

SMARTPUGLIA2020



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SmartPuglia *proposes a new model for the regional economic development based on a progressive and collective growth of interconnection and dialogue capabilities coupled with an intelligent, inclusive and sustainable use of technologies.*



How we want PUGLIA...

- **Alluring** for enterprises, young talents, etc.
- **Competitive** thanks to different kinds of technological innovation
- **Inclusive** for all (women, migrants, people with disabilities, etc.)
- **Aware and responsible** towards environment, culture and traditions
- **Connected** to the national and international dimensions
- **Integrated** with development policies



SmartPuglia: leverages

- Reinforce the **competitiveness** of the productive system coupling know-how and creativity with technology
- Praise talents and **competences** as key aspects for development
- Support **societal and environmental challenges** through smart public policies capable of matching needs with new products/services
- Spread **digitalisation** as catalyst for “intelligence” of local communities and open government instruments



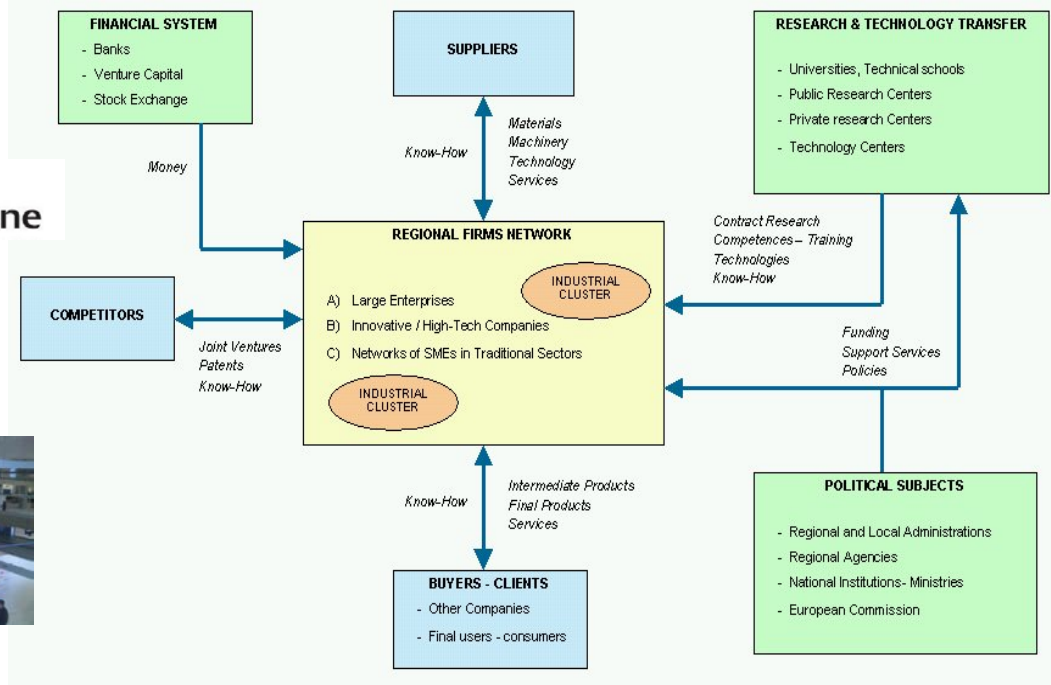
INNOVATION PRIORITIES

- **Sustainable manufacture** (*intelligent factories, aerospace, mechatronics*)
- **Health and Environment** (*green and blue economy, agrofood, cultural heritage and tourism*)
- **Digital, creative and inclusive communities** (*Cultural and creative industry, services, social innovation, design, non R&D innovation*)



The Regional Innovation System

Festival dell'Innovazione



From Large Companies to Start ups

AEROSPACE	ICT	MECHANICS	CHEMICALS
Alenia Aereonautica (sede Grottaglie) *GSE - Ground Support Equipment Srl	CONSORZIO SHIRA Mer Mec S.p.A. Mel System S.r.l. Planetek Italia S.r.l. Sitael Aerospace S.r.l. VVN S.r.l.	EXPRIVIA S.p.A. * FINLOGIC s.r.l. * SINCON s.r.l. * Sud Sistemi s.r.l. * Itel Telecomunicaz ioni s.r.l.	GETRAG S.p.A. <i>Chemtex Italia SPA</i>
Alenia Aereonautica (sede Foggia) *S.C.S.I. s.a.s.	SISTEMI SOFTWARE INTEGRATI S.p.A(2).	Network Contacts s.r.l. *WIND TEL. S.p.A. (2)	MER MEC *MEL SYSTEM
AVIO S.p.A. * Processi Speciali s.r.l.		Objectway S.p.A. * P&P Consulting s.r.l.	NUOVO PIGNONE S.p.A.
AGUSTA S.p.A. * Giannuzzi S.r.l	Puglia web 2.0 (EXPRIVIA + DP)	Riunite OSRAM Edison Clerici S.p.A.	

