The EU Framework Programme for Research and Innovation

HORIZON 2020

First International Workshop in Rome, 5-6 December 2016

Marie Skłodowska-Curie Actions (MSCA)
Horizon 2020-MSCA-RISE-2014
MAPS-LED Research Project (GA 645651)

Multidisciplinary Approach to Plan Smart Specialization Strategies for Local Economic Development - MAPS-LED

Host Partner Organization: Sapienza University of Rome, Fo.Cu.S. Research Center, Italy

Primo Workshop Internazionale a Roma, 5-6 Dicembre 2016

Third Session
Policies and good practice towards Smart Specialization Strategies in Italy
Politiche e buone pratiche di Smart Specialization Stategies in Italia

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Introduction

o A national/regional/local innovation strategy for smart specialisation can be seen as an "economic transformation agenda" based on a simple six-step method:

1. Analysis of the context and potential for innovation;

2. Set up of a sound and inclusive governance structure;

3. Production of a shared vision about the future;

4. Selection of a limited number of priorities;

5. Establishment of suitable policy mixes;

6. Integration of monitoring and evaluation mechanisms.

(….)

- This procedure, designed by Dominique Foray for generally large regions, must be adapted to the Italian context, conditioned by the incidence of local development processes and by the significant presence of inner and marginal areas.

- In these conditions it may be of crucial relevance the revision of the concept of value. This transition draws inspiration by CSV (Creating Shared Value) coined by Porter and Kramer in 2012, which is based on the assumption that the competitiveness of a company and the health of the communities around it are mutually dependent.

The functioning of the Market from the self-regulation system to the activation process of shared value

- Corporate thinking has evolved over the past decade
- The long-term competitiveness of companies depends on social conditions (improving education and skills, safe working conditions, sustainable use of natural resources)
- From 'What's Good for Business is Good for Society' to 'What's Good for Society is Good for Business'
- Companies can create shared value at three levels(a.reconceiving products and markets; b. redefining productivity in the value chain; c) enabling local cluster development)

The innovation process and the opportunity for *shared value* creation
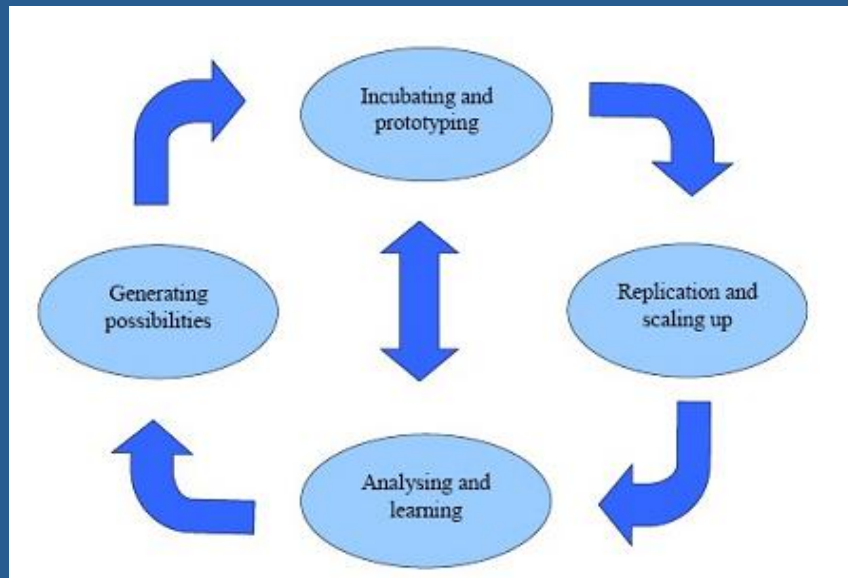
Inner Area: what does it mean?

