

Puglia Region: The path towards a RIS3 strategy



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Our Expectations from the Peer-Review Workshop - 1



Why we are here:

- ✓ Mutual learning
- ✓ Benchmarking
- ✓ Gearing up
- ✓ European and global positioning

Our Expectations from the Peer-Review Workshop - 2



The main questions:

- ✓ Process
- ✓ Methodology
- ✓ Priorities
- ✓ Time/flexibility/ learning by doing
- ✓ Developing a shared view of the future

Introduction: Puglia Region



Surface: 19.363 KM²

• Inhabitants: 4.090.402 = 7% Italy pop.

• GDP = 4,5% of Italian 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%

• Tradition of relations with Balkans and Mediterranean countries

• Regional competences in innovation policies



Economy Structure



Historical specializations

Agriculture

Export leader in olive oil, wheat, tomatoes....

Manufacturing:

“made in Italy” sectors

(furniture, textile, shoes...)

food processing

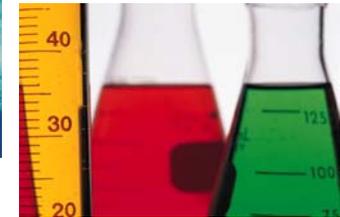
metals



Current developments



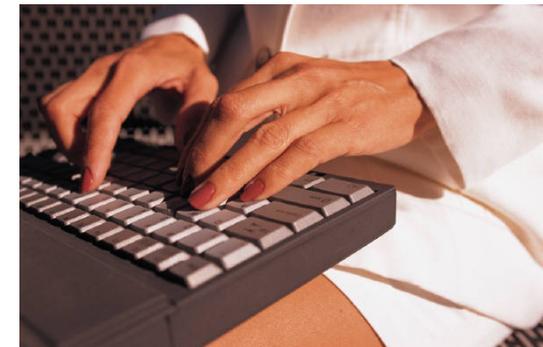
automotive sector
high value-added sectors:
energy, ICT, aerospace
Food processed products



Tourism 8% of regional GDP (2011)

only 3% in 2006

Employment in **high tech industries and knowledge-intensive services** is lower than the Italian average (2.4% vs. 4.1%).

