



Multidisciplinary Approach to Plan Smart Specialisation Strategies for Local Economic Development



Towards a novel assessment methodology embedding a spatially- led approach to S3

MAPS-LED First Workshop 05/06.12.2016 Roma La Sapienza, FOCUS

Presentation from Claudia Trillo, SOBE, co-created by building on the work produced by the SOBE unit (Devaney, Agbali, Moustaka), the Mediterranea unit (Bevilacqua, Borrello), the FOCUS unit (Monardo) with all the ESRs who supported the survey

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SOBE: WP2 - S3: Cluster policy & Spatial Planning

WP2 concerns the creation of an evidence- based and usersoriented framework, based on the selected case studies, with respect to the spatial factors and governance of the cluster approach.

Dissemination of the preliminary findings during the FOCUS workshop

 DELIVERABLE SOBE: Updated grid of assessment in the light of the spatial factors





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D2.2: Updated grid of assessment in the light of the spatial factors

- Data gathering from the case studies selected in the WP1, conducted by implementing the survey form and the interview form in order to gather data consistently across the case studies and with a comparative perspective aimed at knowledge transfer across US and EU.
- Data analysis, conducted by implementing the assessment grid build in the WP1; adjustment of the grid according to the preliminary findings.

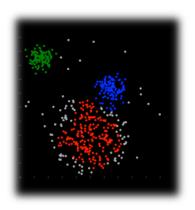




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INCONSISTENCY OF THE CURRENT METHOD WITH THE NATURE OF S3

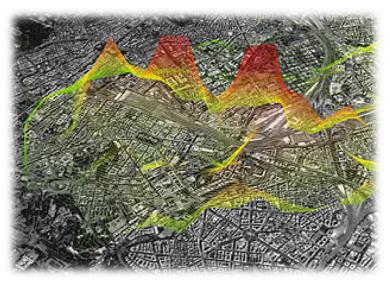


DISCOVERY... GRANULARITY... OPENESS TO CHANGE... INCLUSIVENESS...



Data must be:

- 1. Prompt
- 2. Easily to be recasted
- 3. Locally based
- 4. Capturing societal assets



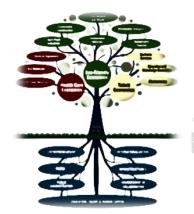




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The absence of a spatially-led approach



A-SPATIAL STRATEGY



SPACE



GAPS IN SOCIAL INNOVATION

BUILDING THE NEXUS THROUGH...

INNOVATION DISTRICTS, INNOVATIONS HOTSPOTS, NETWORK OF INNOVATORS, INNOVATIVE INDICATORS









- Ongoing delivery of a systematic survey across the main hotspots of the communities of innovators included in the cluster case studies allowing the research team to map the spatial factors potentially directly related to the cluster performance in terms of SOCIAL INNOVATION
- Survey built jointly with the University of Reggio Calabria and delivered jointly with the University of Reggio Calabria and La Sapienza
- In parallel, in-depth interviews are investigating through a qualitative methodology the linkages among spatial factors and social innovation potential.





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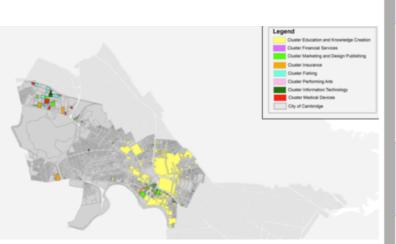


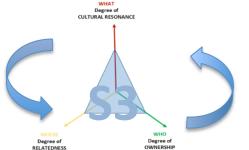
SuROI

 Social Return on Investment (SROI)



