



“Regional Living Lab policy for the benefit of SMEs”

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LIVING LABs in Piemonte region

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→ Living Labs as a Regional Strategy to boost innovation

→ Regional experiences of Living Labs in supporting SMEs innovation

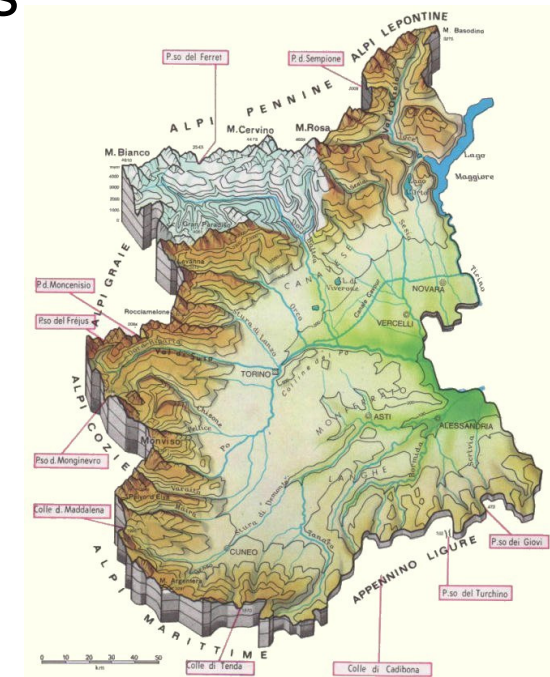


Piemonte Facts & Figures



- 4,4 million inhabitants
- 8 Provinces
- 1.206 Municipalities

→ 43,3% of the territory is covered by mountain





Piemonte Facts & Figures

- € 124 billion GDP (8,1% of national total)
- 1,8% of GDP invested in R&D
- **1st Italian region for private investment in R&D**
- Over 200 private and public R&D centers, 380 laboratories, 4 universities, 6 science and technology parks

The regional Government recognizes research and innovation as a **crucial factor in fostering local development.**

In 2005 a **dedicated regional Authority** was founded and in 2006 the first **Law for Research and Innovation** was approved, aiming at organizing, promoting and coordinating the regional R&I system



Regional R&I System – The rationale

Public policy should be limited to areas where **market dynamics** alone are seen to be **unable** to promote innovative products, processes and services

Bottlenecks in the innovation process:

- the **users'/consumers' needs understanding**: the transfer of R&D results into new products and services which could be appealing for the markets
- the **cost** of internal R&I activity
- the difficulty for enterprises in **relating** with researchers



Living Labs in Regional Strategies

The approach to living labs in Piemonte is focusing on 2 complementary contexts:

→ **SMEs and Innovation Clusters**

✓ innovation development and experimentation in vertical domains

→ **Local communities and digital divide**

✓ spread of innovation in isolated area
✓ user-generated content

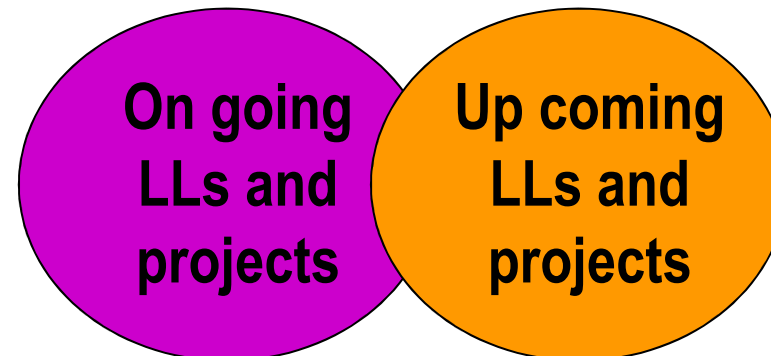


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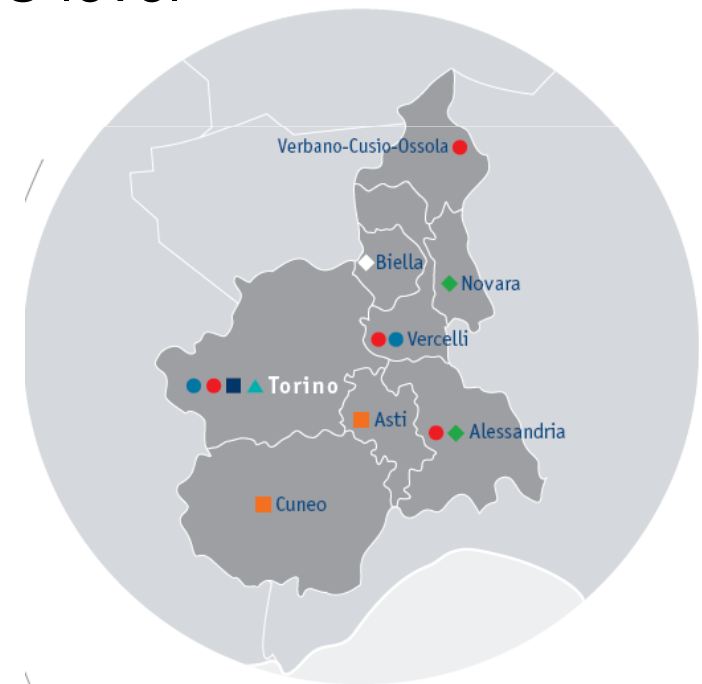
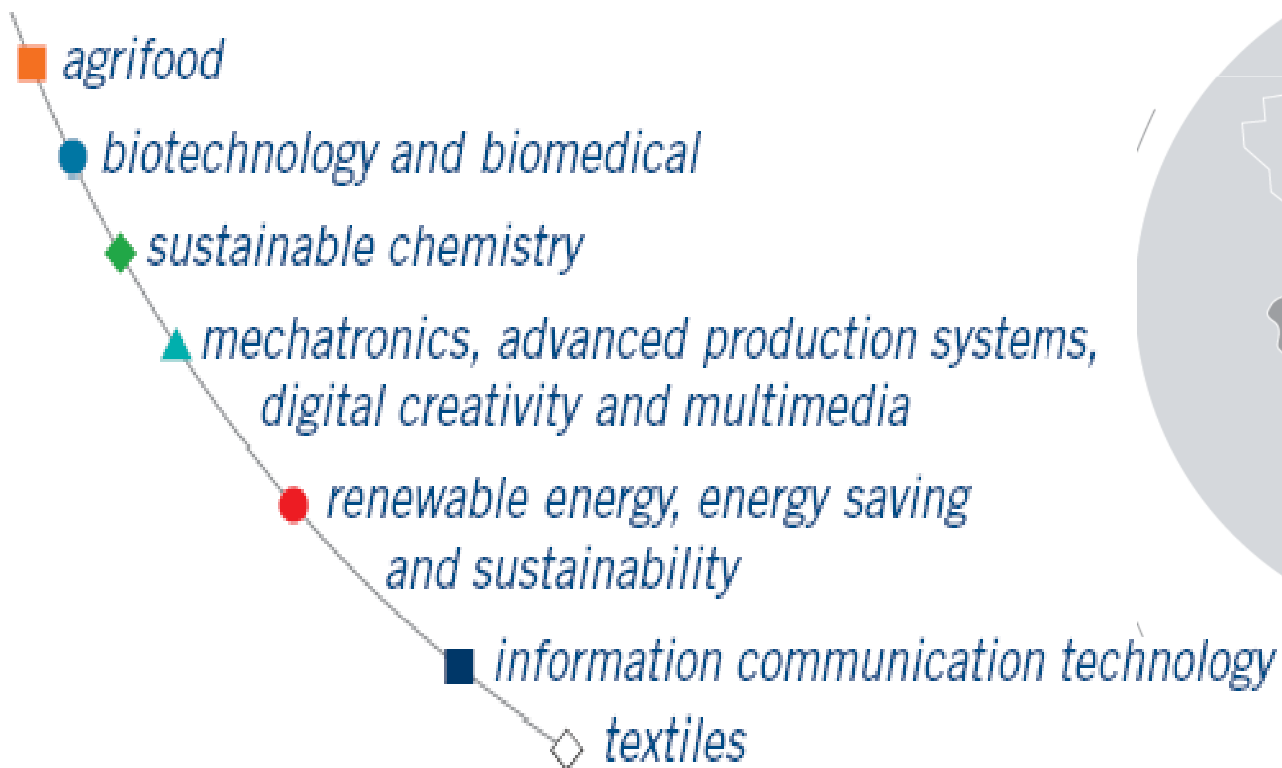
✓ innovation development and experimentation in vertical domains