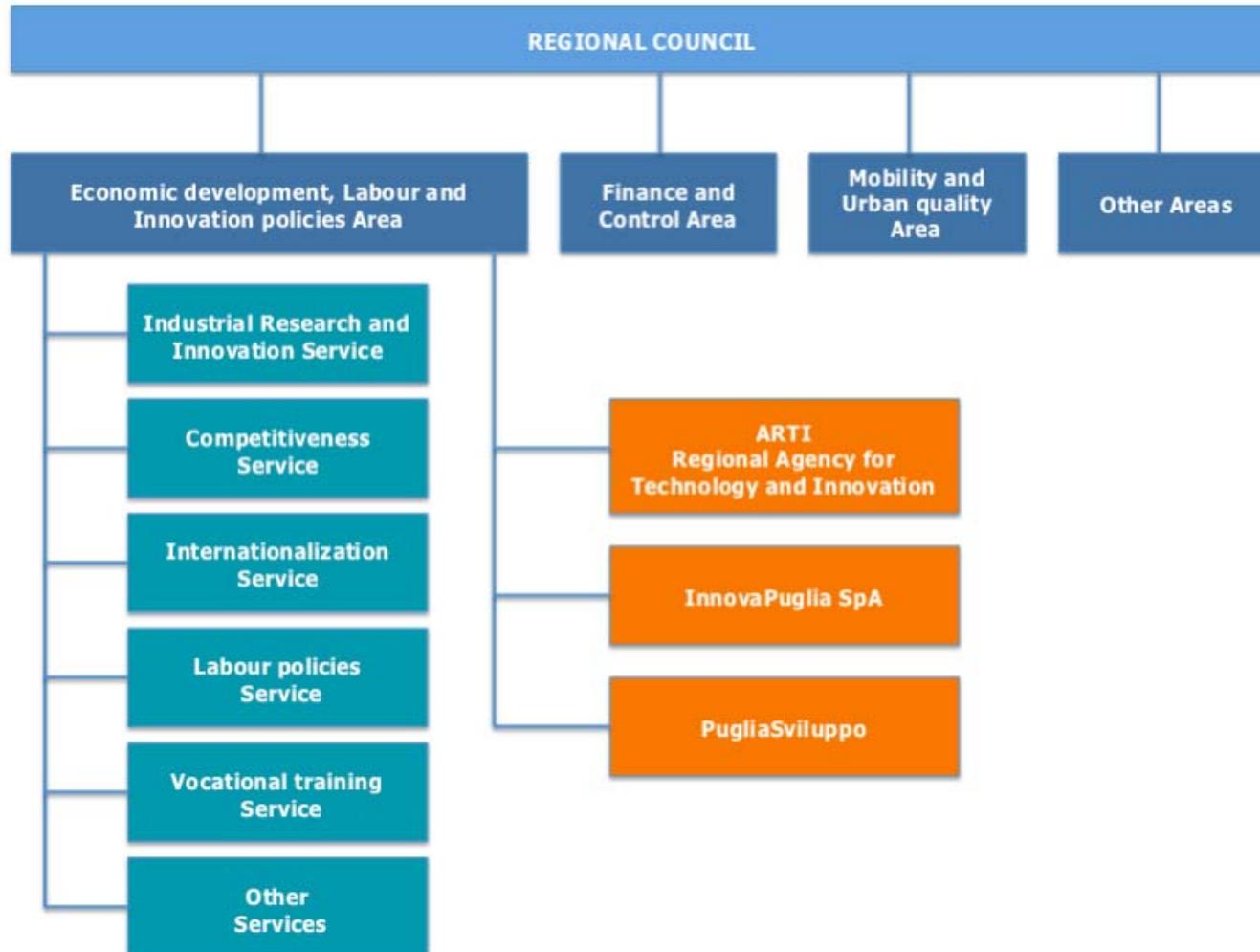


The Regional System of Innovation

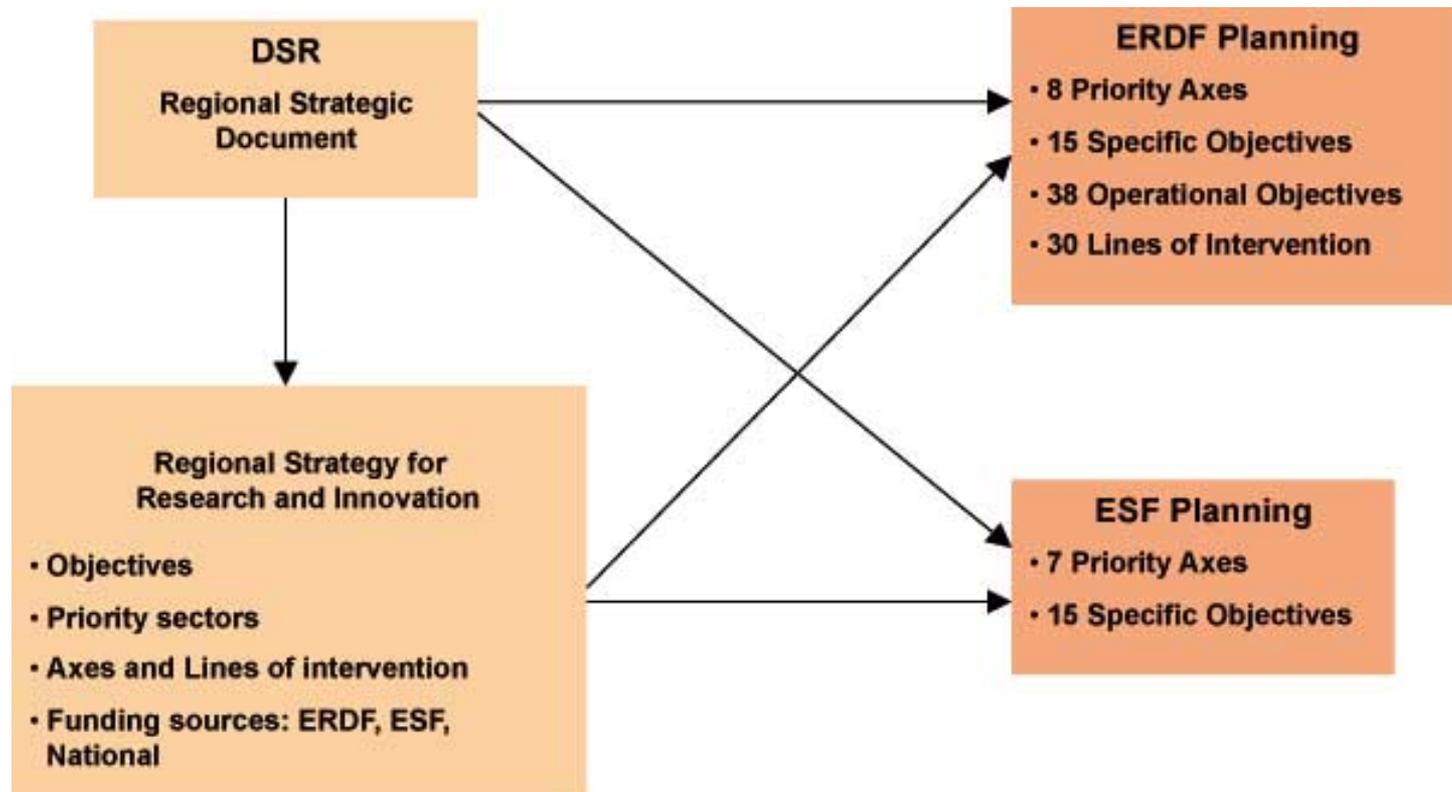


<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none">■ Technological excellence poles■ original R&I sectors■ services providers■ Growth of informatics and research industry■ Growing demand for innovative services in the field of culture + environment■ Regional propulsive role in realizing policies for innovation development	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none">■ Weak link between universities and enterprises■ Low demand for real services■ Reduced R&D expense,
<p style="text-align: center;">THREATS</p> <p>Lack of financial instruments for medium term investments in R&D</p>	<p style="text-align: center;">OPPORTUNITIES</p> <p>Investments made in information society related domains</p>

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)

