BETTER

Interreg Europe

E-Governance solutions: win-win public-private partnerships, good practices and their evidences

Filippo Costa

ICT Corporate Advisor

costafilippo@hotmail.com

Vedrai una città regale addossata ad una collina alpestre
superba per uomini e per mura,
il cui solo aspetto la indica Signora del Mare:
Genova
F.Petrarca

Things change…

XXth Century City Focus

- Port

  Heavy industry

  Shipyard

XXIst Century City Vision

- Port

  Tourism

  Hi-Tech

Columbus Expo ’92
250 m€ for a «new» Genova

Acquario di Genova.

Genova Aquarium is the **6° italian cultural heritage site** by visitors. Since 1992 more than 30m visitors enjoied the structure and the city.

Beeing involved in marine habitat conservation, responsible use of resources and defence of biodiversity have been always a main focus.

#SjDigitalTree
PRESENTAZIONE ALLA CITTÀ
LIGHTS UP
DIGITAL TREE
INNOVATION HUB
SOFTJam
what's next.
IMPRENDITORIALITA', INNOVAZIONE E TERRITORIO

ARGENTA
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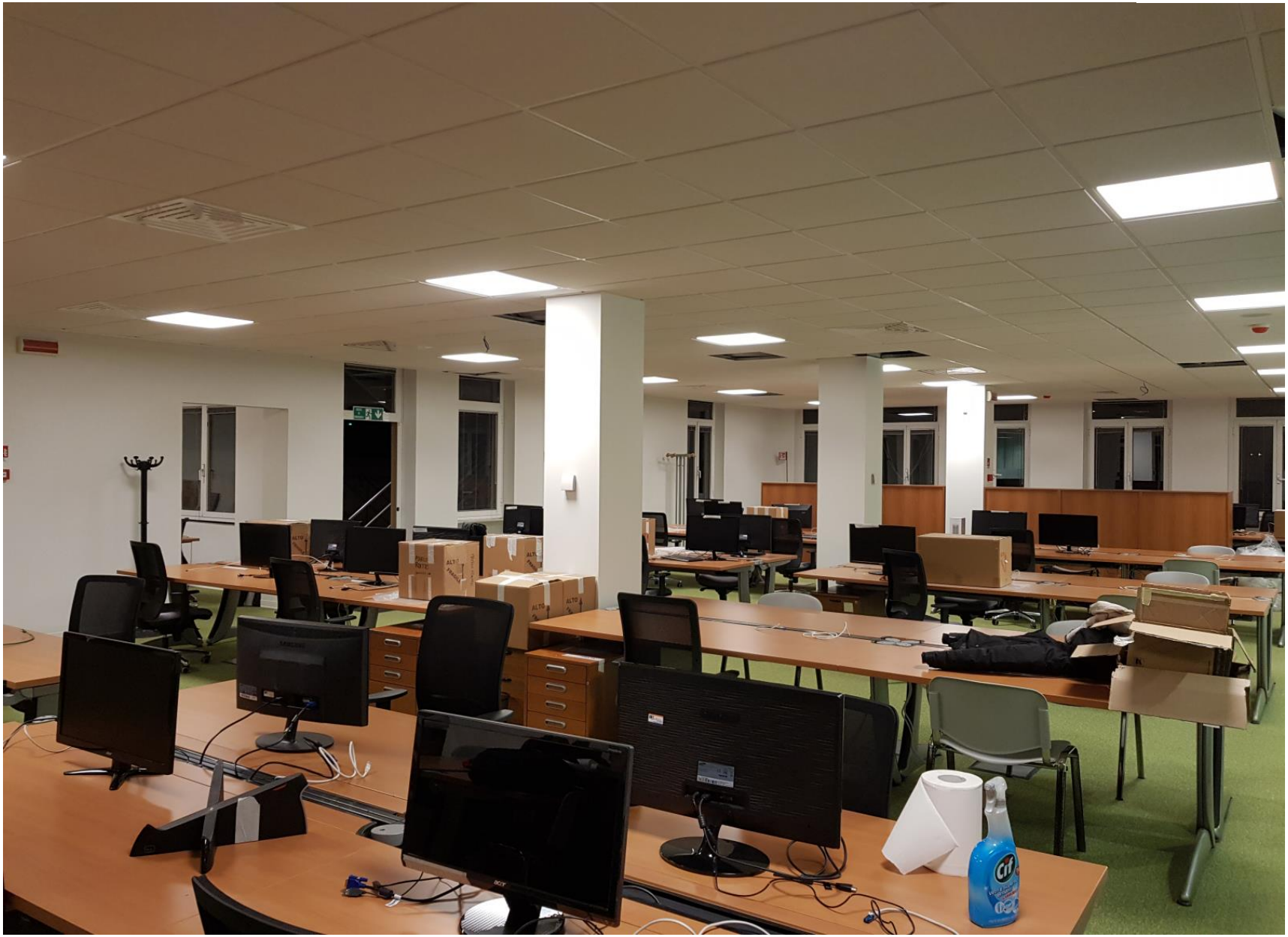
ES 598


