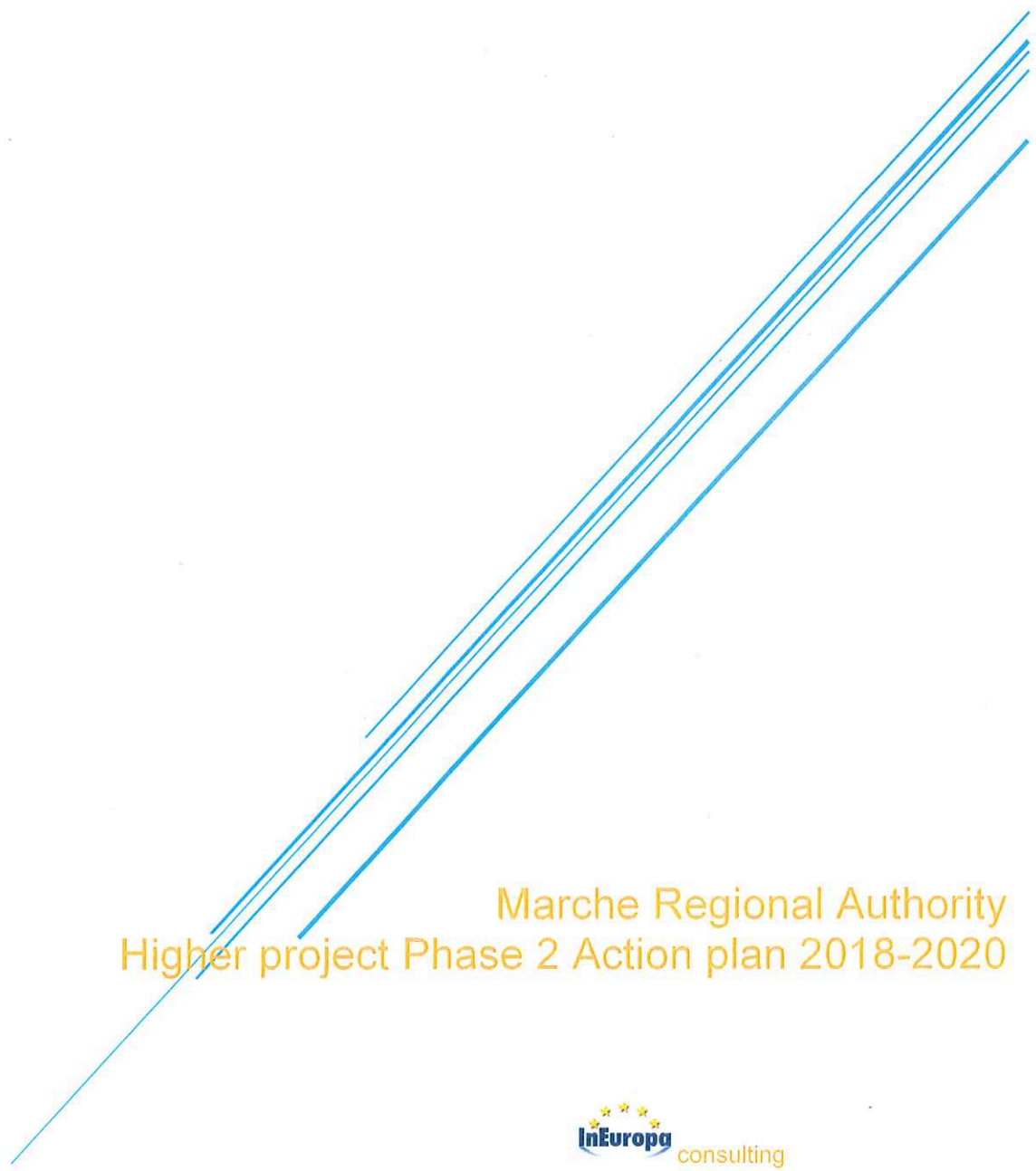




EUROPEAN UNION  
European Regional  
Development Fund



Marche Regional Authority  
Higher project Phase 2 Action plan 2018-2020





## PART I - GENERAL INFORMATION

**PARTNER ORGANIZATION:** MARCHE REGIONAL AUTHORITY

**NUTS2 REGION:** MARCHE

---

### MAIN SCOPE AND GOALS

Main objective of the Action plan is to add value to the EU action on regional level in Marche Region and to build up new tools and methods to mobilise significant private resources integrated with European funds and with a particular focus on strategic projects at transnational level.