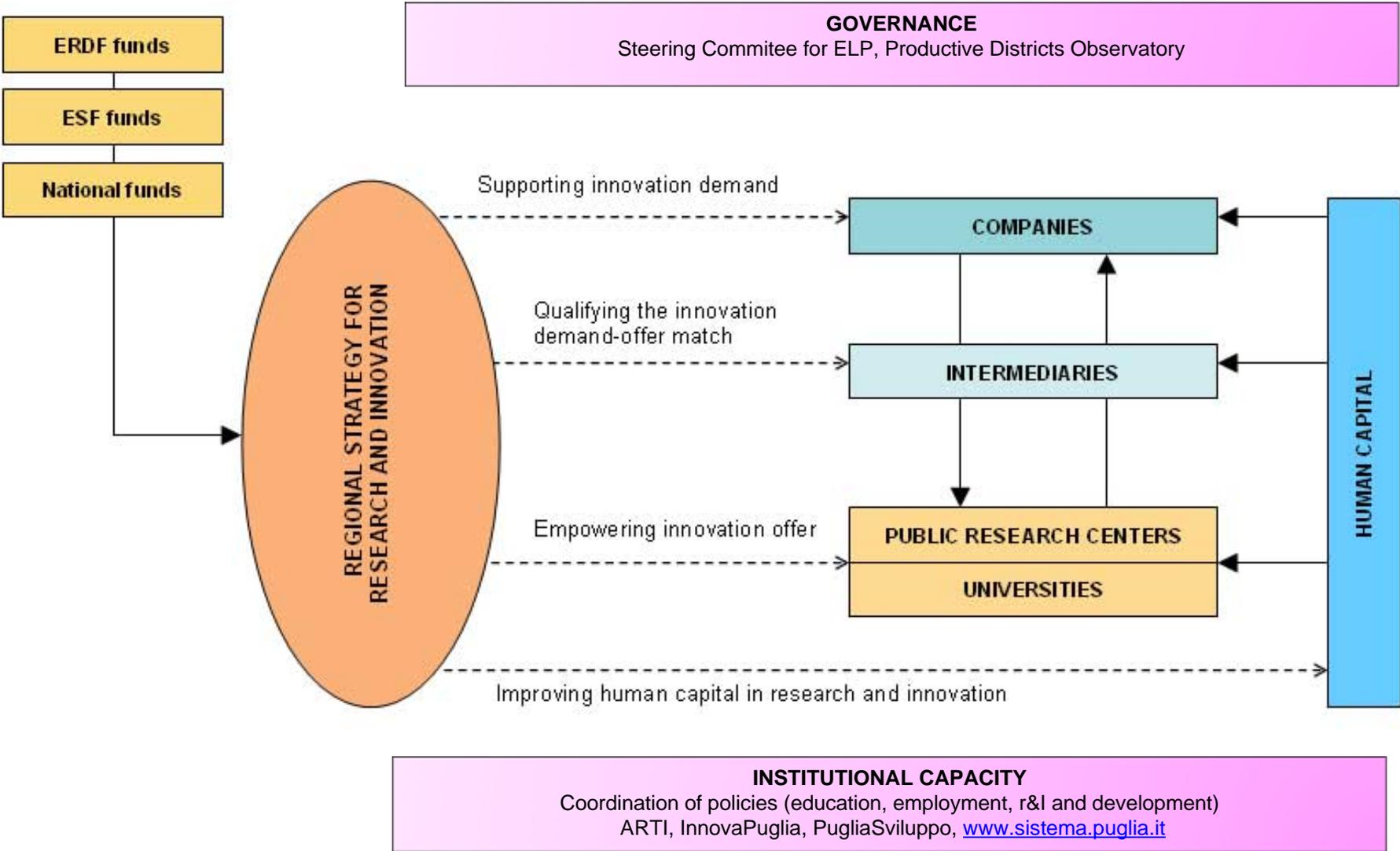
The regional agency ARTI



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 RIS (2009-until today)



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**

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 4 Apulian TD's

DHITECH - KITs

DARe - Technologies for Agrofood

MEDIS - Mechatronics

DiTNE – Renewable Energies





Festival dell'Innovazione



National Winner 2011 James Dyson Award

Cos'è:
dispositivo indossabile

A che serve:
a comunicare e interagire con un pc

Chi sono gli utenti:
persone cieche e sordocieche

dbGLOVE™
wearable technology for social inclusion



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**

The screenshot shows the 'Regional Innovation Monitor' website for the Apulia region in Italy. The page is structured as follows:

- Header:** European Commission > Enterprise and Industry > Policies > Innovation > Regional Innovation Monitor
- Navigation:** Home, Select a region, Benchmarking tool, Who's who, My Dashboard, Why sign up?, LOGIN, REGISTER AN ACCOUNT.
- Breadcrumbs:** > HOME > SELECT REGION > REGION ITF4
- Left Sidebar:**
 - 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
- Main Content:**
 - ITALIA SUD**
 - Region Apulia NUTS Code ITF4
 - Coat of arms of Apulia
 - Map of Italy with Apulia highlighted in red
 - 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.
 - 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 ...
 - 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 ...
 - 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**

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 partnerships, 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!

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**

Innovation for employability



Regional Innovation Partnership



- About **200 SMEs** in partnership with 13 research bodies all over the region.
- New business emerging activities
- **388 young researchers** (less than 35 years old)
- Reduced **time to market**