Cif

ITAL TREE
on Habitat
MARCO BUCCI

«*Someone is sitting in the shade today,*
because someone planted a tree a long time ago»

Warren Buffett

WHO WE ARE

UNIVERSITÀ DEGLI STUDI
DI GENOVA

Microsoft

Innovation Habitat
focused on developing and establish a culture of Competences in the field of Artificial Intelligence

COMUNE DI GENOVA

MIXURA

Strategic sustainability consulting firm

SOFT Jam what's next.

System Integrator
and tech solutions delivery

WHO WE ARE

Vision

Get people and companies ready for the challenges of the future

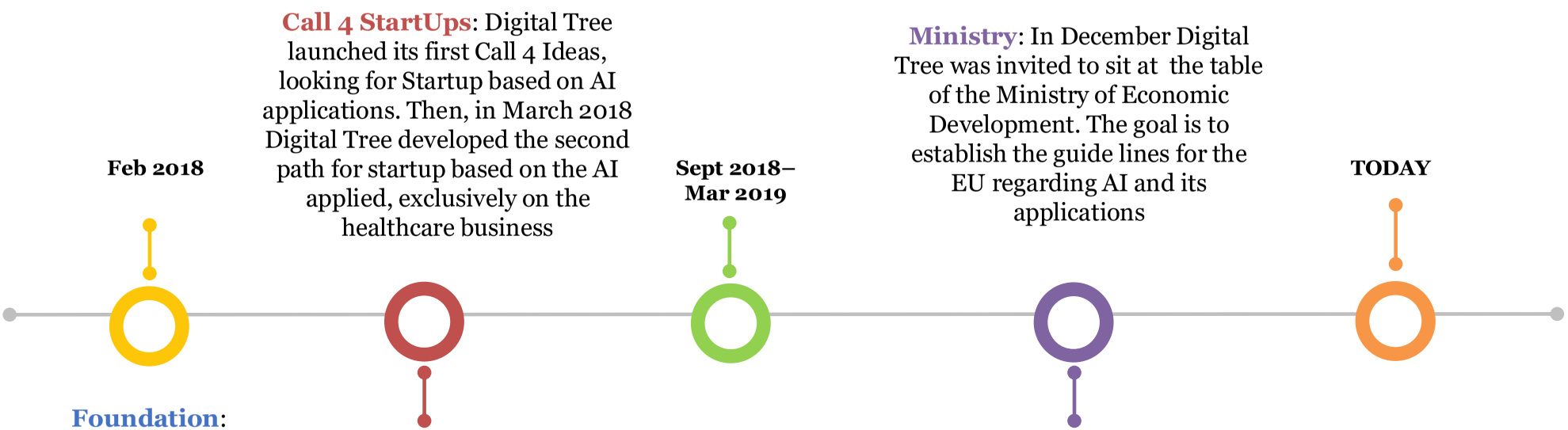
Mission

Our Mission is to spread and develop a culture of competences regarding Artificial Intelligence.
We do this by encouraging the birth of new AI ideas and supporting their development.
We also promote the adoption of AI- based solutions in existing businesses

Value Proposition

We offer an attractive ecosystem for the economic environment, combining expertise and excellence of the territory

DIGITAL TREE - MILESTONES



Feb 2018

Foundation:
After months of study and preparation, Digital Tree was founded and started its activity in the restructured building in Viale Cembrano, Genoa.

Feb – Mar 2018

Call 4 StartUps: Digital Tree launched its first Call 4 Ideas, looking for Startup based on AI applications. Then, in March 2018 Digital Tree developed the second path for startup based on the AI applied, exclusively on the healthcare business

Sept 2018– Mar 2019

MAIA: Microsoft's first Artificial Intelligence Academy was launched in September and it is now in the middle of the second edition, preparing the next generation of Data Scientists

Dec 2018

Ministry: In December Digital Tree was invited to sit at the table of the Ministry of Economic Development. The goal is to establish the guide lines for the EU regarding AI and its applications