The Action Plan in Phase 2 is a means to transfer best practices and lessons learned and accrued in Phase 1 of Higher Project.

#### Objectives

**Increase initiatives on social and new innovative services on Marche areas and at interregional level** and develop new collaboration on policy instrument already identified

Main aim within HIGHER phase 2 will be:

- **To connect other initiatives of ROP, both ERDF and ESF funds, with results of previous social challenge policy instruments in order to capitalize them in new cluster initiatives, especially in health sectors.**
- **To improve new and additional cooperation path between public and private sector, based on S3 framework, especially in rural areas communities.**



In general, following the lesson learnt from the HIGHER project, with the action plan, the Marche Region overarching goal is to foster productivity, sustainability, equality and wellbeing. In working towards this, a strong innovation performance will be critical to improving regional long-term productivity growth and to enabling inclusive growth and the delivery of higher living standards for people. A strong connection will be promoted with action plan of Abruzzo Region, as it is a neighbourhood region with many similarities as well its use of the EDP as a tool also during the RIS3 implementation has been considered a best practise also during the implementation phase.

There are significant potential spillovers across regional boundaries, for example for investments in innovation and SMEs. There is an important role for the European regions in ensuring that such spillovers materialise and preventing underinvestment. **The main goal of the action plan is to develop smart specialisation strategies (RIS3) as a consistent strategic framework for investments and knowledge connections at European level among territories and innovators.** These were triggered by the strategic programming requirement for new ERDF support and the corresponding precondition. There is an evidence that the benefits of such strategies tend to be highest in the most developed regions and Marche Region wants to connect its industry and economy with other regions in Europe with high complementarity.

#### Correspondence Actions and objectives AP

	AP - Action details						
Objectives AP	Action 1.1	Action 1.2	Action 1.3	Action 2.1	Action 2.2	Action 3.1	Action 3.2
To connect other initiatives of ROP, both ERDF and ESF funds, with results of previous social challenge	X	X	X	X		X	



policy instruments in order to capitalize them in new cluster initiatives,							
To improve new and additional cooperation between public and private sector, based on S3	X				X	X	X

---

## PART II - POLICY CONTEXT

The innovation policy of the Marche Region has been developed in order to:

- Promote investments in research, development and innovation through collaborative projects (companies, universities and technology centres), system actions and advanced training in the areas of intelligent specialization;
- Promote innovative solutions to address the social challenges of local communities, with particular reference to the "Health and well-being" area, through collaborative research projects between universities, companies and P.A.;





- Support the creation and consolidation of innovative start-ups, in order to develop new products with high technological content and advanced services;
- Engineering and industrialization of research results, pilot lines and first validation of products;
- Promote the innovation capacity of companies in terms of digitalization, organizational and management aspects;
- Promote the enhancement of the Made in Italy supply chain through cross-fertilization among companies;
- Improve the infrastructural endowment, the provision and use of new advanced services both public and private ICT;
- Promote accessibility to alternative energy sources and integrated eco-innovation systems between networks of companies;
- Support and strengthen the internationalization processes and the attractiveness of the production system;
- Promote innovative solutions in the agricultural and agri-food sector aimed at the sustainable competitiveness of companies and the quality and wholesomeness of food.

Specifically, regarding the policy instrument addressed “promotion of new innovation markets” the purpose of ROP measure 1.3 axis 1 was to promote innovative solutions to face the challenges of local communities, in the field of health and wellness, through collaborative research and projects between companies and public/private partnerships that provide services to citizens. Marche region during the project implementation managed and organized several meetings with local stakeholders to analyse results, spread a deeper understanding of challenge, to present innovative models, best practises, and effective solution on PCP, circular economy, interregional cooperation, proposed during the exchange of experiences of Higher project.

