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Regions as Catalysts for Smart & Sustainable Innovation

Copenhagen, November 4th 2014

A **SMALL EXPERIMENT** with a lot of design around.

Pulling together a bunch of different elements with gradualism and **LEARNING FROM RESULTS**.

Starting from a **GOOD DIAGNOSIS** and from a close examination of the reality.



INNOVATION

The conceptual elements



CIRCULARITY IS THE NEW STANDARD



**OPEN
INNOVATION**



RADICAL INNOVATION CAN
COME FROM THE "PERIPHERY".

A hand-drawn map of the United States is shown in a sketchy, pencil-like style. A person is depicted climbing a mountain range that spans across the top of the map, from the West Coast to the East Coast. The person is wearing a backpack and is positioned on a peak. The map includes outlines of the states and some faint, illegible text labels. The overall style is artistic and conceptual.

CULTURAL AND SOCIAL COMPONENTS
ARE AS RELEVANT AS TECHNOLOGY



COLLABORATION IS AS IMPORTANT
AS COMPETITIVENESS

Paradigm shift in firm's organization

VERTICAL INTEGRATION



HORIZONTAL INTEGRATION

INSOURCING, IN-HOUSE MODEL



OUTSOURCING, OFFSHORING

CENTRALIZED AND HIERARCHICAL
APPROACH, "COMMAND & CONTROL"
MODEL



PEER-MODEL, NETWORKING

INDEPENDENCE



INTERDEPENDENCE

STANDARDIZED DESIGN



USER-CENTERED DESIGN

PROPRIETARY / CLOSED INNOVATION



OPEN INNOVATION

SIZE-DEPENDENCY



SIZE-NEUTRALITY

A hiker with a backpack is seen from behind, walking on a dirt path through a lush green mountain valley. The valley is filled with vibrant green grass and scattered grey rocks. In the background, towering, rugged mountains with sharp peaks and vertical rock faces rise against a sky with soft, white clouds. The lighting suggests late afternoon or early morning, with a warm glow on the mountain peaks.

The context

The context





**Interim Report of the
Green Growth Strategy:
Implementing our
commitment for a
sustainable future**

Meeting of the OECD Council
at Ministerial Level

27-28 May 2010



Public push

EUROPEAN COMMISSION - COM(2012) 582

Six emerging sectors for the European industrial policy

1. Advanced manufacturing technologies for clean production
2. Key enabling technologies
3. Bio-based products
4. Sustainable construction
5. Clean vehicles and vessels
6. Smart grids

The context



TRENTINO
GREEN BUILDING
CLUSTER

SCALING UP

ECOSYSTEM

PUBLIC LEVEL

PROGETTO
MANIFATTURA

EDUCATION -
TRAINING

DEMONSTRATION
PROJECTS

INDUSTRIAL
POLICY AND
RESEARCH

CERTIFICATION

CLUSTERS

ALLIANCES

- HIGH RATING OF UNIVERSITY DISTRICTS
- VOCATIONAL TRAINING SCHOOL
- TECHNICAL TRAINING FOCUS ON ENERGY EFFICIENCY AND SUSTAINABLE CONSTRUCTION

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Industrial policy and research

Understanding

Find out more about research

▪ Overview ▪ Strategies & challenges ▪ Who & where ▪ Projects & success stories ▪ Facts & figures

Innovating

For organizations looking to leverage innovation

Exploring

To address the curiosity of the young

Researching

A comprehensive toolbox for researchers in Italy

▪ Press & Media

[Understanding](#) > [Press & Media](#) > [News](#) > Trento Province hosts a focus group for Smart Specialisation Strategy

Trento Province hosts a focus group for Smart Specialisation Strategy



The [Autonomous Province of Trento](#) started the discussion with local stakeholders to define the **Smart Specialisation Strategy**: the **development strategy** aimed at an “intelligent” specialization of the Province areas, in line with the growth policy promoted by the European Union for 2014-2020.

The first **interactive discussion** between enterprises and institutional and economic representatives of the Province was held on February 17 2014, through **focus groups** aimed at identifying the priorities for the development of the Province in two of the four strategic areas: **mechatronics** and **energy and environment**.

The next meeting, to be held on February 25 2014, will focus on the other two thematic areas considered as strategic for the development of the Province: **quality of life** and **agrifood**. The focus groups are organized with the support of [Invitalia](#), the National Agency for inward investment promotion and enterprise development.

The focus groups are aimed at collecting suggestions on local future trends of the research and innovation system from local players and experts in these fields, in view of the preparation of the “smart specialization” **plan for the Province**. The initiative is included in an integrated and interactive process that, in line with the approach defined by the [European Commission](#), is built around **six phases**:

- analysis of regional scenario and innovation potential
- setting up of an inclusive governance structure
- development of a shared vision of the future

- [News](#)
- [Events](#)
- [Documents](#)
- [Research & media](#)

News >

10/17/2014

[Micro incentives for innovation and digital fabrication from Sardinia: deadline for application submission January 31](#)

10/17/2014

[Competitiveness & Simplicity, Call for ideas](#)

10/17/2014

[Coding-day at MIUR and at Chamber of Deputies](#)

10/16/2014

[Big data: €2.5 billion from EU for public-private partnership](#)

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Alliances

Randy Arum

GCCA



[GLOBAL CLEANTECH
CLUSTER ASSOCIATION]