Inner Areas are those territories characterized by:

- a NOT adequate offer of access to essential services to assure citizen's rights;

- being rich in natural assets (water resources, agricultural systems, forests, natural landscapes) and cultural resources (archaeological settlements, abbeys, small museums, craft centres);

- low population density;
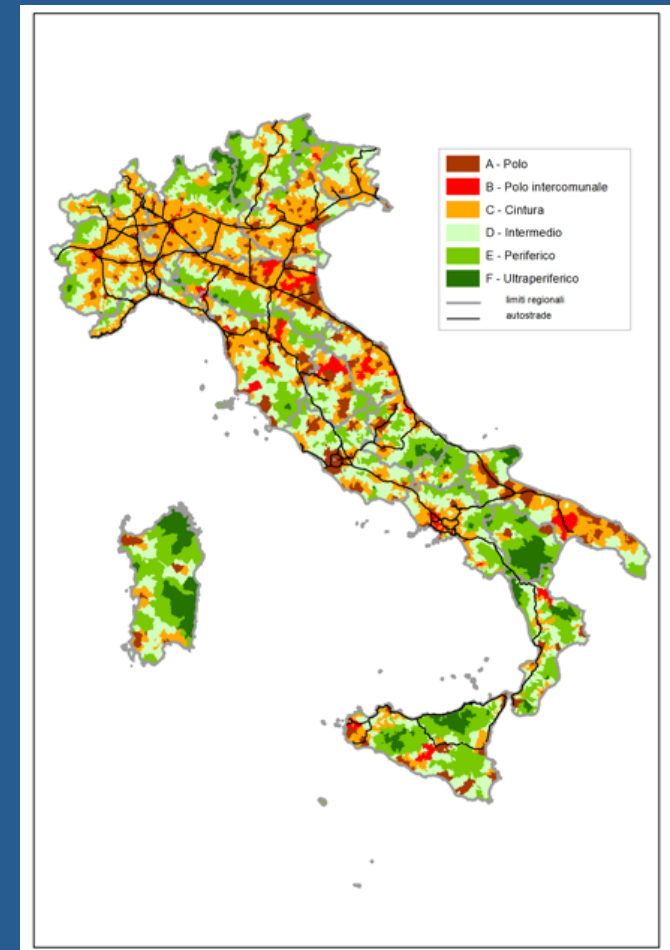
- often high seismic risk.