Living Piemonte

- A system of **12 thematic** innovation cluster
- Putting together about **850 companies and R&I Labs**
- Generators of **new ideas** and innovative solutions
- Targeting **inter-cluster cooperation** at EU level





Living Piemonte – towards a cross border LL

Submitted under ALCOTRA Cross-border
Cooperation Programme between Italy and France



The first cross-border living lab!

- Regione Piemonte and Provincia di Torino
- Regione Valle d'Aosta
- Conseil Régional Provence Alpes Côte d'Azur
- Conseil Régional Rhône-Alpes
- Regione Liguria





Living Piemonte – towards a cross border LL

→ At Clusters and SMEs level:

- ✓ Improving capacities to cooperate in the field of knowledge and innovation
- ✓ Strengthening exploitation of cross-borders business/research opportunities

→ At Policy making level:

- ✓ Improving focus on cross-borders cooperation potentialities in Regional Innovation Programmes and Policies



Living Piemonte – towards a cross border LL

The project will prove the concept of cross-border LLs.

4 domain-specific PILOT ACTIONS:

- developed by in a **mixed cross-border working group**

- Concretely involving:
 - ✓ innovative SMEs as key **users- providers-participants**
 - ✓ local communities - citizens
 - ✓ public administrations

- Reinforcing the exchange of best practices and fostering the development of **common methodologies** and models for user-driven open innovation



C.LAB - Piedmont Community Labs

HEALTH

AGRI-FOOD

- A system of **thematic Laboratories** serving the innovation community
- Promoting **ICT in SMEs**, for the development of **new products, services and processes**.
- A concrete coordination among PAs, Universities, Research Organizations and SMEs, thus empowering local funding programmes.



C.LAB - Piedmont Community Labs

HEALTH

WHAT WE DO

- Technology **assessment** and **selection** of most promising ideas
- Financial **support** for research and know-how transfer
- Working with a **pre-competitive** approach
- **Prototypes and trials** with users in real life context (hospitals, doctors, patients, ...)



C.LAB - Piedmont Community Labs

HEALTH

Examples of RUNNING PROJECTS

1. Development and trials for the **conversion of a commercially mature technology** into a completely new domain of application: diagnostic.

Partners:

- ✓ Company >> owning the technology
- ✓ University
- ✓ Clab

Intellectual property rights management !!

Expected output: prototype and trials



C.LAB - Piedmont Community Labs

HEALTH

Examples of RUNNING PROJECTS

2. Personal health system: **assessment** of existing technologies, **trials with users**.

Partners:

- ✓ PA and healthcare system
- ✓ End users: doctors, patients
- ✓ Clab

Output: **technology guidelines** for the development of the most suitable product for Piedmont end-users >> **disseminated to SMEs**



C.LAB - Piedmont Community Labs

AGRI-FOOD WHAT WE DO

- Develops **traceability** projects with SMEs
- Has to deal with high level of **fragmentation** of SMEs
- Is aiming to **progressively “grow a system”**
- The introduction of ICT in the existing producing systems has to be finely targeted, gradual and balanced, **without disrupting them**



C.LAB - Piedmont Community Labs

AGRI-FOOD KEY OBJECTIVE

Cooperate with SMEs in order to create
a reference guide and a standard approach
for the agri-food local sector,

with the aim to develop an appropriate **traceability system**
to be scalable and economically sustainable
using ICTs and skills **available on the local market.**



Regional Policies and Living Labs: what's next in Piemonte?



