



S3 THEMATIC WORKSHOP

Roma - 25 November 2016

SMART SPECIALISATION and CULTURAL HERITAGE: An engine for innovation and growth

Roma, 25 November 2016

Palazzo Altieri - Piazza del Gesù, 49 – Roma (Italy)

Organisers: S3Platform (Joint Research Centre, European Commission) and Regional Government of Lazio with LazioInnova, the regional Innovation Agency of Region Lazio.

Background: This S3 workshop will focus on Cultural Heritage as part of the wider domain of Cultural and Creative Industries (CCIs).

Although Cultural Heritage and CCIs represent key elements to promote socio-economic development, as clearly acknowledged by the European Commission, their full potential –as an engine for innovation and growth, remains unreached.

The Eye@RIS3 tool reveals that Cultural Heritage has been identified as a strategic priority for research and innovation by numerous regions. On the one hand, regions identify opportunities in cultural heritage technologies (e.g. conservation, restoration, monitoring, risk management and environmental protection), digitisation and imaging, on the other cultural heritage is seen a key element in the development of (among the others) innovative approaches to tourism and sustainable construction.

Cultural Heritage presents specific features and challenges that require targeted support. Innovation-driven investments addressing Cultural Heritage have to be better understood for effective implementation and scale-up. This requires regions and Member States implementing smart specialisation to fully take into consideration the complex links between traditional cultural assets and policies (cultural heritage, dynamic cultural institutions and services) and the opportunities provided by new demands and societal needs. In turn, this implies involving actors that work in the cultural heritage field but are not engaged in innovation processes, nor directly targeted by innovation policy programmes.

Objectives: The workshop aims, in the first place, at supporting policy makers in the implementation of their smart specialisation strategies, with a focus on Cultural Heritage. Second, it seeks to further integrate CCIs into regional innovation strategies for smart specialisation by bringing together the RIS3 community with a larger set of actors and institutions. Finally, a third goal of the event is to discuss how to operationalise the alignment of complementary policies with smart specialisation objectives, exploiting synergies and finding more effective ways of working.

Target group: The event brings together policy makers from EU countries and regions as well as representatives from the European Commission, scientific institutions and academics. The main target groups are policymakers at the regional and national level responsible for RIS3s and the planning of the EU Structural Funds as well as policymakers at local, regional and national level responsible for other complementary policies (cultural policy, spatial planning, etc.) and economic actors and research organisations working in the field of Cultural Heritage and CCIs.

Structure: This one- day workshop is organised along plenaries and parallel sessions with presentations followed by open discussion and working groups. The workshop will be highly interactive to make the most of the knowledge and experiences of all participants. Regions will discuss what challenges and

critical issues they face in the implementation phase. Those issues will be then debated and connected to successful experiences and innovative projects for mutual learning and improvement. The audience is expected to be actively engaged in the parallel sessions, and will be supported by rapporteurs and moderators.

AGENDA

09:00 - 09:30 **Registration**

09:30 - 09:40 **Welcome**

Sergio Marullo di Condojanni, *President of Territorial Committee south of Italy – Banco Popolare*

Guido Fabiani, *Councillor for Productive Activities and Economic Development, Lazio Region (TBC)*

Daniela Porro, *Head Regional Secretariat of the Ministry of Culture and Tourism for Lazio Region*

09:40 - 09:50 **Cultural Heritage as a driver for boosting Regional Economies**

Gian Paolo Manzella, *Lazio Region Councillor – Culture Committee*

09:50 - 10:30 **Cultural Heritage, Innovation and Smart Specialisation**

Innovation for Cultural heritage, Arthur Le Gall – *KEA European Affairs*

Smart Specialisation addressing Cultural Heritage: an overview, Martina Pertoldi - *S3 Platform, JRC, European Commission*

Strategic approach to Cultural Heritage, Dorota Nigge - *DG Education and Culture, European Commission*

Moderated by Rosanna Bellotti, Director of Economic Planning of Lazio Region - Structural Funds Managing Authority

10:30 - 11:30 **Implementing Smart Specialisation Strategies: how to address Cultural Heritage**

Lazio (IT), Francesco Mazzotta, *Regional Government of Lazio, Department of Research, Innovation and Infrastructures for economic development. Green economy*

Centre – Val de Loire (FR), Fredric Pinna, *ARITT Centre*

Norte (PT), Ester Gomes da Silva, *Norte Regional Coordination and Development Commission (CCDR-N)*

Andalusia (ES), Inma Gallego Galan and Ana Moniche Bermejo, *Regional Government of Andalusia, Department of Tourism and Sport*

Moderated by Elisabetta Marinelli, S3 Platform, JRC, European Commission

11:30 - 12:00 Coffee break

12:00 - 13:30 Innovation at the cornerstone of successful approaches to Cultural Heritage

Roundtable with presentations of European projects and experiences:

Bringing cultural heritage to life digitally, Tim Schadla-Hall, *UCL Institute of Archaeology*

The Copernicus project for post-seismic monitoring, Salvatore Stramondo, *INGV – National Institute for Geophysics and Vulcanology*

PREFORMA: Pre-Commercial Procurement (PCP) for Cultural Heritage, Claudio Prandoni, *Promoter*

Valorisation of cultural World Heritage at Venaria Reale, Paola Zini, *President of the Venaria Reale Consortium*

Moderated by Francesco Grillo, visiting scholar, St Antony's college, University of Oxford

13:30 - 14:30 Networking lunch

14:30 - 16:30 Working groups - Connecting actors and policy instruments for innovation

Workshop approach and methodology, *Martina Pertoldi, S3 Platform, JRC, European*

After a short introduction in plenary, parallel WGs will be created. Each region will lead a WG.

Drawing upon the empirical evidence presented, as well as the regions/countries' own experiences, WGs will be encouraged to make specific policy recommendations and to identify specific actions to be operationalised in S3.

Each WG will appoint a rapporteur for sharing during the following plenary session.

16:30 - 16:45 Coffee break

16:45 - 17:30 Closing session: lessons learned and next steps

Reporting back from the working groups (by rapporteurs)

Roundtable with

Pier Luigi Sacco, *University IULM*

Luigi Campitelli, *Lazio Innova*

Elisabetta Marinelli, *S3 Platform, JRC, European Commission*

Moderated by Dorota Nigge, DG EAC, European Commission

20:00 - 21:30 Study visit "L'Ara com'era - The Ara Pacis as it was" and light dinner