20 % ICT

14% Energy

12% Agrofood

8% Nanotech

7% Mechaytonics

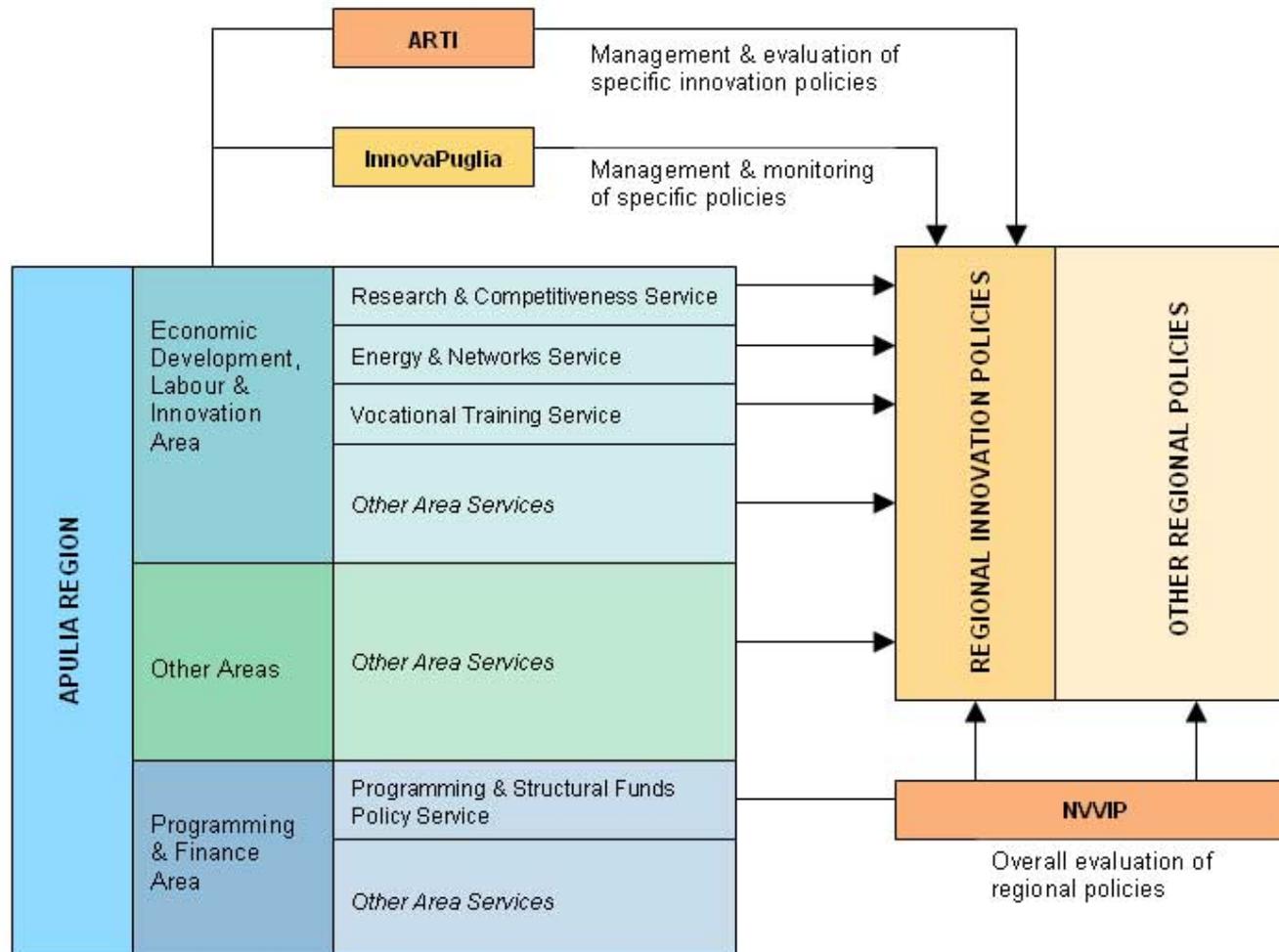
4% Aerospace

4% New materials

4% Cultural heritage

Measuring the progress

The Regional Monitoring and Evaluation system





LivingLabs^{ict}

Apulia innovation in progress

***From the laboratory to the citizen.
Innovation becomes participation.***

Innovation for Employability



Lines of action implemented by ARTI:

- ✓ mapping of the **needs of innovation** and new skills expressed by the regional companies;
- ✓ design of regional policy instruments to strengthen the skills and the work inclusion;
- ✓ design and provision of support services for self-employment and young start-up;
- ✓ **Regional technology foresight** for better employment, more industrial innovation and new technology based firms;
- ✓ cross-cutting activities of communication, dissemination and implementation of the technological platform.

Governance



Setting up the RIS3 governance system:

- The manager of **Economic development, Labour and Innovation policies Department** assures the coordination with the other regional areas and with the regional council
- On behalf of the above mentioned Department, **Industrial Research and Innovation Service** manages the process
- The **implementing bodies** provide assistance and specific contributions
- The regional **stakeholders** are involved through their associated expressions
- 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 (on June)

Next steps



- The **main partners** of the Apulian Region (ARTI, InnovaPuglia, PugliaSviluppo) will be asked to support the Industrial Research and Innovation Service in promoting a participated process for RIS3 development that will involve all the regional innovation system (technological and productive districts, etc).
- A **smart policies mix** should be continuously implemented on the base of the feedbacks provided by the monitoring and the evaluation exercises.

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

Connecting Puglia to EU and global dimension



CORAL network

AAL 2011 forum in Puglia

ROK proposal with

ICT PSP Thematic network on AHA

European creative cluster labs project

ERRIN network

Internationalization of PUGLIA CREATIVA

NEREUS network

**Active and Healthy Ageing
– independent living**

**European Creative
Industry Alliance**

AEROSPACE

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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