SmartPuglia 2020 is a long term strategy for a regional responsible economic development. Based on a dialogue among all regional stakeholders, it aims at the integration of several policies: Research & Innovation, Digital agenda, Competitiveness (including SMEs and clustering), Internationalization, Social innovation, Employment and training (human capital, ESF).
SmartPuglia: a participatory process

Public consultation
open until 30/4/2014
www.sistema.puglia.it

News for regional tech clusters
www.sistema.puglia.it/cluster

Action plan for Corporate social responsibility
www.sistema.puglia.it/rsi

New State Aids
www.livinglabs.regione.puglia.it/Community

Call for services for enterprises
www.livinglabs.regione.puglia.it/Community

Call Living Labs SmartPuglia 2020
www.livinglabs.regione.puglia.it/Community
SmartPuglia: stakeholders’involvement

1st STEP
PUGLIA REGION AND AGENCIES

“MEETING REGIONALE SULL’INNOVAZIONE” - 6 december 2012
“STRATEGIA EUROPA 2020” - 22 january 2013

2nd STEP
+ STAKEHOLDERS

“VALUTAZIONE DELLE POLITICHE DI R&I” - 19 february 2013
“LA CITTADINANZA DIGITALE ATTIVA” - 9/10 april 2013
“LE PROPOSTE DEI DISTRETTI TECNOLOGICI” - 23 may 2013
“QUALI TECNOLOGIE ABILITANTI PER LA PUGLIA 2020” - 23 july 2013

3rd STEP
+ CITIZENS

“LIVING LAB HEALTH” - 21 september 2013 (Fiera del Levante, BA)
“SMART CITIES” - 15 november 2013 (Fiera dell’innovazione, LE)
“GREEN LIVING LAB” - 3 december 2013 (Green City Energy, BA)
“CREATIVITA’ E TERRITORIO” - 6 december 2013 (MEDIMEX, BA)

http://fesr.regione.puglia.it
http://livinglabs.regione.puglia.it
www.dati.puglia.it
A new generation of R&I policies in Puglia

- Living Labs
- Covenant for (Smart) Cities
- Regional Technological clusters
- Regional innovation partnerships
- Open Labs
- Network of public research laboratories
- Future in research
Case study: Living Labs (22M€)

Partners

- Research Labs
- End users
- SMEs

Living Labs communities

- SMAR CITY& COMMUNITY
- BUSINESS COMMUNITY
- KNOWLEDGE COMMUNITY

Fields

- Transport and Mobility
- Digital and Creative Economy
- Health, Environment and Security
- Cultural heritage and tourism
- Education
- Digital government
- Renewable and Competitive Energy
- Health, Well-being and Socio-cultural dynamics

202 beneficiaries
79 active Labs
An industrial policy for local development

2,7 bn€ of investments approved by the Region, targeting ca. 6,000 companies, with an EU funding quota of more than 1 bn €

The industrial policy of the Region is a comprehensive strategy based on 5 pillars:

- Infrastructure & facilities for the business sector
- Attracting and promoting private investments
- Financial instruments to support the access to finance
- Internationalization of Apulian Clusters and companies
- Employment and training policies (for a qualified human capital)
A complete set of instruments that support companies **during all the investment**, allowing them to implement **an integrated investment plan**: new infrastructures, research, innovation, staff training.

<table>
<thead>
<tr>
<th>For already existing companies</th>
<th>Contratti di programma</th>
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<tbody>
<tr>
<td></td>
<td>Programmi integrati di agevolazione (PIA) Medie Imprese e Consorzi PMI</td>
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<td>PIA Piccole Imprese (Small enterprises)</td>
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<td>PIA Turismo (Tourism)</td>
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<td>Contratti di programma Turismo</td>
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<td>Titolo II (for Micro and Small enterprises)</td>
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<td>Titolo II Turismo (for enterprises of the tourist sector)</td>
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<td>Imprese innovative operative (Existing Innovative enterprises)</td>
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<td>Insediamento in aree produttive</td>
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<td>Fondo di controgaranzia, Fondo Tranched Cover (Financial instruments)</td>
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<tr>
<th>For new companies</th>
<th>Start up</th>
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<td>Nuove imprese innovative (New innovative enterprises)</td>
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</table>
71 requests

