

IEA - BASILICATA INNOVAZIONE

BASILICATA INNOVAZIONE Italy, Basilicata Region, Potenza Basilicata Innovazione was developed due to an accord between the regional government and AREA Science Park, the science and technology park of Trieste, signed in June 2009 with the aim of providing the regional territory with a permanent body to give services and instruments to sustain the enterprises competitiveness and to valorize the research.

The main services offered by BASILICATA INNOVAZIONE Italy include:

- Information about patents and documents;
- Use of an innovative instrument of Business Intelligence that allows to evaluate the potential market of the product/service object of the idea;
- Studies and analyses about the state of the art of technologies and markets;
- Studies targeted to evaluate the financial-economic reliability of the future partners;
- Analysis of the needing and of the innovation gap;
- Analysis of the business efficiency (through benchmarking tools);
- Definition of the innovation path, planning the innovation project;
- Solutions for the innovation of the product (materials, techniques etc.);
- Training workshops;
- Assistance in the creation of an enterprise, etc.

Basilicata Innovazione offers an integrate system of activities and services for the development of the technological innovation and the valorization of research for entrepreneurs and researchers, to support them in all the phases of the innovation process.

<http://www.basilicatainnovazione.it/>

SWOT ANALYSIS

Strengths:

- It provides a complete set of services;
- Administrative capacitance for managing large scale projects;
- Improved service for protection of intellectual property;
- Collaboration with important international actors;
- Specialized staff
- All the players in the R&D area are involved. (Academia, government and industry.) It gives an excellent access point to innovation to all of them;
- Existence of excellent research institutes in the region.

Weaknesses:

- The proposed model is in a startup phase;
- Project uses only public funds;
- Project web site in provide only information on Italian.

Opportunities:

- To implement the proposed model in larger regional level;
- The region has room for economic development;
- Creation of new enterprises;
- Diffusion of knowledge;
- Diffuse an innovation culture in the regional territory.

Threats:

- Not well described interaction model with another already created funds for regional development and advancement;
- Possible concurrence with another interactive tools and administrative bodies that provide the same services;
- Even though there is a positive feedback from the stakeholders, the amount of their future financial contribution is not defined or certain.