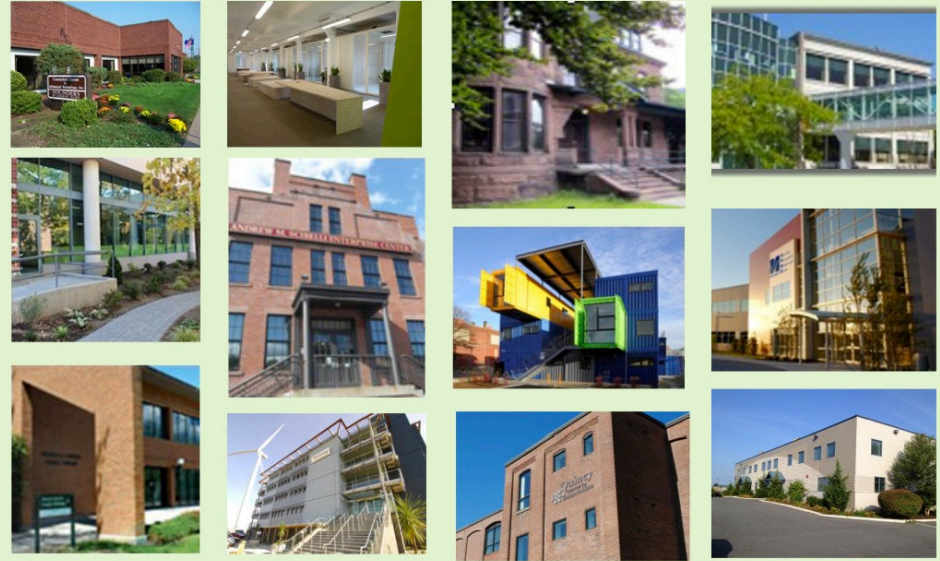
THE GLOBAL VOICE OF CLEANTECH

ACTION

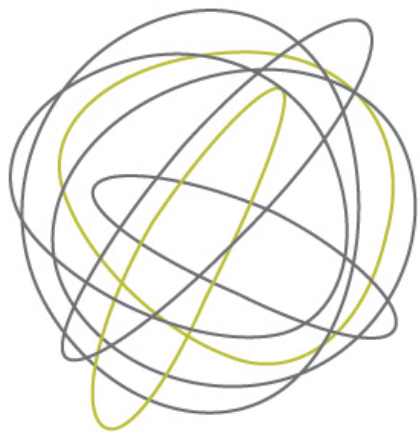
Association of Cleantech Incubators of New England



**Learn about our Startup
Referral Program!**



**Explore Business
Incubation to Grow Your
Cleantech Startup**



LA **CLEANTECH**
INCUBATOR

at La Kretz Innovation Campus

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TM

habitech

ENERGY & ENVIRONMENT CLUSTER



169 PRIVATE

MEMBERS

ABOUT 300 ENTERPRISES

about **1,5 Bln€**

TURNOVER

about **8.000**

EMPLOYEES

17 PUBLIC MEMBERS



Mission: market transformation

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CERTIFICATION

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CERTIFIED
40-49 points



SILVER
50-59 points



GOLD
60-79 points



PLATINUM
80+ points

BREEAM[®]



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MUSE – Trento



University Ca' Foscari - Venice



Exhibition center - Milan



Auditorium – L'Aquila



Ilab Italcementi - Bergamo



IFAD UEN – Rome



Primary school – Romarzollo (Arco)

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PROGETTO MANIFATTURA GREEN INNOVATION FACTORY

ARUP + KANSO + KKAA / CRA

ROVERETO, GIUGNO 2010

ABRIDGED VERSION

ARUP

• KANSO •

KKAA
KENGO KUWA & ASSOCIATES

carlorattiassociati
walter nicolino | carlo rattì

The project : 2018

1,200 jobs, 120 small companies, 210,000 ft² office and production space

SUSTAINABILITY

- -60% energy use
- -85% CO₂ emissions
- - 50% auto trips
- - 60% water demand





HOW WAS – Manifattura Tabacchi

Filippini



HOW IS - Progetto Manifattura

Greenhouse Full

La fase
iniziati
mercato
partico
Manifa
suppor
perio

Greenhouse Flex

Tale str
l'aspira
svilup
un sup
tutorag

La fase di ideazi
iniziativa imprer
mercato compet
particolarmente
avviano la propr
svolgendo altre :
Manifattura offr
supporto molto i
me se per un p

Innovation Factory

Posson
(impre
impre
settori
rinnov
gestion
dimost
assister

I servizi a valore
forniti all'intern
mentre il suppor
flessibile per ada
dell'imprenditor
assegnati ma cor

Le aziende in fase di crescita possono trovare spazi di finanziamento nell'Innovation Factory di

Greenhouse International



HOW WILL BE – “La” Manifattura



HOW WILL BE - "La" Manifattura

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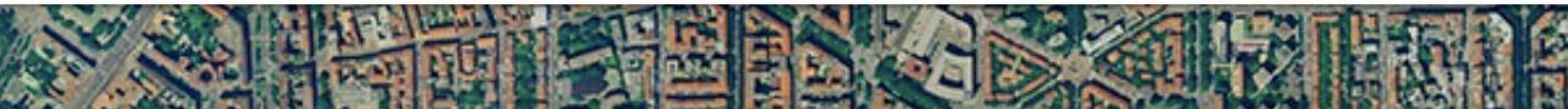
CLUSTERS





REbuild 2014

Convention nazionale sulla riqualificazione e gestione sostenibile dei patrimoni immobiliari



Thank you.



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