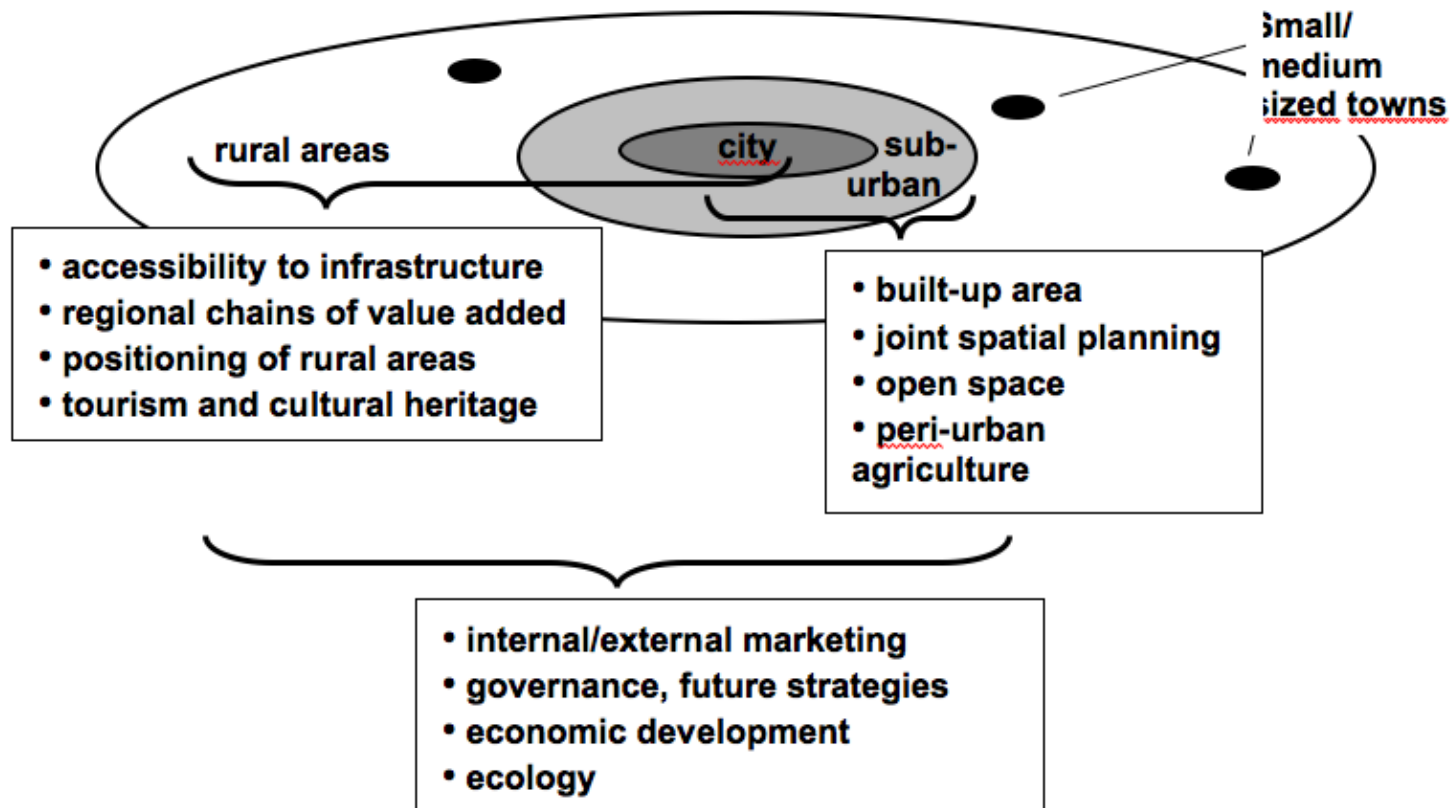# Distinctive features
of the inner areas
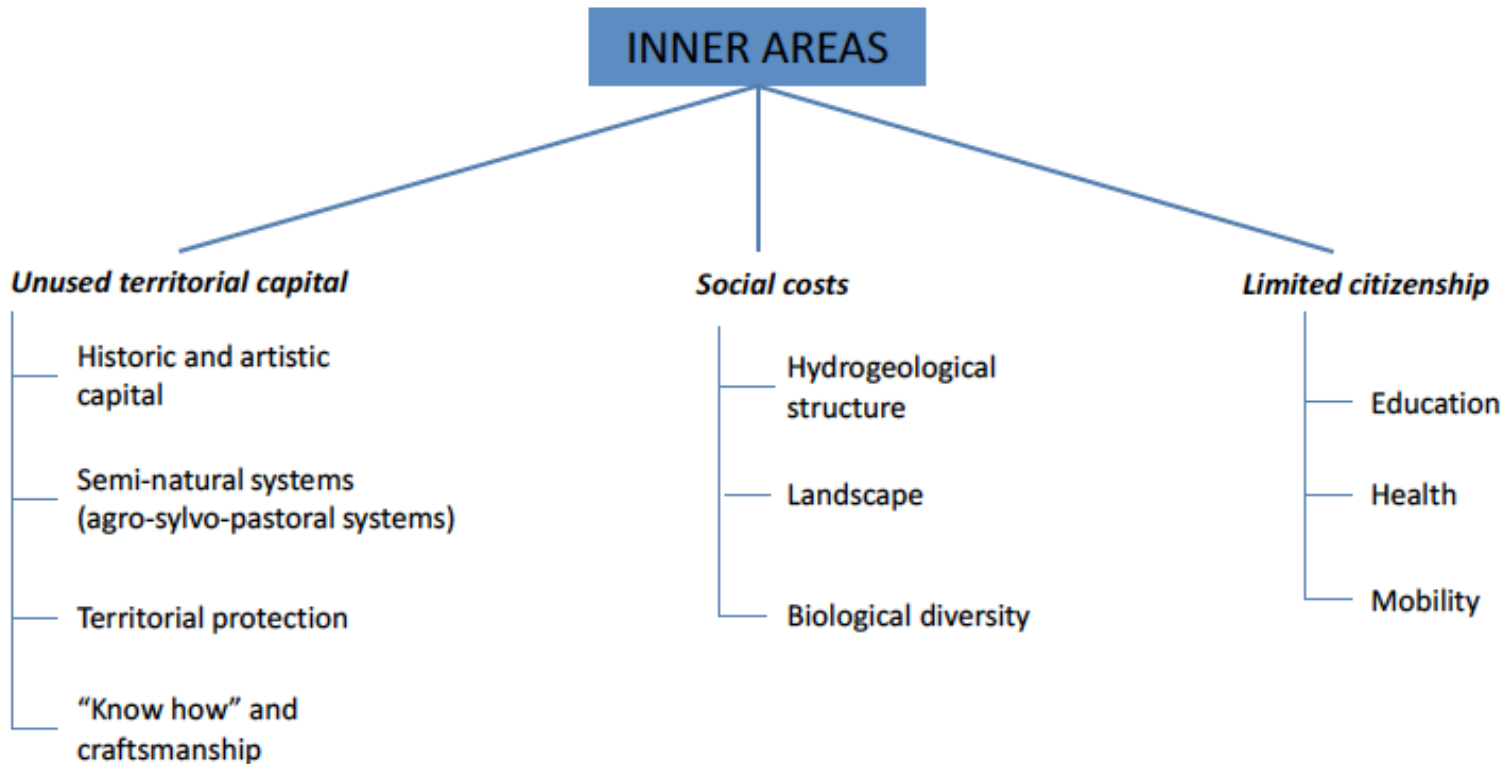
The incidence of inland areas
in the italian settlement system