Referees of ROP and public officers responsible of policy instrument have been involved in order to define a new method of monitoring of the previous projects already approved. In addition, Higher meetings allowed Marche Region to identify new industrial trends and innovative methodologies for partnership and in particular of private/public partnership. Marche Region after the HIGHER exchange of experiences phase supported a coordination of the all-Italian regional authorities to develop an agreement for sustaining procurement for innovation. PCP and procurement for innovation have been included in the agreement thanks to the action of the Marche Region.



On policy change level, it has been developed with two main actions:

1. Elaboration of new terms of references for the future calls, probably published during the phase 2 and in addition with the identification of new partnership with other European regions with S3 complementarities, which can be involved in the future calls of ERDF.
2. Supporting the promulgation of a Regional Law, in order to capitalize and make sustainable in the long term view all activities and tools elaborated with the territorial cooperation programme. **According to the experiences of Stockholm and Catalonia on digital innovation, the main idea has been to develop a structural action (as regional law) to be focused on people to maximize their profits for society. The will has been creating a multisector, transversal and centred action for people starting in some main sectors: health, society, sustainability and productive economy.** Consequently, Marche Region approved a Regional law (N.10/2018) “Enterprise 4.0, Innovation and research”, linked to Higher topics but more wider in terms of connections with local innovation needs, to sustain and develop good practices and institutional collaboration primarily linked with manufacturing sector. In the Art.5 of the Law, there is a specific mention on the Innovation hub, fostering all collaborations to improve new digital services for training and S3. **Regarding innovation hub, Marche Region within the new law has considered the experiences on RIS3 Catalonia and the digital supporting actions of the Lithuanian National RIS3 in its digital components. HIGHER platform (on matching stakeholders) has been considered to develop future ERDF actions.** The Higher tools has been delivered at the beginning of the phase 2 and nearby the new programming period, it is clear that the impact will be foster on facilitating and developing new partnership among regional stakeholders and across Europe based on S3 complementarities. Higher innovation hub services allow Marche region and the stakeholders to identify and develop new collaborations, on innovative markets as users can identify and match S3 domains and other information across Europe identifying innovative organization.





## PART III – ACTIONS IN DETAILS

### ACTION 1. NEW SERVICES FOR CLUSTERS IN SPECIFIC RIS3 DOMAINS

#### Background

The origin are the experiences of RIS3CAT Monitoring system from Catalonia and Strategic Research and Innovation Partnerships for S3 (SRIPs) from Slovenia. The main aim is to develop a new aggregation of the local cluster in new and innovative methods with the application of the Regional Law, In order to capitalize and make sustainable in the long term view all activities and tools elaborated with the territorial cooperation programme. Marche Region approved a Regional law (N.10/2018) “Enterprise 4.0, Innovation and research” to sustain and develop practices and institutional collaboration in digital sectors and in particular linked with the manufacturing sector.

**Action 1. is connected to the strategy developed by the Slovenian partners and the RIS3CAT catalog. Through the analysis of the methodology and choice of technology innovative “border” sectors (Slovenija) and the innovative collaboration method with stakeholders (RIS3CAT), it has led to the definition of new calls and technological domains defined with the active collaboration of territorial stakeholders. The new calls: personalized, predictive and regenerative medicine, drugs and new therapeutic approaches and the second: comfort, safety and well-being, were defined following the exchange and analysis of the methodology, new innovative sectors, collaborative method to involve stakeholders, identified by the partners of the HIGHER project. This will lead, during the phase 2, in monitoring current calls and defining other calls by the implementation of the sub-action 1.1 and 1.2 and 1.3.**

**Action.1.1 - Clustering innovation regional projects** already financed by ERDF regional fund and included in RIS3 domains. The activity consists **in a structured collection of information with a final output in a textual analysis in excel format** from the projects already financed by the ERDF-Axis 1 of Marche Region. The goal is to invest throughout Europe using new facilities of integrated investment fund for innovation by supporting strategic projects in frontline areas such as artificial intelligence, or industrial digitization, and investing in digital skills.