TODAY

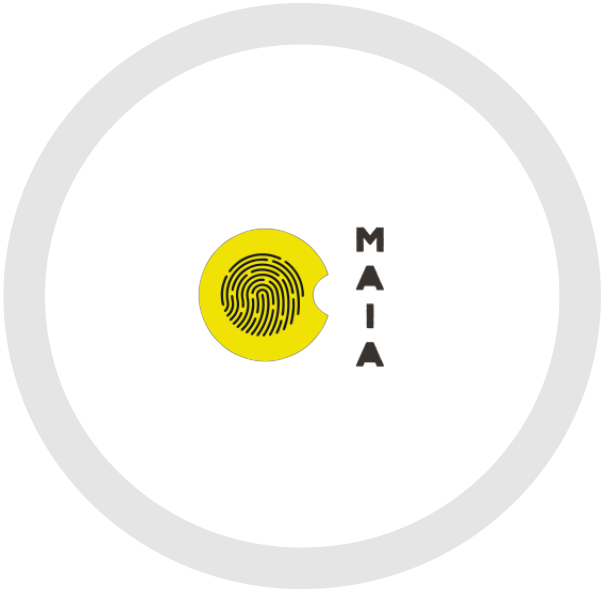
C1Ao: After one year of activity, Digital Tree is developing the AI World Congress, that will take place in Genoa in november 2019

WHAT WE DO

Academy

We design & provide training programs in order to create competences in **Artificial Intelligence, Machine and deep learning, Big Data**.
Courses are for both professionals and students and we aim to train up to 500 people in 3 years. We use the **blended model** based on teachers, experts, tech tools and the contaminations in the habitat.

MAIA | Microsoft AI Academy



MAIA Academy

The first Microsoft Academy focused on Artificial Intelligence in Italy, with the aim of training **Data Science professionals**.

The Academy pathway is set out in three main topics: Big Data, Data Science and Artificial Intelligence.

MAIA provides **5 months of training** and partner company **hiring**.

We also offer **Microsoft certification** to students.

WHAT WE DO

Incubator

The engine of Digital Tree is represented by its Startup. During the 1st year we launched different Call 4 Ideas, looking for **AI powered realities** that could join our incubator and follow a 6 months path with **our Business Analyst**. We also provide **technical support** and help to find funds. Right now we have **13 Startups** in the incubator operating in different sectors, such as Healthcare, Voice First, Robotics, Sportech and others.

WHAT WE DO

Open Innovation

Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology"

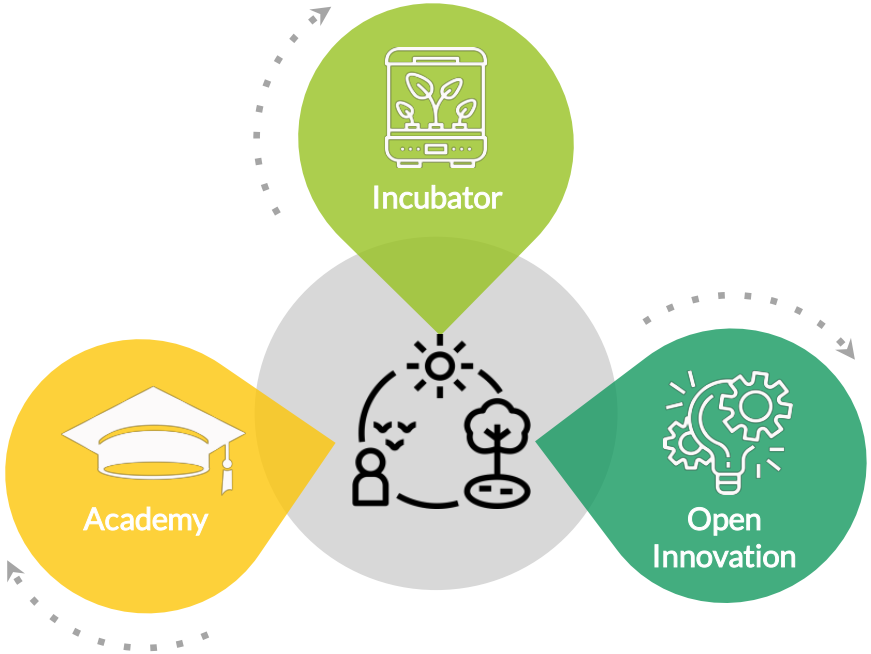
Following our vision, "*we get people and companies ready for the challenges of the future",* we provide solutions & services for those **companies** aiming at **integrating their processes with AI**. Through Startup, teachers, contaminations among the actors of the habitat, we have designed solutions and methods on **how to implement them.**

THE ECOSYSTEM: MAXIMUM POTENTIAL REALIZED

There are many incubators in the EU, providing consulting services to entrepreneurs. Likewise, there are many universities and education centres that are developing courses on the aforementioned topic.

Our characterizing factor is the **ecosystem** we have created around **Artificial Intelligence**. Since our birth we have looked for different partners and we have promoted the **contaminations among competences and sectors**.