Classification Municipalities	Number	%	Altitude	Population	%	Variation % 1971-2011	Area	%
Hub	219	2.7	145	21,223.562	35.7	-6.8	29,519	9.8
Inter-municipal	104	1.3	166	2,466.455	4.1	22.7	6,251	2.1
Outlying	3508	43.4	215	22,203.219	37.4	35.8	81,815	27.1
Intermediate	2377	29.4	395	8,952.266	15.1	11.6	89,448	29.6
Peripheral	1526	18.9	607	3,671.372	6.2	-8.1	73,256	24.3
Ultra-peripheral	358	4.4	627	916,870	1.5	-5.3	21,784	7.2
TOTAL	**8092**	100.0	358	59,433.744	100.0	9.8	302,073	100.0

Source: ISTAT data processed by UVAL-UVER – Population census 1971 and 2011

A - Polo
B - Polo intercomunale
C - Cintura
D - Intermedio
E - Periferico
F - Ultraperiferico
limiti regionali
autostrade

The rural-urban linkages

The relationship between governance, rural-urban linkages and social/territorial cohesion outcomes
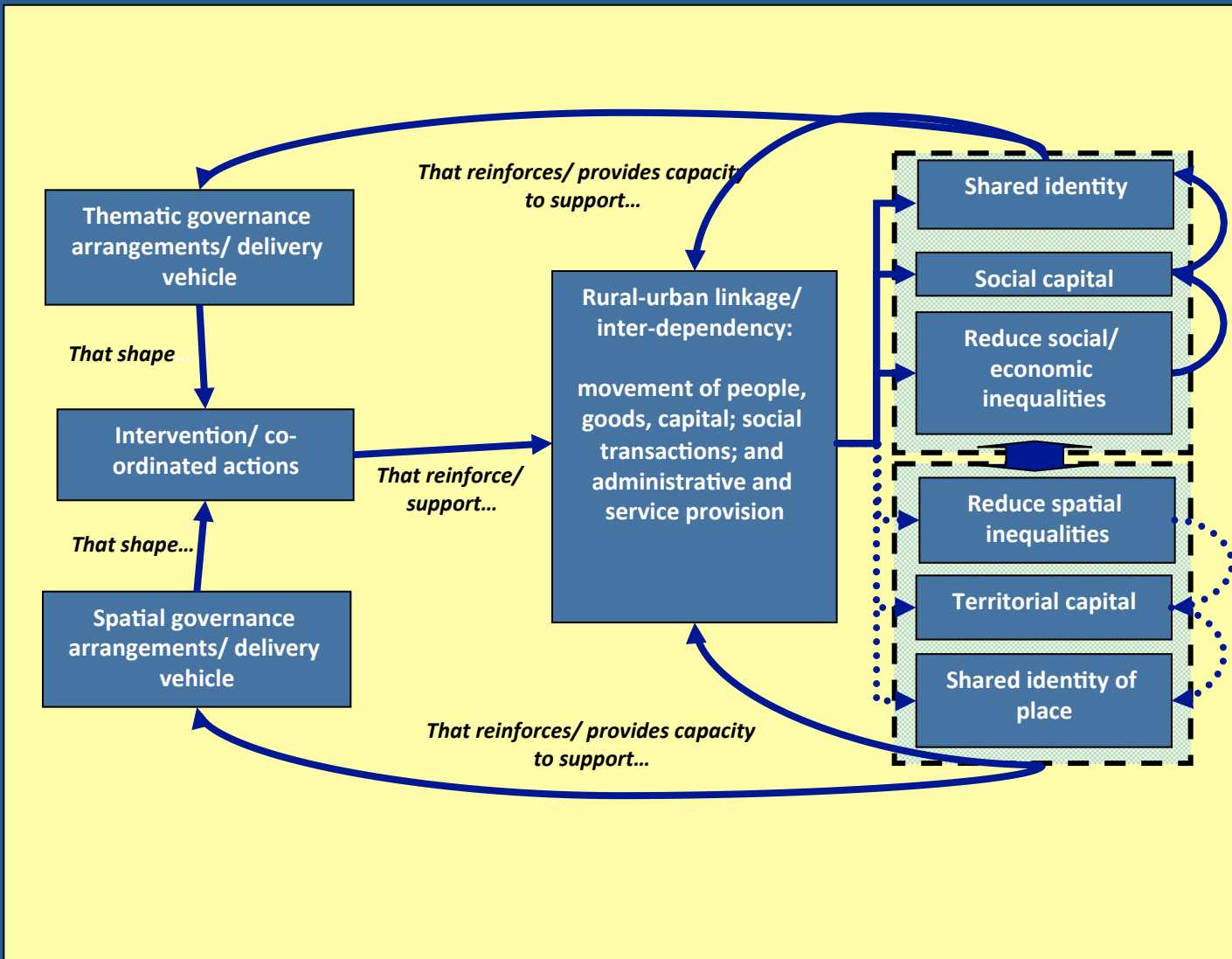
Success factors for rural-urban partnerships

