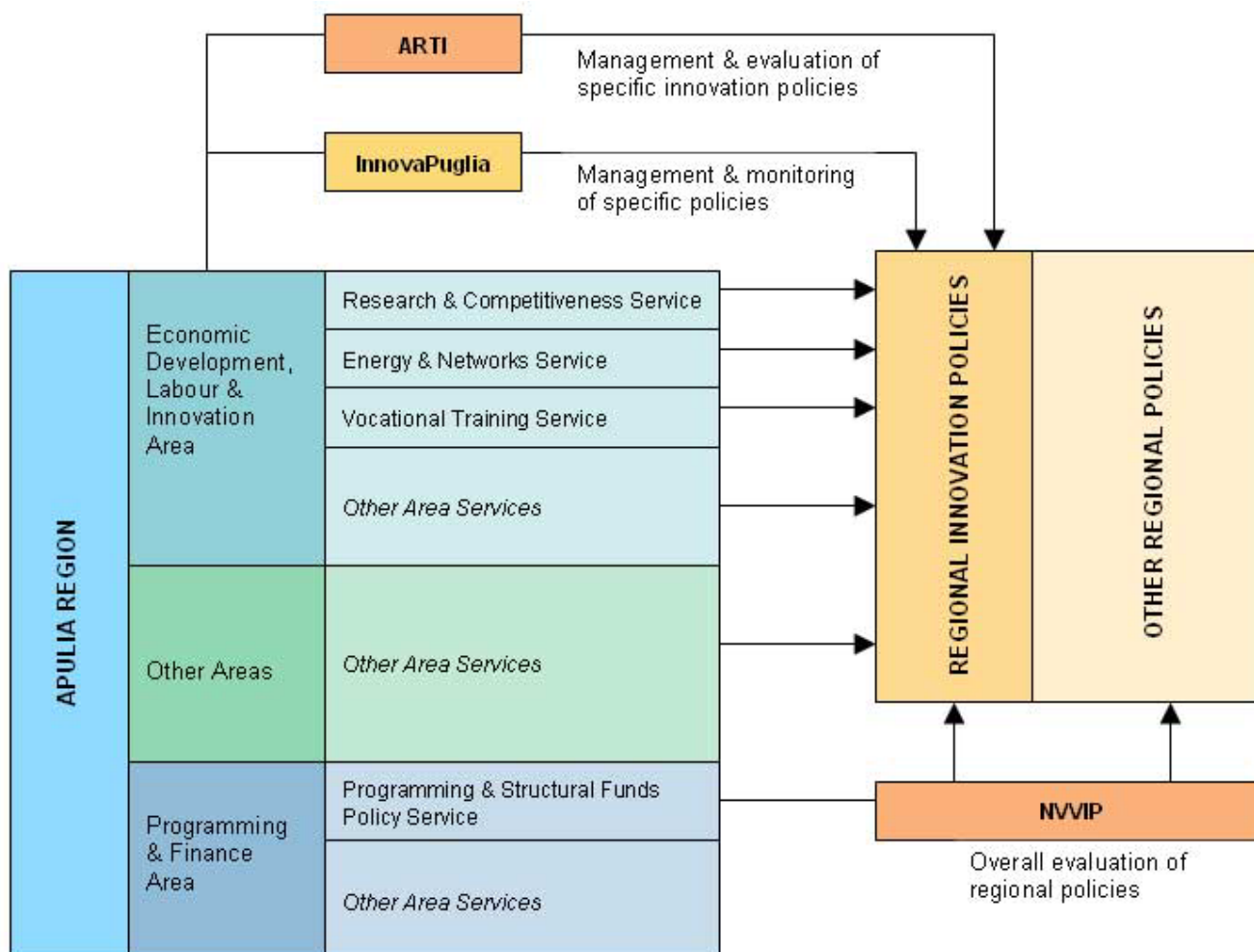
Apulian ICT Living Labs and related **maps of social needs and catalog of partners (InnovaPuglia)**