2. Ecosystems Services Analysis (ESA)





Predicted Change or Outcomes	Inputs (Nature of Project)	Inputs (Monetary Value in £/ GBP)	Outputs	Indicator	Quantity	Proxy	Value	Gross Social Value over 10 years	Impact after Adjustments
Residents have improved job prospects	Economic welfare (Skills and training) programmes	£2,725 The unit cost of training sessions - estimate based on pre-build budgets.	20 programmes delivered to date	Improvement to working status	167 household heads become formal workers	Annual average income	£6,136.23 IBGE.guv.br	£10,247,320	£4,098,928 (minus 60% for deadweight and displacement from informal employment)
Residents have access to (better) childcare and pre-schools	New childcare premises	£49,300 The estimate for new pre-school facility on the Mario Quintana lot.	1 new pre-school facility serving 410 households with young children	Improvement to working status	75 people are able to find part-time work (E)	Annual average income	£6,136.23 BGE.gov.br	£2,301,086	£920,435 (minus 60% for deadweight and displacement from informal employment)
Residents have access to (better) schools	New schools or rooms and more teachers	£16,680 (Estimate for extension to Antonio Giudice school)	1 modified school serving 410 households with school children	Improvement to working status	25% of 820 children find jobs (2011 - 2013)	Annual average income	£6,136.23 BGE.gov.br	£3,773,781	£1,509,512 (minus 60% for deadweight and displacement from informal employment)
Residents experience improvements to health	More and better health clinics	£165,000 for new health clinics, £200,000 per annum over 10 years for additional staff (£) and £55,000 per annum in street and drainage maintenance over 10 years (£)	3 new clinics with 3 doctors and 3 support staff serving 410 households	Cost of treatment	62% of all residents better health (1,0.17 people) leading to reduction in doctor visits from 6 to national awarage 2.5 (AHD) WHO http://new.paho.org/hq/pho.org/hq/system.Profile-Brazil_2008.pdf].	The average cost of treatment [low-income patients]	£ 6.80 The average cost for a 15 minute consultation - local practitioner estimate	£235,130	£176,348 (25% deadweight)
Residents are better sheltered and more secure in new housing	New houses and infrastructure including drainage, sewage and street cleansing	£272,700 (construction only)	Improvements for approx. 1,640 people	Wellbeing	55% of 1840 (902) residents experienced better security	Wellbeing value for not being worried about crime	£2,968 (from £11,873 using Trotter et al., 2014 adjusted for Brazil economy)	£26,773,615	£20,080,211 (minus 25% for displacement)
Fewer community disputes and more democratic demands made through the participatory budget process	New community centres built and more community workers employed	£5,150 per community centre and £6,136.23 per annum for 6 community workers over 10 years (E)	Three community meeting rooms and six community workers serving 410 households	Wellbeing	45% of 1640 residents (738) experience better neighbour relations	Wellbeing value for talking to neighbours regularly	£962 (from £3,848 using (Trotter et al., 2014 adjusted for Brazil economy)	£7,099,560	7,099,560
Residents gain from multiple ecosystem services benefits	Communal open space and green space	£7,875 (One-off maintenance costs for Mascarenhas Park) and £30,000 estate landscaping costs	Four open space projects for 410 households	Multiple services(see Table 5.2.4)	5,138m²	Pricing for multiple services(see Table 5.2.4)	Pricing for multiple services (see Table 5.2.4)	£48,488	£20,363
Totals		£1,234,679							£33,905,357





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Moving forward from the Mid term meeting... (1)

- Building on the spatial features of the cluster, we will then first map the spatial elements and related (social and ecosystem) services linked to the cluster successful performance, then apply the SuROI approach to quantify the benefits / spillovers from the proximity and relational assets.
- This would allow to overcome a major limit of the SuROI approach, originally meant to be applied to neighbourhood, by shifting towards a metropolitan- oriented perspective. However, the rationale of the small scale (the scale of interpersonal exchange, of the mutual knowledge, of the accessibility to the services...) will be preserved, by adopting a possibly jeopardized mapping methodology, focused on nodes and links that follows the clusters rationale.