Origin and definition of place-based approach

The place-based approach is the outcome of a **conflict** against space-blindness and its attempt to stop the EU cohesion policy.

It is **not just an "integrated approach" nor a "local/ communitarian development** approach"

It is based on three assumptions:

- new knowledge (**innovation**) **is the main source of growth + social inclusion**
- only an **open/heated/informed debate delivers it;**
- the development of a place is generally prevented **by rent-seeking local elites.**

The five ingredients of a place based approach

- 1. Integrated approach ⟷ **Territorialising sectoral policies.**
- 2. Combining **ownership by a coalition of local leaders with an adequate dose of central paternalism.**
- 3. An **heated, open and informed debate among "relevant" actors (not only** representative ones).
- 4. Focusing on communicating, monitoring and evaluating **expected measurable outcomes.**
- 5. **Recognizing our ignorance: the road of democratic experimentalism.**

➜ What are the priorities?

Cohesion Policy has set **11 thematic objectives** supporting growth for the period 2014-2020.

➜ **Investment from the ERDF** will support all 11 objectives, but **1-4 are the main priorities** for investment.

➜ **Main priorities for the ESF** are **8-11**, though the Fund also supports 1-4.

➜ **The Cohesion Fund** supports objectives 4-7 and 11.

1. Strengthening research, technological development and innovation

2. Enhancing access to, and use and quality of, information and communication technologies

3. Enhancing the competitiveness of SMEs

4. Supporting the shift towards a low-carbon economy

5. Promoting climate change adaptation, risk prevention and management

6. Preserving and protecting the environment and promoting resource efficiency

7. Promoting sustainable transport and improving network infrastructures

8. Promoting sustainable and quality employment and supporting labour mobility

9. Promoting social inclusion, combating poverty and any discrimination

10. Investing in education, training and lifelong learning

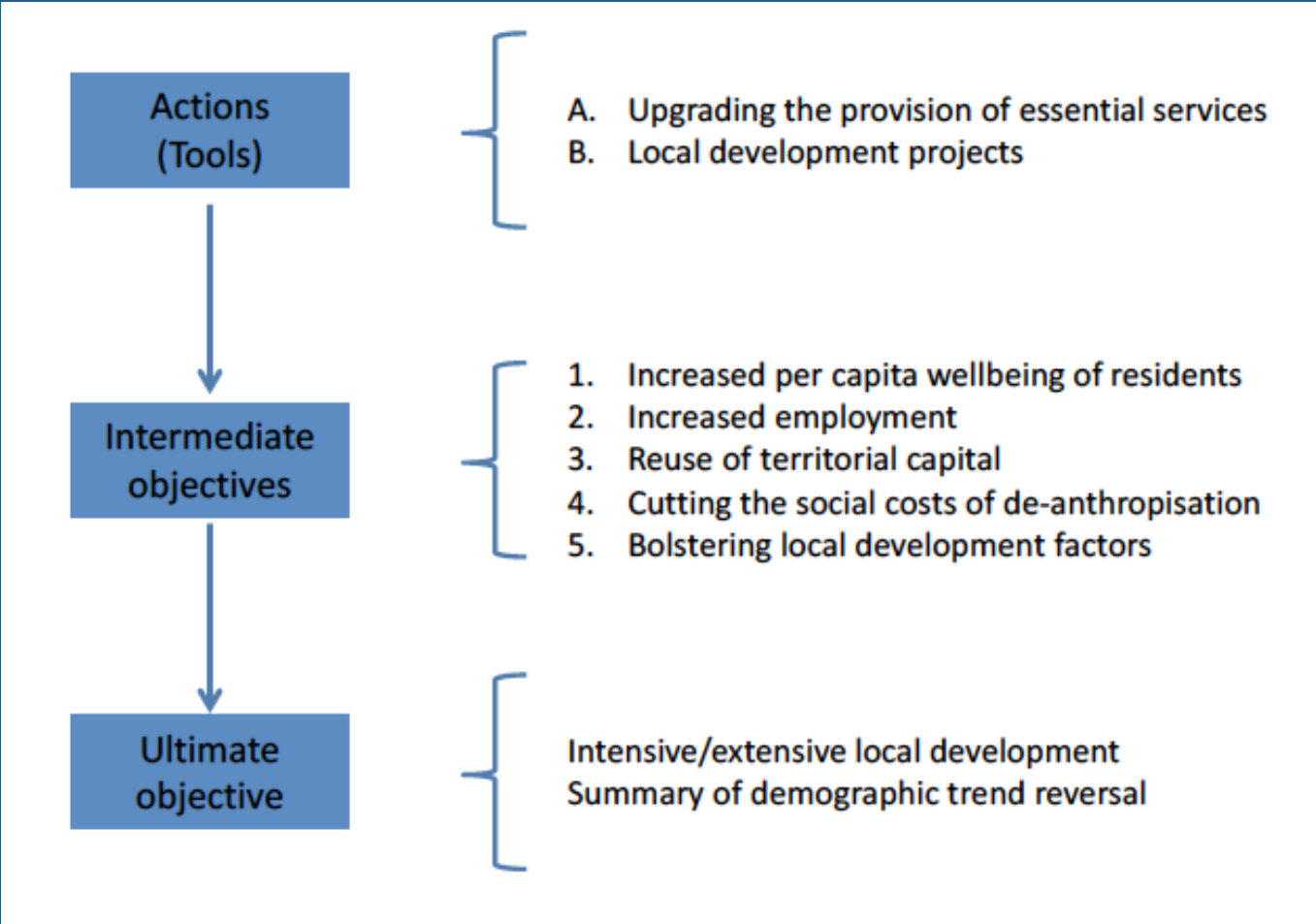**11.** Improving the efficiency of public administration
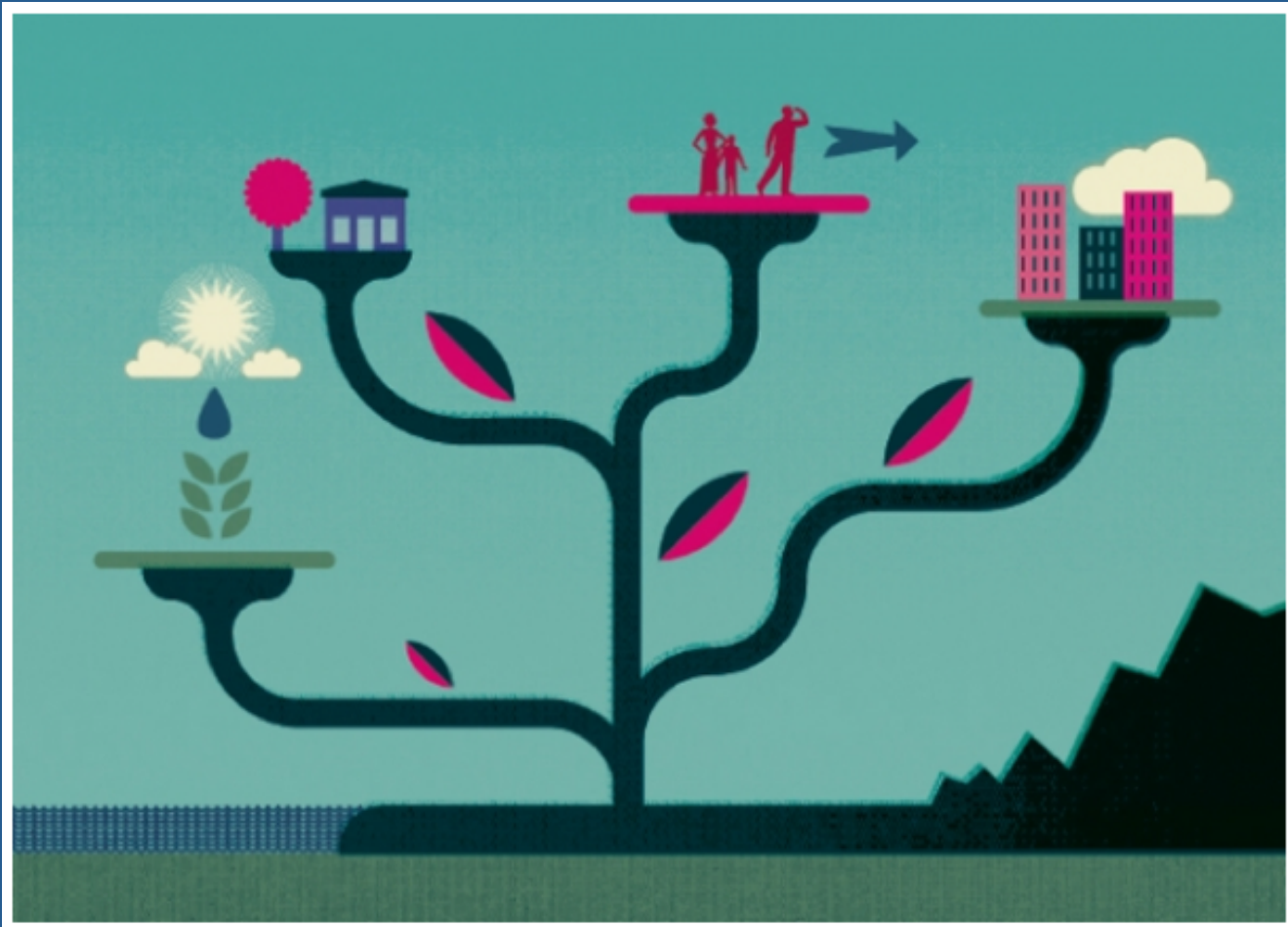
Selected project-areas

