

Lombardia Region's RIS3 - to make the difference

Lombardia Region understands the Smart Specialisation not only as a tool to define the new strategy for the future, but also as **gauge of past choices**. For a complex region like Lombardy Region with a long tradition in research and innovation, the Smart Specialisation is inevitably an important evolution of the policies for innovation of the past but also an effective lever to give a major break and to define new specific challenges for the regional development.

RIS3 of Lombardy Region wants to face **the challenge** to support the **transformation of traditional and mature industries in emerging one**. It is a really ambitious challenge, which requires both the analysis of the various transformations of the market in dependence of new social challenges as well as the competitive levers fielded by economic entities to meet these challenges. The model of selecting priorities opens toward an innovative and original vision for the systems of competence rather than for industrial sectors.

Thanks to the new vision introduced by RIS3 the model for **selecting the priorities** was completely opened to a public consultation. The “zero” phase of the strategy implementation process to identify themes of technological development, sees the participation of specific stakeholder such as the Regional Technology Cluster, the representatives of large companies, SMEs and the social partners. Also, the citizen has been involved, relevant for the Public Administration the 4th Helix, **raising awareness** on RIS3 challenge within a large group of stakeholder.

The technological foresight is just the starting point of the regional path for discovering new business opportunities towards emerging industries. RIS3 raised complex questions: How to get to the market, to the societal challenges and to the weak signs of the burning emerging industries? Moreover, how to boost and support global value chain? The Region is beginning to set-up an Entrepreneurial Discovery Process (EDP) plant based both on top down as well as bottom-up approach.

While the “top-down work” is based on the analysis of statistical data on high-growth companies, the “bottom-up approach” is built within a Collaborative Platform with the aim to create an enabling environment in order to stimulate discussions and projects on themes of innovation: a meeting place of demand and supply of innovation (www.openinnovation.regione.lombardia.it). In this way we get closer and closer to the new needs of the end user, of the citizen: new societal challenges are relevant inputs of new market opportunities.

The EDP path towards supporting measures and tools for the transformation of traditional and mature industries in emerging and the replay to the new societal challenges are the goals and the mean of Lombardia Region's RIS3. Would we manage this change? We shall make the difference ... now!