- The SUROI methodology has been applied as conceptual framework due:
- to the fuzzy boundaries of the innovators districts which challenged the identification of a given catchment area
- 2. to the ongoing nature of the innovation process, which challenged the identification of given interventions
- The concept of catchment area does not match the concept of innovation driven by innovators: it is worth having multi- level differentiated mapping tools representing different scales where innovation happenes



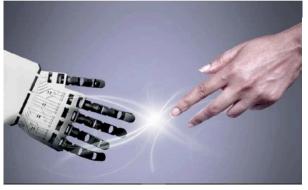


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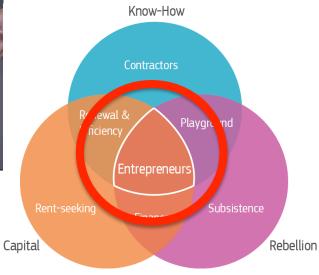




Opportunity now: Europe's mission to innovate



Community of innovators



Creativity & Design-Driven	Workplace & Employee Innovation	Public Sector Innovation	Social Innovation
Data-Driven Innovation	Technological R&D	Disruptive Innovation	Organisational Business Model Innovation
Open Innovation 2.0	Frugal Innovation	Responsable Innovation	Digital Innovation
Regulatory Innovation	Marketing Driven Innovation	Knowledge Base (non Rnd) Innovation	?

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KEYWORDS H2020 - 2017

- INNOVATION ECOSYSTEM
- COMMUNITY OF PRACTICE, COMMUNITY OF INNOVATORS
- CO-CREATION AND CO-IMPLEMENTATION









Moving forward from the Mid term meeting... (2)

A multi- level set of methods encompassing different scales in the built environment to support the construction of a S3 supportive ECOSYSTEM:

- 1. The buildings (innovators' hubs)
- 2. The neighborhoods (innovators' hotspots)
- 3. The City- Region (innovators' contexts)
- 4. The world (innovators' horizon)





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SOBE FIELDWORK

- S3 and Spatial hotspots, Claudia Trillo
- S3 and Spatial hubs, Athina Moustaka
- S3 and Governance: investigating the «how» by focussing on Innovation Districts, Clare Devaney
- Smart City and S3: what «smart indicators» allow understanding of Social Innovation?, Mohammed Agbali





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Fieldwork

- Innovation hubs
- CIC Cambridge, several visits, including Informal interviews with local companies
- Impact Hub Boston, CIC Boston
- District Hall
- Masschallenge
- Roxbury Innovation Center
- Greentown Labs

- Governmental Agencies
- MassTech (State level)
- CDD Cambridge (City level)
- BRA (City level)
- Cambridge Redevelopment Authority (Neighbourhood level)
- Associations
- Kendall Square Association





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Interviews

Discussing of to assess innovation with local experts

- Fabio Duarte, MIT Senseable City Lab: methods for quantifying innovation in innovation districts
- Catherine Tumber, Northeastern University: methods for quantifying cultural assets in innovation districts

Collecting evidence in the hubs

- Maria Dolores Lopez- Montenegro Director Spinnaker Venture Partners Sara Mruz - CIC Cambridge, checking evidence on the CIC
- Geoff Mamlet, Impact Hub Boston, CIC Boston
- Ben Shaw, Finance Director of CIC Cambridge
- Sarah De Simas , District Hall
- Jeff Danford, Masschallenge
- Alexandra Brown Roxbury Innovation Center
- Steiner, Strategic Initiatives Manager and Gokhale Health cluster director MassTech

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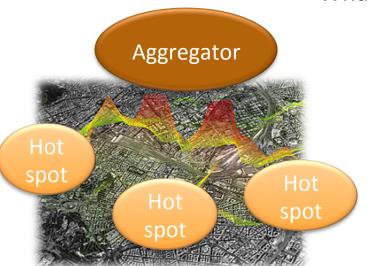


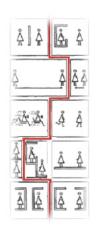
URBAN DESIGN AS COGNITIVE INFRASTRUCTURE

OF S3 SUPPORTIVE PLACES THROUGH THE RATIONALE OF PUBLIC SPACES

What spatial pattern is more supportive of innovation? What public spaces and facilities support innovation?

Can we quantify the contribution? How shall we design S3 areas?











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To describe the relationship between physical spaces and the emergence of innovation (Moustaka)

Objectives:

Locate spatially the areas in which the interactions occur.

Describe how occupants of the innovation centre interact with each other.

Discover the effect of the common use areas in the emergence of innovation.

Identify how innovation emerges as a result of social interaction.

