



**I3E**  
**South East Europe TCP**

***2nd Consensus Building Meeting In Italy***  
**HILTON GARDEN INN HOTEL - MATERA**  
**16/10/2010**

***"120 Good Practices to Support Innovation"***

9:00 a.m.

***Presentation of the gathered 120 GPs***

10:00 a.m.

***Analysis of the GPs: Locations, Themes and Application Areas***

11:30 a.m.

***Coffee break***

12:00 a.m.

***Analysis of the GPs: Research teams and Financial Mechanisms***

2:00 p.m.

***Lunch***

3:00 p.m.

***Analysis of the GPs: Impact and Benefits***

4:30 p.m.

***Considerations and Conclusions***

6:00 p.m.

***Greetings***



## **2nd CONSENSUS BUILDING MEETING IN ITALY**

### **REPORT**

The day 16/10/2010 at the Hilton Garden Inn in Matera, the second Consensus Building Meeting in Italy (CBM) was held, with the attendance of the representatives of the annexed list of Companies.

The meeting, whose title was "120 Good Practices to support Innovation", was held after the 1st Consensus Building Meeting with the title "The Importance of Innovation Management in Companies", held in Matera the day 02/10/10.-

During the first meeting the importance of the role of innovation in the new economic scenario of the world had been highlighted, together with the perplexities and the main difficulties of the companies in the innovation management, from both a financial-economic and an operative-technical point of view. The companies expressed a big interest in the I3E project and in the GPs elaboration in particular.

The second CBM has had as main topic of the discussion, the analysis and sharing of the gathered GPs, in the following phases.

#### **LOCATION**

The geographic ambit, in which the initiatives described in the GPs are collocated, is restricted to the South-East regions of Europe, i.e. the countries who are partners in the I3E project, as Greece, Austria, Bulgaria, Romania, Slovenia, Italy, Serbia, Ukraine, even if examples of GPs relative to initiatives held in countries not members of the project, are present too (as UK, Finland etc.)

#### **THEMES and RESEARCH/APPLICATION AREAS**

The themes of the good practices regarded the transformation of research to concrete innovation in terms of products, services, methodologies or productive processes and also the creation of virtuous funding mechanisms, in the ambit of industrial informatics and embedded systems, mainly.

#### **RESEARCH TEAMS/INSTITUTIONS**

The GPs gathered and shown during the meeting, highlight how the intellectual resources of the companies and of the research bodies often show a big vivacity and

vitality, but the concretization of their ideas is often hampered by many problems, not only economical as we will see soon, but also of technical-operative kind.

During the GPs analysis it has been underlined, in fact, how the cooperation and the assistance among private and public research centers, enterprises incubators, companies etc. often resolve the technical and scientific problems.

## FINANCIAL MECHANISM

The main problem, as said above and as seen during the meeting, for the transformation of research into innovation, is in the frequent absence of funding. It has been demonstrated, regarding this aspect, how the analyzed GPs show:

- That the companies who invest in R&D have huge returns from an economic and productive point of view, confirming that the attention to R&D is a winning investment.
- That virtuous public policies often can sustain and lighten the economic weight of innovation, above all for the SMEs.
- That the credit institutes and the banks can also play an important role in the innovation process of the economic system of a country.

## IMPACTS AND BENEFITS

During the second part of the meeting the virtuous mechanisms present in the GPs had been shown, and also how the impacts and benefits derived from the innovation, regard all the stakeholders:

- The companies enhance their products and services, their productive processes, both in terms of quality and efficiency, open their selves to new markets and optimize the use of resources.
- The research centers make their innovative ideas concrete and find new opportunities of collaboration with the productive world.
- The territory enriches itself with new opportunities in terms of development and competitiveness.

## CONCLUSIONS

The awareness of the fundamental role played by innovation is highly diffused among the participants, but technical and economic difficulties hamper the productive world to invest into R&D in a satisfying way.


The main goal of the I3E project, i.e. the creation of the "Methodology Guideline for Innovation", is waited with big interest by the companies, in order to have good references and action lines to make transformation of research into innovation possible.

The companies that took part to the meeting have expressed a considerable involvement and interest in how emerged from the GPs analysis. They arrived to the following conclusions:

- The way of innovation and research is the only that could bring to a real competitiveness and to face the always more competitive Asiatic emerging economies.
- The starting point for a concrete and effective policy of support to innovation and research, is a bigger attention of the local, national and European institutions, to the economic and financial problems that afflict the small and medium enterprises, that often are the frame work of the National economic system. From the analysis of many of the gathered GPs is emerged, in fact, that valid research projects had often been realized and concretized thanks to the creation of particular funds or thank to the public intervention, in general.
- An other aspect of the financial problem is that, for the SMEs mainly, there is a big difficulty for the access to credit. In this case too, the GPs have given valid examples of how some credit institutions gave concrete support to the development of valid initiatives, through the creation of financial products ad hoc.
- The productive and the scientific worlds are to be seen as two faces of the same coin, i.e. it is only through their cooperation and through a strong link between them, that is possible to create concrete innovation and development. In other words the production must always be accompanied by innovation and the scientific research must always be pressed and motivated by the productive world.

The meeting finished at 6:00 p.m. with the participants approval.

Work and Action Plan WP 3.1 Local Consensus Building

	<b>I3E</b> <b>South East Europe TCP</b>
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**WP 3.1 – Local Consensus Building**  
**MATERA**  
**HILTON GARDEN INN**  
**16 Ottobre 2010**

Work and Action Plan WP 3.1 Local Consensus Building

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Work and Action Plan WP 3.1 Local Consensus Building

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