**Connections GP:** Strategic Research and Innovation Partnerships for S3 (SRIPs) – Slovenia for evaluation of new type of integrated investment in frontline areas in order to define specific classification categories frontline areas.

**Action 1.2 - Foster RIS3 internationalization strategy and collaborative workshop.** This activity has two components:

1. identification of a recognize method to find strategic collaboration among Europe and implementation **of a study to identify specific RIS3 European connections** regarding other regional territories across Europe in order to establish new collaboration based on RIS3 domains as to focus the last call of Axis 1 in specific domains more connected with other European regions.
2. This study will be elaborated after a collaborative **workshop**, involving the Cluster Association, the new entity representative of regional clusters, to identify future international collaboration with local stakeholders and clusters.

**Connections GP:** Starting from the experiences of RIS3CAT Monitoring system – good practices of Catalonia for collaborative workshop methodology will be applied (primarily engaging stakeholders in the monitoring process).

**Action 1.3 - Contribution to the development of new call for tenders related to the Axis 1 measure:** promotion research on S3 domains and measure: collaborative platform on S3 domains. According to the analysis, a **new target call** will be focused on specific domains and transnational collaboration, in order to find complementarities among cohesion policy with Erasmus+ and Horizon Europe and involving the new aggregation of cluster. Main output: publication of new call.

**Connections GP:** Strategic Research and Innovation Partnerships for S3 (SRIPs) – Slovenia, to identify synergies among cohesion policy with Erasmus+ and Horizon Europe and specific Term of references

#### **PLAYERS INVOLVED**

- ✓ Regional departments and other organization involved in macro regional strategy
- ✓ Managing Authority of the ROP





- ✓ Regional and national cluster association and foundation of cluster of Marche Region
- ✓ HIGHER stakeholders' members

**TIMEFRAME:** November 2018 –April 2019

**FUNDING SOURCES:** total budget: 15.000 euro

- ✓ meetings organization costs will be minimum, trying to be funded by collaborating stakeholders i.e. venue and refreshment will be covered by own sources;
- ✓ the actions are all going to be funded by Marche Region own resources. These costs mainly include staff costs that are payed by the regional governments.
- ✓ Free software platform and tools will be used to organise on-line meetings (a platform for webinar and video-conference and event organization has been developed in the context of another EU funded programmes with the support of the regional staff)

Additional resources need for the implementation: Axis 1 measure promotion research on S3 domains. Axis 1 measure: collaborative platform on S3 domains. Axis 1 strengthening of national and regional cluster - ETC ADRION "Facility point strategic project", ETC Interreg Med "Panoramed". 2 ml Euro ERDF budget reserved to the local clusters.

---

## **ACTION 2. ENLARGE METHOD OF SOCIAL CHALLENGE TO OTHER TERRITORIES**

### ***Background***

The idea is to generate multiplier effect with other territories after an analysis of RIS3 project partners or other regions, also in the EUSAIR area (Macroregional Strategy) with the identification and definition of common call of proposal (scheme or tools), to support SMEs in order to maximize the effects of EU funds. Best practices come from RIS3CAT and ERDF Operational Programme framework of Catalonia. This includes a pilot action to experiment Innovative Camp in the Autonomous University of Barcelona's campus as a methodology for directly involving the civil society and linking the instrument with the new CATLABS initiative in the RIS3CAT and ERDF Operational Programme framework.



Action 2 wants to improve knowledge of the Characteristics of the implementation mechanisms of RIS3 especially in the areas of effective participation of the Quadruple helix and the role of emerging SMEs. This allowed the definition of new services and collaboration platform for SMEs and other quadruple helix actors. In the definition of the document annex of the RIS3CAT: proposal to strengthen the complementarity of the program Interreg Europe with RIS3, Marche Region was been involved to define and participate to the event to define future thematic communities building by the new calls.

**Action.2.1 Joint multi-fund call.** In order to make it easier for different programmes and instruments to work together to boost the impact of the EU budget on a transnational level. Following the proposal to strengthen the focus on performance across all programs, a **model for a multi-fund call** will elaborated, with a previous assessment on ERDF previous result and identification of new priorities of European Regional Development Fund and Cohesion Fund regarding smarter Europe, greener carbon free Europe, more connected Europe, more social Europe, Europe closer to citizens.