Cambridge Innovation Centre, Kendall Square, Cambridge MA
WeWork South Station, Boston
WorkBar Leather District, Boston
Intrepid Labs, Cambridge MA
Trumotion, Boston
Breather, Downtown Boston
Idea, Northeastern Innovation Hub, Boston
Roxbury Innovation Centre





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Preliminary findings from the survey

GOAL:

To find the major spatial factors influencing locational choices of innovators within the hotspots of enterpreneurial discovery (boundaries not assumed)

FINDINGS (ONGOING):

- 1. Spatial factors influencing locational choices
- 2. How innovators relate spatially to the city region
- 3. How innovators relate to the community





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Preliminary findings from the direct observation of innovators' hotspots

- Sophisticated governance / blended approach, encompassing civic organisations, associations, NGOs, allowing collaboration through structured organisations (network process) and spaces (cognitive physical infrastructure for sharing knowledge)
- Networking rationale working both at international and national/ local level, allowing sharing of knowledge at different scales and supporting both excellence (international cooperation) and equity (inter- neighborhoods cooperation)
- City-region strategies embedding innovation









City region and S3 (joined with FOCUS)

Co-creation as key- enabler for S3 in the city- region

- Flexibility in the stakeholders' organisation associated with an adaptive strategy, based on the entrepreneurial exploration/self-creation rather than on pre-conceived plans
- 2. Flexibility in the appropriate blending of 'stakeholders' from the urban region, specifically public governmental institutions and local communities
- 3. Interconnection between urban scale and clusters
- 4. Willingness to frame policy interventions within a wider spatial strategy of overall regeneration















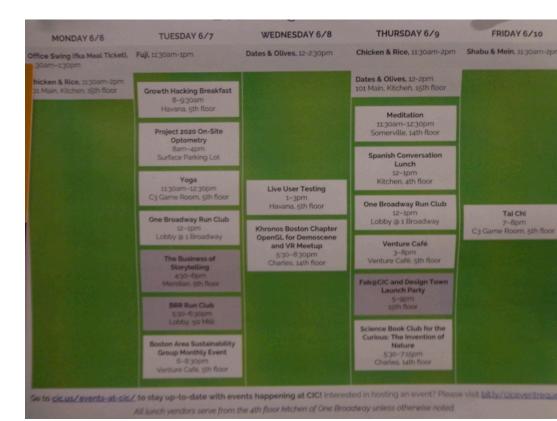


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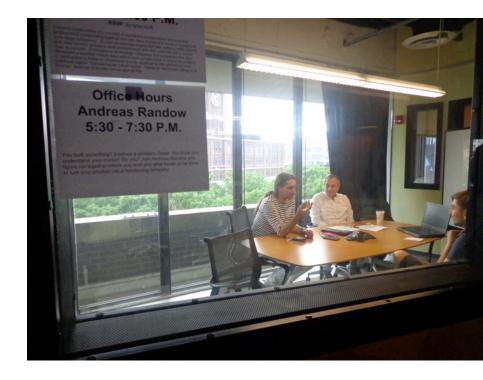
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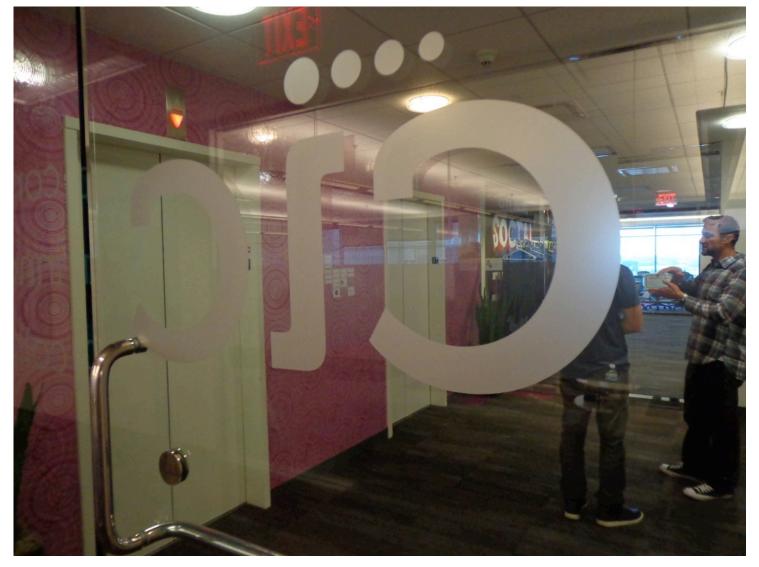