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



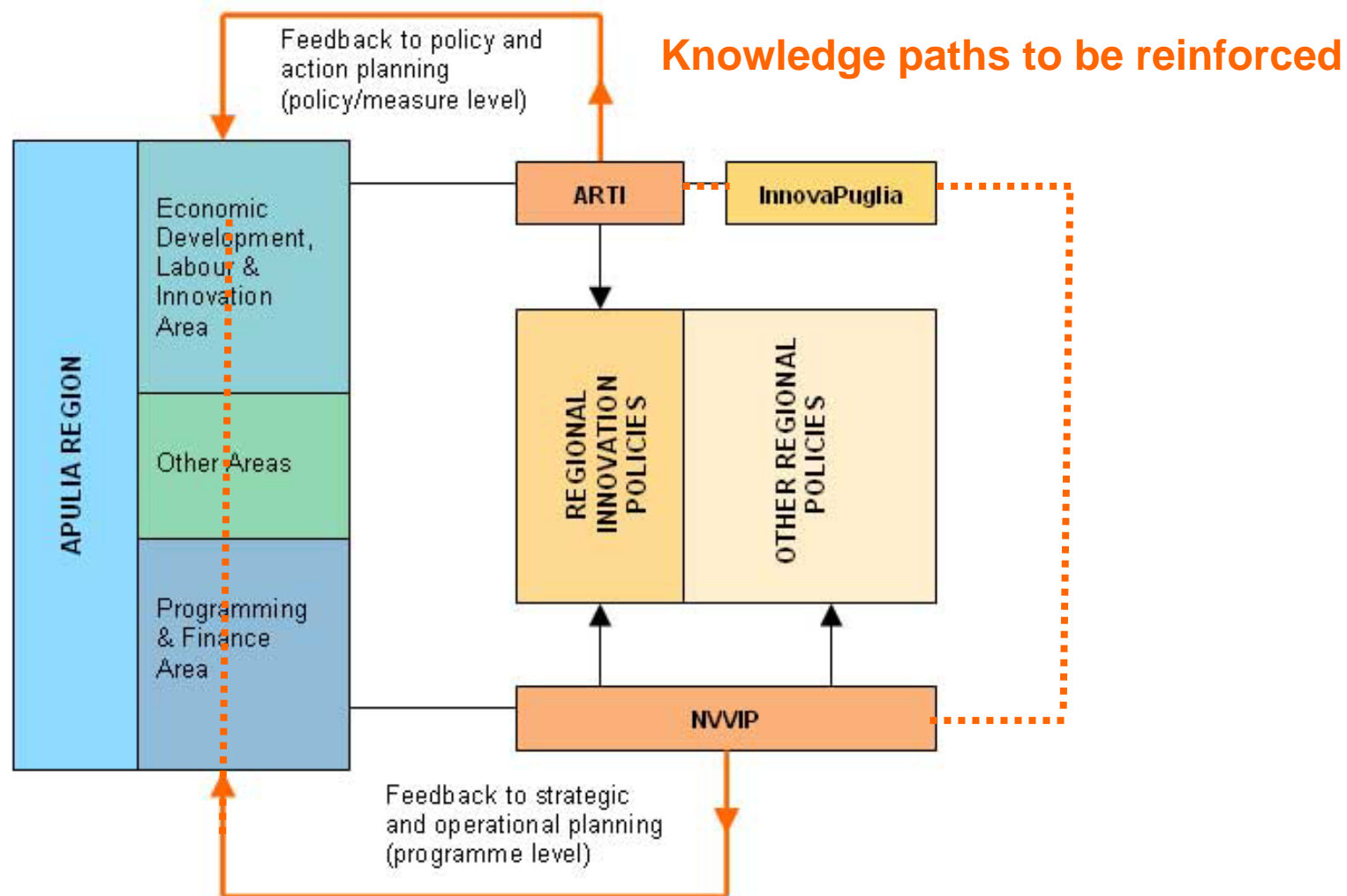
Measuring the progress

The Regional Monitoring and Evaluation system



Measuring the progress

The Regional Monitoring and Evaluation system



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-partecipation** 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 Your Region's 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
- An active presence in territorial cooperation programs (Interreg IVC, MED, IPA-Adriatic,...)
- 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

Our Expectations from the Peer-Review Workshop - 1



- ✓ Confronting
- ✓ Benchmarking
- ✓ Gearing up
- ✓ European and global positioning

Our Results from the Peer-Review Workshop - 2



- ✓ Process
- ✓ Methodology
- ✓ Priorities
- ✓ Time
- ✓ Participation

Looking ahead



- **Stronger and wider links** with other EU regions shall be promoted
- A **better integration** between Horizon 2020 and the new cycle of Structural Funds is essential!



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