Living Lab 150 – to support creativity and innovation

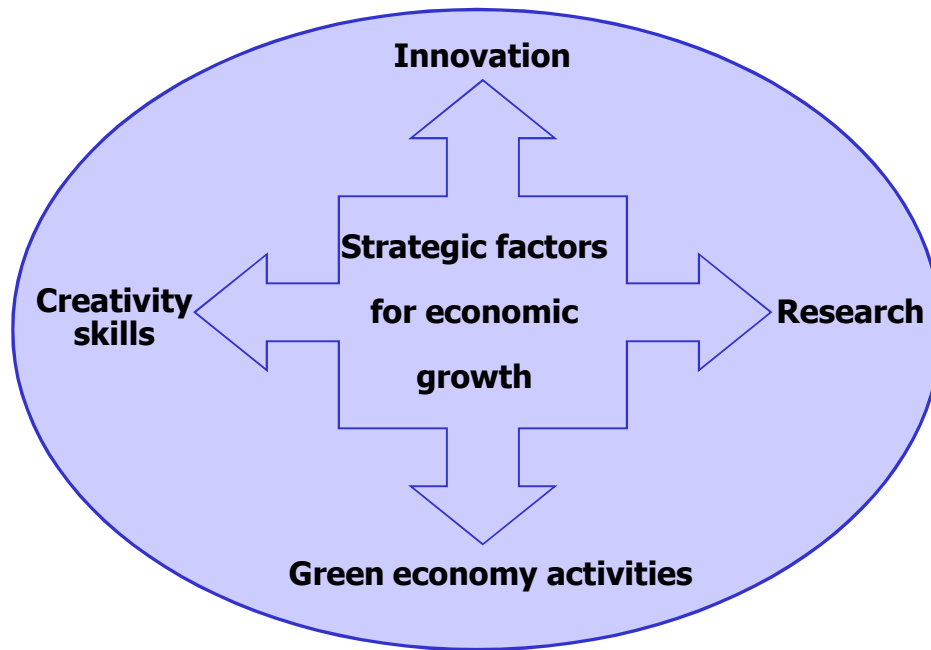
Why 150?

In 2011 Italy celebrates the 150th anniversary of national unification.

It is an opportunity to consider the present and take a look at the future, a chance for a global reconsideration of **the role of innovation and creativity to assure social and economic value creation and to strengthen the national community around social, cultural and economic sustainability.**



Living Lab 150 – to support creativity and innovation



→ Building a real testing, planning and innovating environment in Piedmont.

→ Dedicated to young artists, engineers, designers, to enterprises, research centres and universities.

LIVING LAB

=

“facilitator” for creativity and innovation applied to social and economic contexts



Living Lab 150 – a work in progress ...

- A **funding measure to support innovation models** for the creation of a “community of the future”

- will focus on 5 priority areas:
 - ✓ Creativity and **social innovation**
 - ✓ Creativity and **cultural innovation**
 - ✓ Creativity and innovation based on the concept of **green community**
 - ✓ Creativity and **economic innovation**
 - ✓ Creativity and **scientific innovation**



Living Lab 150 – objectives

- To be a Living Labs in which **creative people and innovators**, as individuals or as a company, can **develop their ideas** and creative activity
- To assist companies and individual innovators, by establishing partnerships with **consolidated firms**
- To provide **experimental infrastructure facilities**
- To boost innovation: new ideas, concepts, prototype, which could lead to **small and big changes** able to make Piedmont Region a more **innovative, competitive and sustainable** place to live and work in



Thank you!

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