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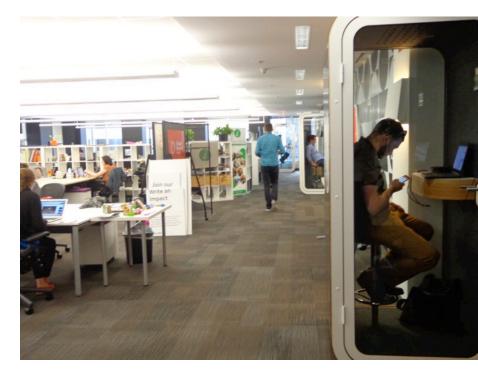








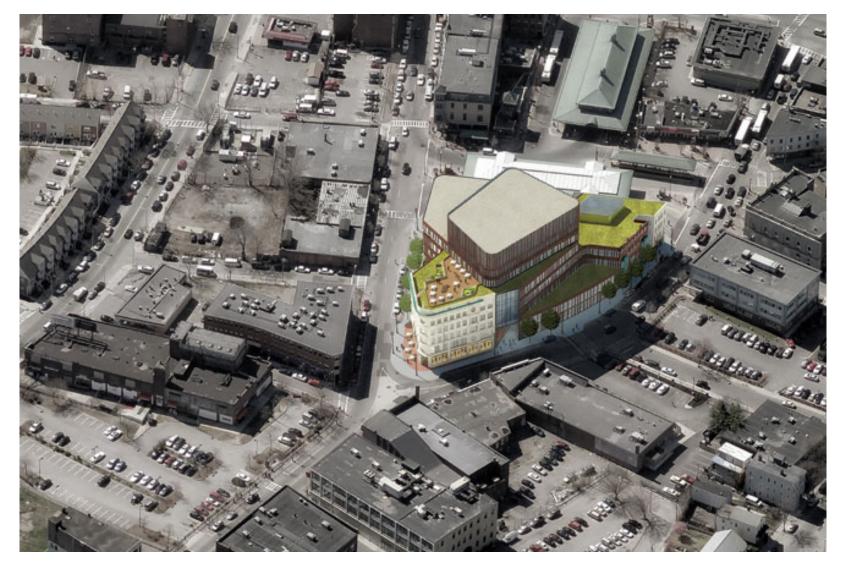
















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JOIN US FOR THE TOPPING OFF CEREMONY



Mayor Thomas M. Menino

and the Dudley Vision Advisory Task Force cordially invite you to a topping off ceremony for



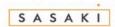


Monday, June 24, 2013 at 11:00am Come by and sign the final beam from 10:30-11:00am Corner of Warren & Taber Streets Refreshments will be served



For more information, please call Alwyn McLeod, Mayor's Office of Neighborhood Services at 617.635.3485











Learn more about jobs available on the site—visit our office at 22 Warren Street in Roxbury, or call 617-622-7000 (M-F, 8am-3pm). Visit us online at www.DudleyVision.org