This multi fund call should be multi axis and multi funds involving a proposal with at least the following ERDF measures of Axis 1 of ERDF fund of Marche ROP:

- Sustain collaborative platforms on S3 domains
- Sustain cluster development
- Innovative solution to face the challenge of local communities

**Connections GP:** Starting from the experiences of RIS3CAT Monitoring system – Catalonia, increase the stakeholder’s engagement for the definition of the Term of references.

**Action.2.2 Supporting thematic community actions** - reinforce collaboration among companies and public institutions focused on innovation issues. The idea is to involve two strategic projects on European territorial cooperation (Adrion-Facility Point and InterregMed - Panoramed) and to link territorial cooperation and ERDF funds of Axis 1. The innovative approach is to decline the new calls of Axis 1 in collaboration with the external transnational organizations in a collaborative workshop with local stakeholders and regional authority. **A guideline for the workshop implementation** will be elaborated with Cataluña in order to develop guidelines and methods for supporting innovation in an



interregional and cross-border level on specific issues. This could represent an useful experience to tackle the problems for future collaboration among territories with similarity, wider groups of stakeholders and new markets across the institutional borders.

**Connections GP:** Starting from the experiences of RIS3CAT Monitoring system – Catalonia –method to manage transnational collaboration.

## PLAYERS INVOLVED

- ✓ Regional departments and other organization involved in macro regional strategy
- ✓ Regional Business association and enterprises participant Marche clusters
- ✓ Universities departments
- ✓ HIGHER stakeholders

**TIMEFRAME:** January 2019 – December 2019

**FUNDING SOURCES:** total budget: 15.000 euro

- ✓ workshop organization costs will be minimum, trying to be funded by collaborating stakeholders i.e. venue and refreshment will be covered by own sources;
- ✓ the actions are all going to be funded by ERDF and regional own resources. These costs mainly include staff costs that are payed by the regional and national governments.
- ✓ a software platform will be used to organise on-line meetings (a platform has been developed in the context of another EU funded programmes with the support of the regional staff)

Additional resources need for the implementation: Axis 1 measure - promotion research on S3 domains. Axis 1 measure: collaborative platform on S3 domains. Axis 1 strengthening of national and regional cluster - ETC ADRION “Facility point strategic project”, ETC Interreg Med “Panoramed”. 2 ml Euro ERDF budget reserved to the local clusters.





### **ACTION 3. NEW WIDER INTERREGIONAL INVESTMENT PROJECTS.**

#### ***Background***

**Funding projects with a wider collaboration, not exclusively in Regional area, even with participation to the European platforms. The main aim of these measures is to prepare the regional ecosystem of innovation and connect itself with the European innovative platform**

This action is strictly linked with best practices: “Smart Specialization Strategy in Stockholm - KTH Strategic Partnership: establishment of a long-term collaboration for development between companies of varying sizes, research institutes, and a number of public organizations”

The construction of the Regional Intelligent Specialization Strategy -RIS3 represents the basis of a new way of supporting the territory aimed at putting the research and innovation policies in place and avoiding the fragmentation of the interventions and, consequently, the dispersion of resources . This practice has the main aim in exchange experiences and method from the Baltic area to the Adriatic area, enlarge cooperation within Europe for local enterprises and participation to a strong network and clusters. This action is also linked with best practices “Joint Cross-Border Smart Specialization Strategy, Galicia & Regiao Norte - How to finance innovation and use EU funds in a wider context rather than local areas”.

**Action 3.1 Agreement and model with SMEs financial bodies** in order to increase use of financial instruments in view of a voluntary participation in the new InvestEU Fund. The idea is to face higher national co-financing with new innovative method that could help increase ownership on the ground as well as the impact of the policy. A consultation event, among public institution and financial operators of Marche region, will be organized to discuss and put in practice actions to favor potential connections on current use of ERDF funds (last calls of 2014-2020). A new strategic agreement as **declaration of intent** between regional authority and financial bodies will be elaborated.

