



# X SYMPOSIUM COTEC EUROPA

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COTEC  
FONDAZIONE  
PER L'INNOVAZIONE  
TECNOLOGICA



COTEC  
Portugal  
Somos Inovação

***New processes, organizations, players in the Innovation Ecosystem  
for the Renaissance of Industry  
in Italy, Portugal and Spain***



# The Vision



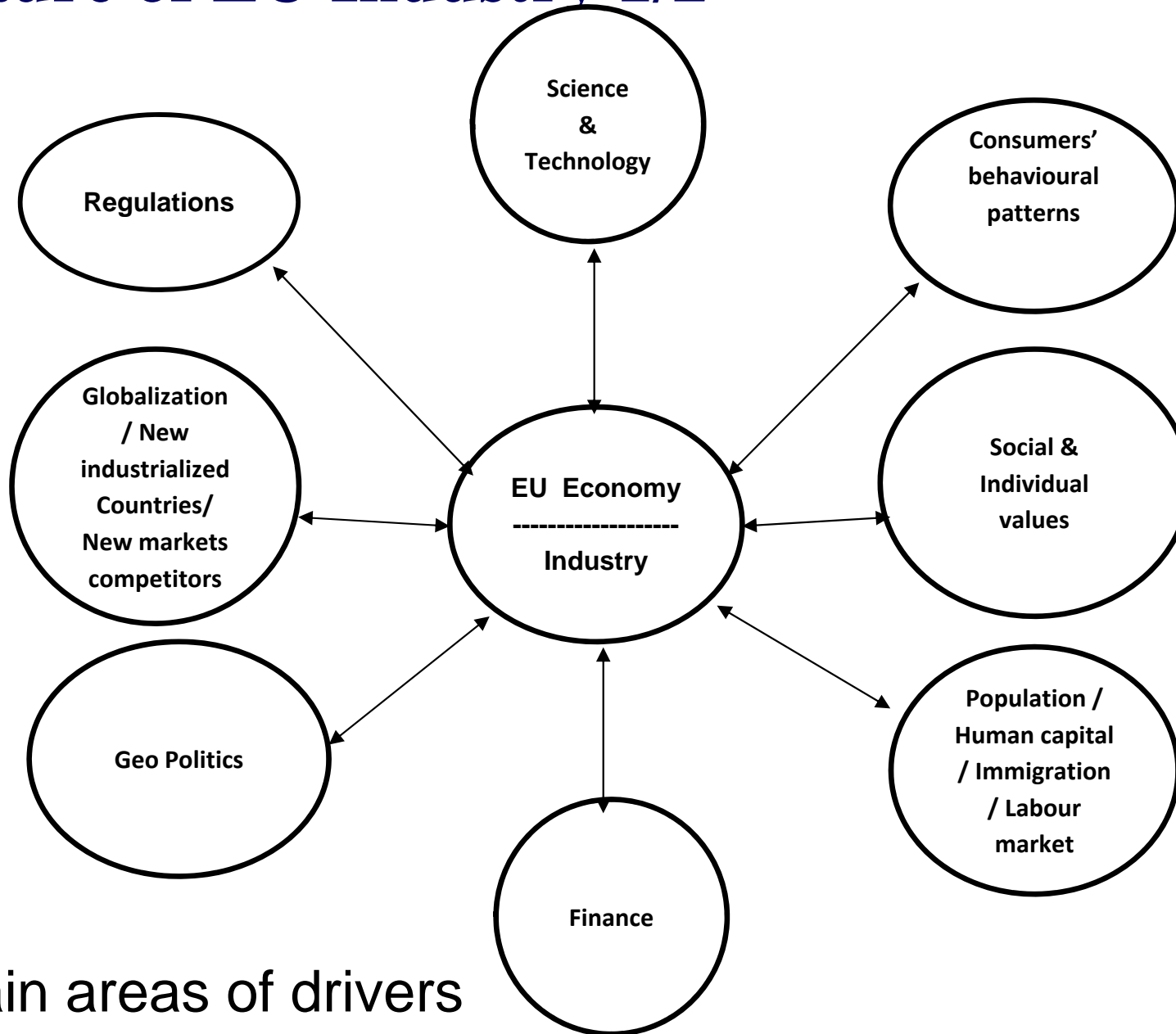
- Renaissance of European Industry to be more Competitive, Sustainable in the global framework

# The Strategy



- Capitalizing on existing high-tech sectors and improving their technological competitiveness through R&D programs
- Fostering the creation and growth of new sectors, knowledge intensive, by supporting the rise of new firms (start-ups and spin-offs)
- Innovating products and processes of «traditional» industrial sectors, by integrating advanced technologies with design, creativity, quality

# The future of EU Industry 1/2



The main areas of drivers

# The future of EU Industry 2/2



## ■ The key factors:

- ▶ Knowledge
- ▶ Creativity
- ▶ Technology

## ■ The critical topics:

- ▶ New processes, organizations, players
- ▶ Human capital
- ▶ Key Enabling Technologies and Digital Technologies

# The main changes of the Innovation Ecosystem



- Easy access to a vast stock of knowledge, wherever and whenever generated and stored, by means of Internet and sophisticated tools of Knowledge Management
  - Innovation ideas and projects from a variety of creatives, specially young people, working individually and not necessary from research organizations
  - Large companies seeking discontinuities of their business models by acquiring and exploiting ideas and projects of disruptive new technology applications from young talents
  - Innovation paradigm in traditional sectors (for consumer goods) from «Design driven» to «Design+Technology driven»
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# Some cases 1/4



- A new model of Incubator: Polihub of Politecnico di Milano

Picking up innovation ideas through targeted calls from a large variety of young talents and developing the most promising ones, by means of the competent advice from the researchers of Politecnico, into business innovation projects, to be implemented either in cooperation with large companies or through the creation of new firms.

# Some cases 2/4



- A effective model of Science & Technology Park: Area Science Park of Trieste

Using many critical factors, first of all physical proximity and provision of advanced professional services, for fostering the cooperation between research organizations and firms, first of all SMEs, for developing advanced technologies exploitable in the market.



# Some cases 3/4



- An operational model of Technological District: DHITECH

Wiring up the local Innovation Ecosystem by integrating local universities and research centres, large international companies and young talents and implementing the triangle «Research-Training-Entrepreneurship for Innovation»,



- An instrument for technology innovation in traditional sectors:  
Consortium Synesis

Providing technology services (R&D projects, demonstration projects, technology transfer projects) to the firms of the footwear industry in order to innovate products and also processes, by strictly interacting with fashion designers.

# Reccomandations from the learnt lessons



- Inadequacy of most tools for public R&D policies
  - ▶ Tax incentives for start-ups
  - ▶ Financial incentives (loans) to R&D projects for young entrepreneurs
  - ▶ Technology Transfer Office of public research organizations for SMEs
- Policy makers should:
  - ▶ Build Innovation Centres for the engineering of R&D results in response to the innovation needs of SMEs
  - ▶ Increase cross-border collaboration
  - ▶ Create places where young people can develop innovation ideas
  - ▶ Foster an entrepreneurial culture among young people
  - ▶ Ensure a friendly regulatory environment



**COTEC**  
**Fondazione per l'Innovazione tecnologica**

Thank you

**Prof. Claudio Roveda**

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