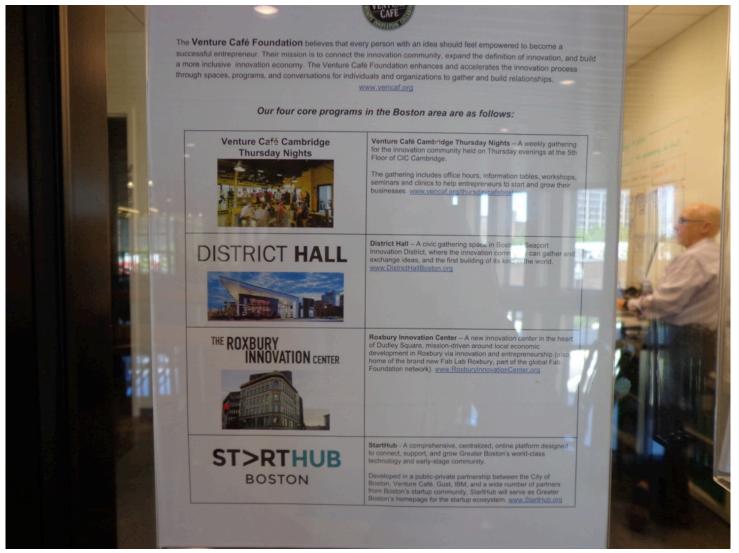












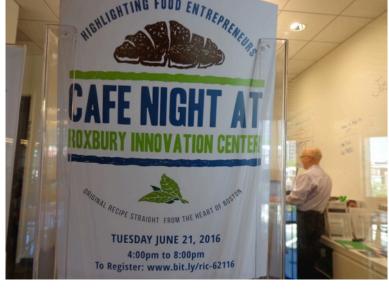


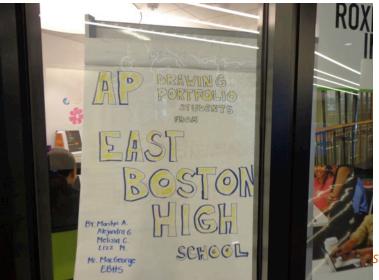


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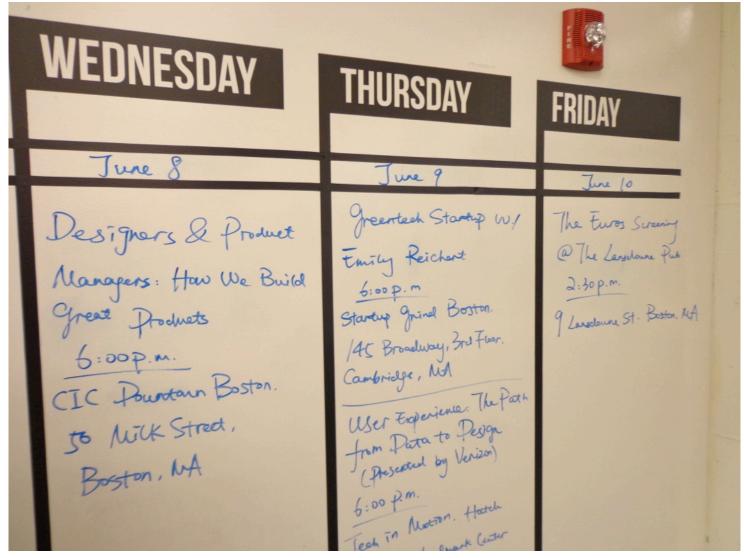






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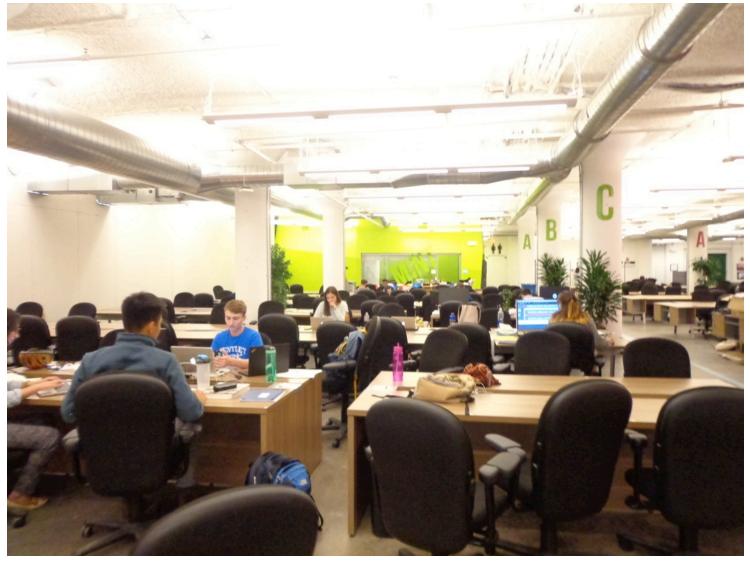


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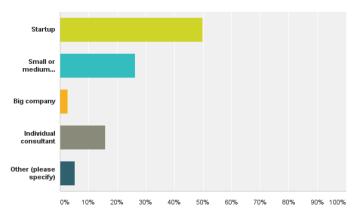


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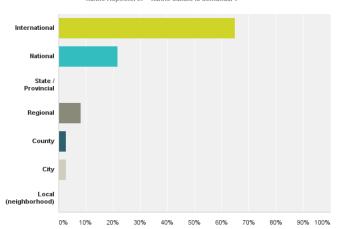
Q2 In what type of company do you work?