At present, selected areas within the Strategy:

- ❖ are 66, total resident population of 1.896.000; around *1000 municipalities*;
- ❖ **85%** are **mountain municipalities**;
- ❖ 3% of the total national population, 55% of which live in remote and very remote areas; cover 16% of the national territory. Strong population *decrease*;
- ❖ are composed by an **average of 15** municipalities, with around 29.000 habitants each;

Objectives of the Strategy for Inner Areas

Actions (Tools)

A. Upgrading the provision of essential services
B. Local development projects

Intermediate objectives

1. Increased per capita wellbeing of residents
2. Increased employment
3. Reuse of territorial capital
4. Cutting the social costs of de-anthropisation
5. Bolstering local development factors

Ultimate objective

Intensive/extensive local development
Summary of demographic trend reversal

Social innovation
and the role of University

The new face of resilience

The industrial city: a process of adaptatio lasted over two centuries

Learning how to deal with a new paradigm

Going beyond the logic of "try and check"

Towards the emergence of new topics

- Develop research on limiting the consumption of soil and new forms of urban enhancement

- Take into account the opportunities arising from the development of the green economy

- Wonder about the resilience (resilience) of the urban environment

- Provide for interventions scrapping building and town planning and worrying about placing the new settlement models in a feasibility framework

The new tasks of urban planning

- Are we ready to conceive smarter cities (and most beautiful)?
- Towards an agenda for sustainable cities:
  1. reorganization of mobility system (mobility management, info-mobility, reducing vehicular speeds, mitigation of "heat islands");
  2. low emissions and integrated waste management;
  3. energy-efficient design of buildings and neighborhoods;
  4. reorganization of activities and urban services according to a drastic reduction in travel needs.

The new responsibilities of Urban Design

Towards an agenda for sustainable cities   that consume little:

– reorganization of the the mobility system (mobility management, info-mobility, reducing vehicular speeds, fight against "heat islands");

– low emissions and integrated waste management;

– energy-efficient design of buildings and neighborhoods

– reorganization of activities and urban services according to a drastic reduction in travel demand

Thank You!