**Connections GP:** “Smart Specialization Strategy in Stockholm: KTH Strategic Partnership. Methods and experiences of facilities to favor connections among SMEs, public and financial institutions”.



**Action 3.2 Macroregional projects,** RIS3 will be the framework on which develop two main macroregional projects including also ETC facilities already active and ERDF axis 1. The action will develop strategic projects based on previous analysis of RIS3 and it will involve local cluster foundation in order to boost its role on transnational level. Main deliverable of the action is a project draft on sustain collaboration platform and strengthening of national and regional cluster and ERDF funds will be used to allow implementation of two projects strictly linked with territorial cooperation funds and macroregional priorities.

**Connections GP:** “Smart Specialization Strategy in Stockholm: KTH Strategic Partnership and Joint Cross-Border Smart Specialization Strategy, Galicia & Regiao Norte. Methods to define and implement macroregional projects.

#### **PLAYERS INVOLVED**

- ✓ Regional departments and other organization involved in macro regional strategies
- ✓ Regional Innovation hub as cluster and association of clusters
- ✓ Financial operators and local business organization
- ✓ Stakeholders members of macro regional governance

**TIMEFRAME:** March 2019 – June 2020

**FUNDING SOURCES:** total budget: 15.000 euro

- ✓ meetings organization costs will be minimum, trying to be funded by collaborating stakeholders i.e. venue and refreshment will be covered by own sources;
- ✓ the actions are all going to be funded by ERDF and regional own resources. These costs mainly include staff costs that are payed by the regional and local universities and chamber of commerce.

Additional resources need for the implementation: Axis 1 measure promotion research on S3 domains. Axis 1 measure: collaborative platform on S3 domains. Axis 1 strengthening of national and regional cluster - ETC ADRION “Facility point strategic project”, ETC Interreg Med “Panoramed”. 2 ml Euro ERDF budget reserved to the local clusters.



## Output indicators and action

Here the list of the output connected with the actions and main result of the project.

Action	Action title	Good practices linkages	Output	Results
Action.1.1	Clustering innovation regional projects	Strategic Research and Innovation Partnerships for S3 (SRIPs) – Slovenia	N.1 textual analysis in excel format	Policy instruments influenced and modified
Action 1.2	Foster RIS3 internationalization strategy and collaborative method	RIS3CAT Monitoring system – Cataluna	N.1 study to identify specific RIS3 European connections	Increase using of Innovative public-private partnership
Action 1.3	Contribution to the development of new call for tenders related to the Axis 1	Strategic Research and Innovation Partnerships for S3 (SRIPs) – Slovenia	N.1 TOR for a new target call	Increase capacity of MA of ERDF to adopt new practices
Action.2.1	Joint multi-fund call	RIS3CAT Monitoring system – Cataluna	Model for a multi-fund call	Policy instruments influenced and modified  S3 information adopted to support ERDF expenses
Action.2.2	Supporting thematic community actions	RIS3CAT Monitoring system – Cataluna	A guideline for the workshop implementation	Policy instruments influenced and modified  Increase capacity of MA of ERDF to adopt new practices





<b>Action 3.1</b>	<b>Agreement and model with SMEs financial bodies</b>	Smart Specialization Strategy in Stockholm: KTH Strategic Partnership	<b>Declaration of intent</b>	<b>Increase using of Innovative public-private partnership</b>
<b>Action 3.2</b>	<b>Macro regional strategies</b>	Smart Specialization Strategy in Stockholm: KTH Strategic Partnership and Joint Cross-Border Smart Specialization Strategy, Galicia & Regiao Norte	<b>N.2 Strategic projects concept</b>	<b>S3 information adopted to support ERDF expenses</b>

Date:

Signature:

IL DIRIGENTE  
REGIONE MARCHE  
P.F. INDUSTRIA, ARTIGIANATO  
COOPERAZIONE E INTERNAZIONALIZZAZIONE  
(Dott. Pietro Talarico)

Stamp of the Organisation:

REGIONE MARCHE  
P.F. INDUSTRIA, ARTIGIANATO,  
COOPERAZIONE E INTERNAZIONALIZZAZIONE