Hanno risposto: 38 Hanno saltato la domanda: 0



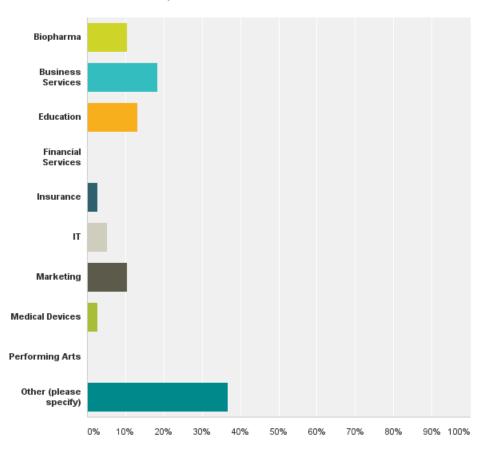
Q7 What is the geographic scale that your company serves?

Hanno risposto: 37 Hanno saltato la domanda: 1



Q4 In which business sector do you work?

Hanno risposto: 38 Hanno saltato la domanda: 0



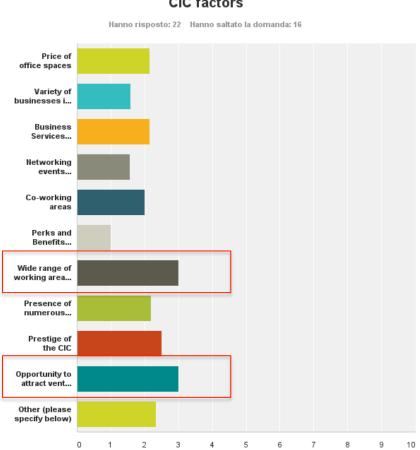






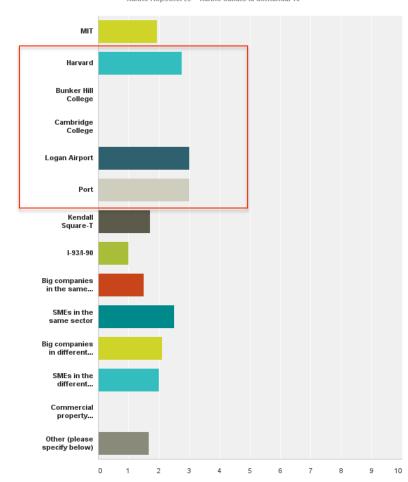


Q11 What are the 3 main reasons for which your company decided to locate in the CIC Cambridge? (In order of importance)Unique CIC factors



Q12 Unique environmental factors, proximity to:

Hanno risposto: 22 Hanno saltato la domanda: 16





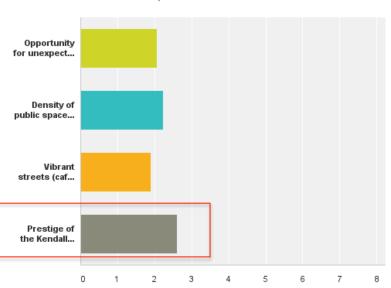


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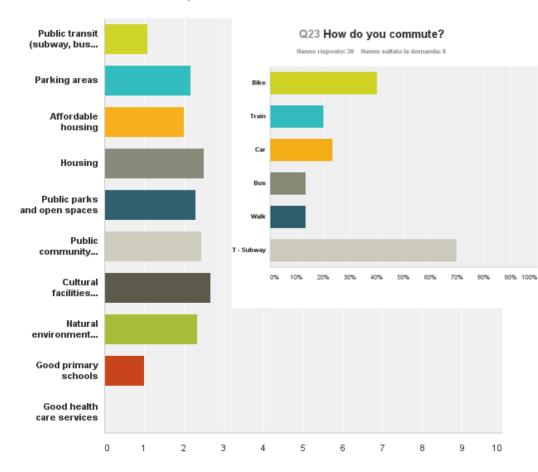
Q25 What urban qualities make Kendall Square area attractive? Rate each one from very important to very unimportant.