43 funded

28 rejected

78 investment programmes of a total value of > than 1,45 M€ (213 M€ for R&D) and ERDF Funding for 318 M€ (83 M€ for R&D). 15 foreign companies, 28 italian companies.
Ongoing investments from

- Birra Peroni
- Magneti Marelli
- BOSCH
- Alenia Aeronautica
- AgustaWestland
- Sanofi
- GETRAG
- WIND
- EMA
- Iacobucci Group
- OSRAM
2014-2020: 5 societal challenges

- Sustainable cities and territories
- Health, well-being and sociocultural dynamics
- Sustainable energy
- Creative industry (and cultural development)
- Food security and sustainable agriculture
3 “Innovation areas” for the 2014-2020

- **Sustainable manufacture** *(intelligent factories, aerospace, mechatronics, advanced materials and nanotechnologies)*

- **Health and Environment** *(green and blue economy, agrofood, ambient assisted living)*

- **Digital, creative and inclusive communities** *(Cultural and creative industry, services, social innovation, design, non R&D innovation)*
Looking beyond regional borders

<table>
<thead>
<tr>
<th>EU Networks</th>
<th>Ongoing projects</th>
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<tbody>
<tr>
<td>Sustainable manufacture</td>
<td>✓ NEREUS (NETWORK)</td>
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<td></td>
<td>✓ ERRIN (NETWORK)</td>
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<td>✓ ERANETMED (7° PQ)</td>
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<td>✓ MED DESIRE (ENPI CBC MED)</td>
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<tr>
<td>Health and Environment</td>
<td>✓ European innovation partnership on Sustainable Agriculture (through the EARDF Puglia 2014-2020)</td>
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<td>✓ European innovation partnership on Active and Healthy Ageing (AHA)</td>
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<td>✓ European innovation partnership on Water</td>
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<td>✓ ReAAL (CIP ICT Psp)</td>
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<td>✓ CORAL (NETWORK)</td>
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<td>✓ INGRID (7° PQ)</td>
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<td>✓ ALTERENERGY (IPA ADRIATIC CBC)</td>
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<td>✓ AGRONET (IPA ADRIATIC CBC)</td>
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<td>✓ RENEWALL (IMFA- Regions - China)</td>
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<td>✓ ASSEHS (Health programme)</td>
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<td></td>
<td>✓ DEMOWARE (FP7)</td>
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<td></td>
<td>✓ Water PiPP (FP7)</td>
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<tr>
<td>Digital communities and creativity</td>
<td>✓ European innovation partnership on Smart cities &amp; communities</td>
</tr>
<tr>
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<td>✓ ECCL (CIP)</td>
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<td></td>
<td>✓ ENGAGED (CIP ICT Psp)</td>
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<td></td>
<td>✓ NEXT (IPA ADRIATIC CBC)</td>
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<td></td>
<td>✓ CAREWELL (CIP ICT Psp)</td>
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<td></td>
<td>✓ CREDITS4HEALTH (7° PQ)</td>
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Territorial and funding synergies

- The Smart specialization strategy is a *unique* occasion to identify territorial complementarities and **synergies among EU funding instruments**

- Puglia is carrying on a test in this field: an ERA-NET project (*Era-Net for the Mediterranean*) with a **combination of FP7 funds and Regional Structural funds 2014 – 2020**

- The results will be eventually replicated in other occasions in Puglia (e.g. Solar EraNet) and could also be used in other regions
Thanks for your attention!

Paolo Casalino & Adriana Agrimi

Apulia Region (Italy)

p.casalino@regione.puglia.it    a.agrimi@regione.puglia.it

www.regione.puglia.it