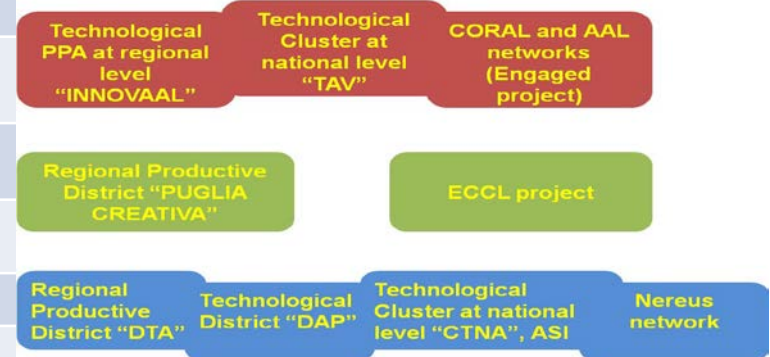


PRINCIPI ATTIVI



Networking and internationalisation

Apulian Technological Districts & PPA	National Technological Clusters
MEDIS – Mechatronics	<i>Intelligent factory</i>
DHITECH - Nanotech	<i>Technologies for smart communities</i>
DARe - Technologies for Agrofood	<i>Agrifood</i>
DiTNE – Renewable Energies	<i>Energy</i>
HBio – Human health	<i>Life sciences</i>
DAP – Aerospace	<i>Aerospace</i>
INNOVAL – Ambient Assisted Living	<i>Technologies for the living environment</i>
PPA	<i>Green chemistry</i>
CETMA	<i>Equipment and systems for the mobility of surface land and sea</i>



INNOVATION DRIVERS


The **challenge** consists in making sure to promote technologies that can represent an **effective solution to needs of citizens and enterprises**.

Therefore it is necessary to **understand their requirements**, define the related objectives and identify the most appropriate technological solutions.

A **renewed role for the business and the public sector is requested to foster a “demand, user and citizen driven open R&I”**.



5 societal challenges

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- Sustainable cities and territories
 - Health, well-being and sociocultural dynamics
 - Sustainable energy
 - Creative industry (and cultural development)
 - Food security and sustainable agriculture

DGR n. 992 21 May 2013:

An internal **survey** was launched in order to analyse the **needs for innovation** regarding all 5 societal challenges.



Public demand for **Space Technologies**



Living Labs Smart Puglia (15M€)

Partners



Research Labs



End users



192 Partners

123 Users *SMEs*

69 Labs

Living Labs communities

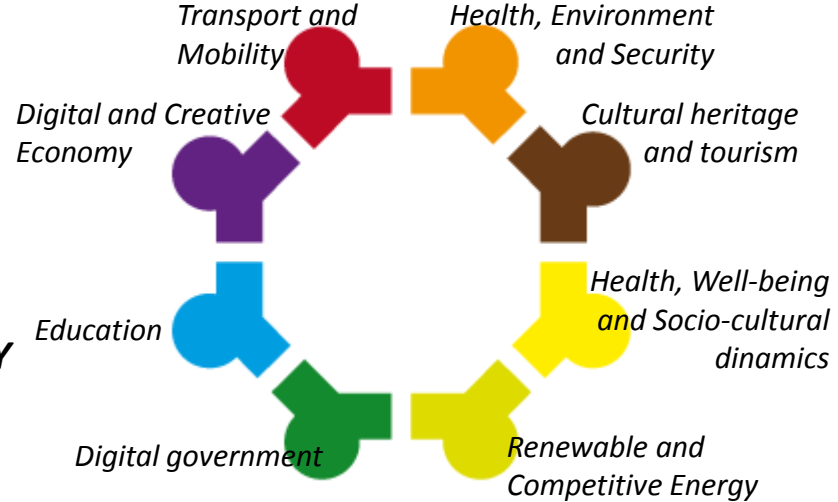


○ **SMART CITY & COMMUNITY**

○ **BUSINESS COMMUNITY**

○ **KNOWLEDGE COMMUNITY**

Fields



400 requests

363 needs



Covenants for **Cities** (11M€)

- Pilot actions in Municipalities for a widespread availability of **contents, applications and advanced digital services**
- Testing the **“intelligent community”** practice as a sustainable territorial system for a continuing innovation based on exploitation and enforcement of the active participation of citizens and material and immaterial infrastructures
- With particular regard to services made possible by broadband technologies



OPENLABs (33M€)

Encourage **new environments** for **trials of new technologies** (*products, services*) in **real conditions**, in a **defined geographical area** and for a **limited time space**, in order to test the **feasibility**, the **performance** and the **usefulness** for **end users** (*citizens, enterprises, consumers, public administrations, etc.*)

Instruments for SMEs:

- *Pre Commercial Procurement*
- *Aids for Industrial research and Technological innovation services*
- *Aids for non-tech innovation (aid scheme under approval)*



Thank you for your attention

Adriana Agrimi

Servizio Ricerca industriale e innovazione

Regione Puglia