Hanno risposto: 30 Hanno saltato la domanda: 8



Q24 What urban services make Kendall Square area attractive? Please identify the 3 most important ones.

Hanno risposto: 30 Hanno saltato la domanda: 8





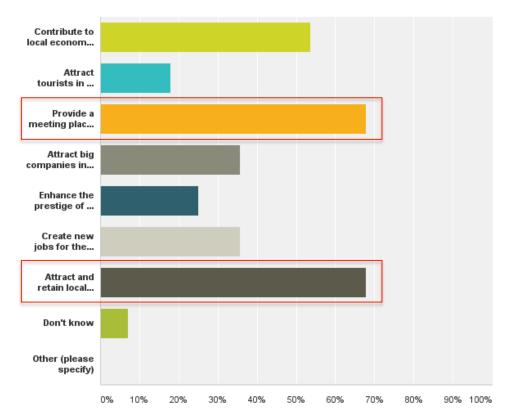


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Q27 In your opinion, what are the main contributions that the CIC Cambridge makes to the local community? (max 4 answers)

Hanno risposto: 28 Hanno saltato la domanda: 10





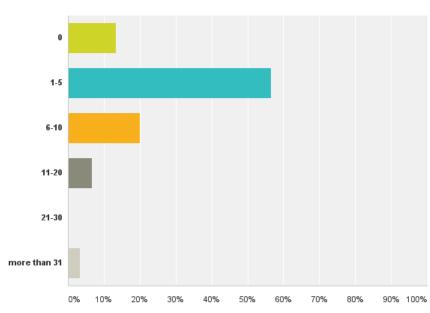






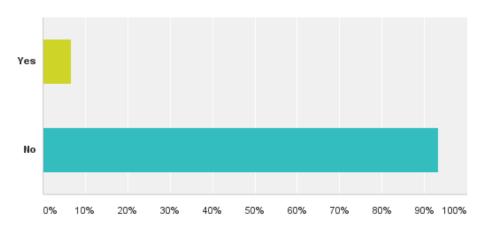
Q28 How many companies located in the CIC do you interact with on a regular basis?

Hanno risposto: 30 Hanno saltato la domanda: 8



Q29 Are these companies all from your sector?

Hanno risposto: 30 Hanno saltato la domanda: 8



Cross-pollination / Cross- fertilization





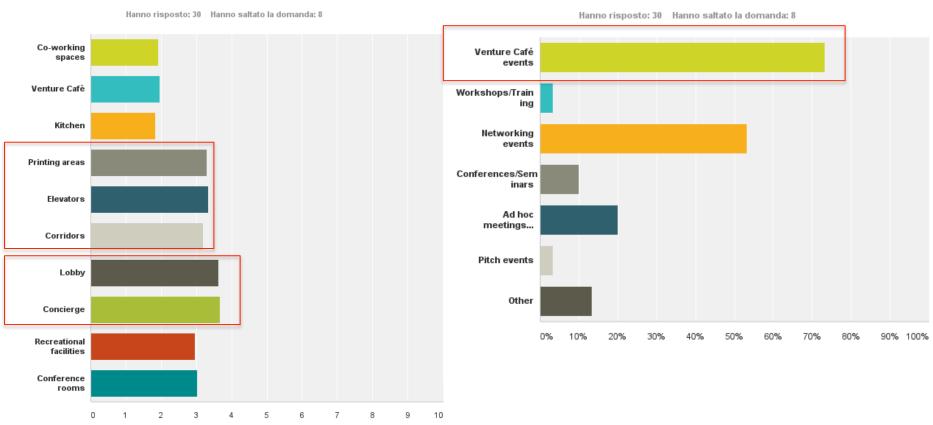
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Q30 Rate the places in the Hub that facilitate your interaction with other companies from very important to very unimportant.

unimportant.

Q31 What are the most important events in the Hub that facilitate your interaction with other companies? (max 2 answers)







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CO- CREATION! The way forward