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

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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...

- Drafting a S3 strategy
- Implementing
- Review S3 strategy
- Evaluate and adjust

Changes in the global economy
Changes in Value chains
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-partecipation**

• 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, tomatoes

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)

GOVERNANCE
Steering Committee for ELP, Productive Districts Observatory

REGIONAL STRATEGY FOR RESEARCH AND INNOVATION

Supporting innovation demand
Qualifying the innovation demand-offer match
Empowering innovation offer
Improving human capital in research and innovation

INSTITUTIONAL CAPACITY
Coordination of policies (education, employment, R&I and development)
ARTI, InnovaPuglia, PugliaSviluppo, www.sistema.puglia.it

ERDF funds
ESF funds
National funds

COMPANIES
INTERMEDIARIES
PUBLIC RESEARCH CENTERS
UNIVERSITIES

HUMAN CAPITAL
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

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<td>PPA</td>
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<td>Equipment and systems for the mobility of surface land and sea</td>
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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
From Labs to Citizens.
Innovation is participation.

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

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