We constantly discover **new opportunities** by living the building and increasing the network, generating relationships that are able to **produce innovations.**



The people we form in the Academy could solve problems for the Startups that live the habitat and need experts in AI or in data analysis. This is our **maximum power and heritage**.

How Genoa Municipality is acting

Traditional way

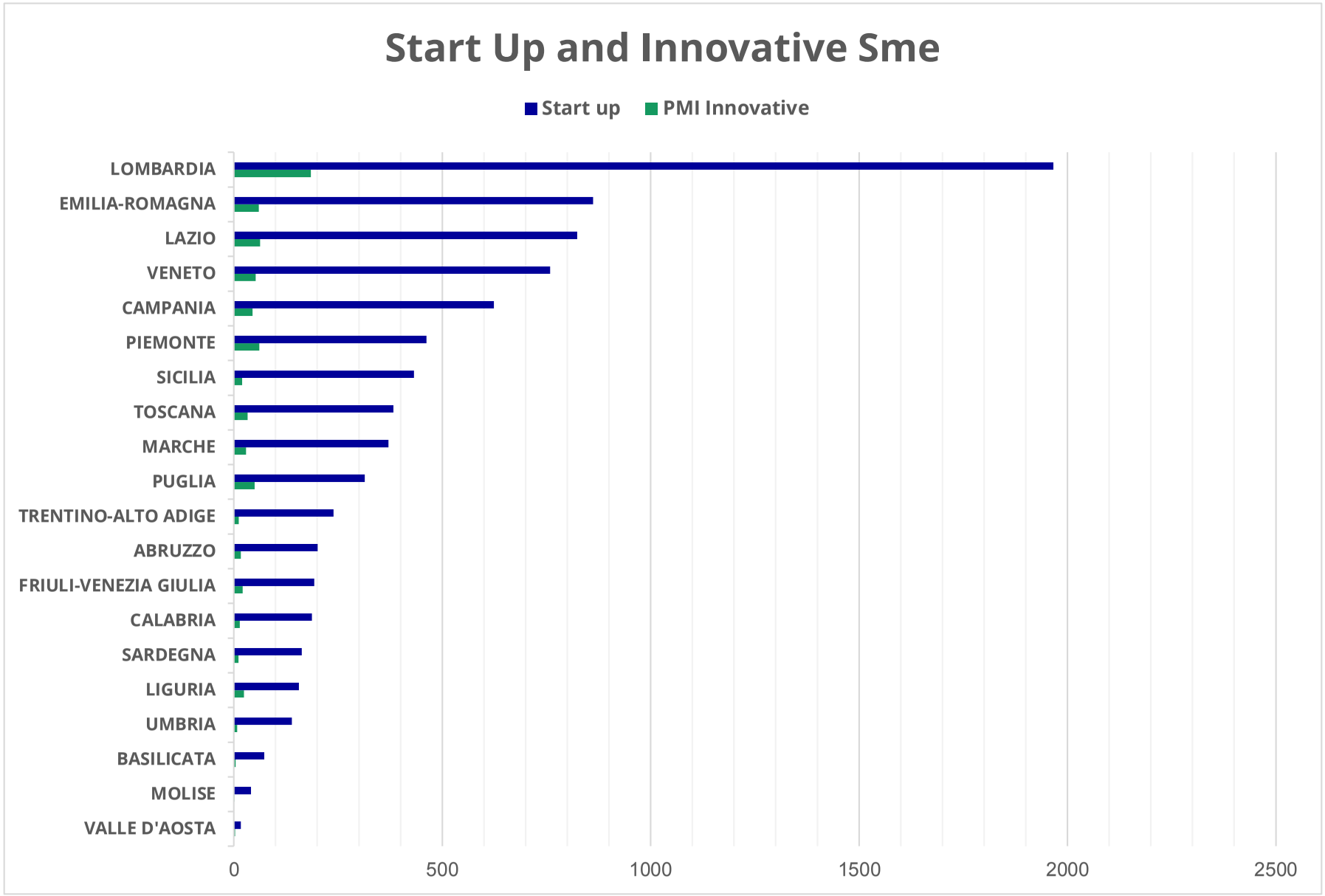
- Dedicated staff to market the city

  Municipality asset collection and offering

  New sector promotion (eg Silver Economy)

Digital way

- Online matching platform for research, business and employment


Start Up and Innovative Sme
Start up
PMI Innovative
LOMBARDIA
EMILIA-ROMAGNA
LAZIO
VENETO
CAMPANIA
PIEMONTE
SICILIA
TOSCANA
MARCHE
PUGLIA
TRENTINO-ALTO ADIGE
ABRUZZO
FRIULI-VENEZIA GIULIA
CALABRIA
SARDEGNA
LIGURIA
UMBRIA
BASILICATA
MOLISE
VALLE D'AOSTA
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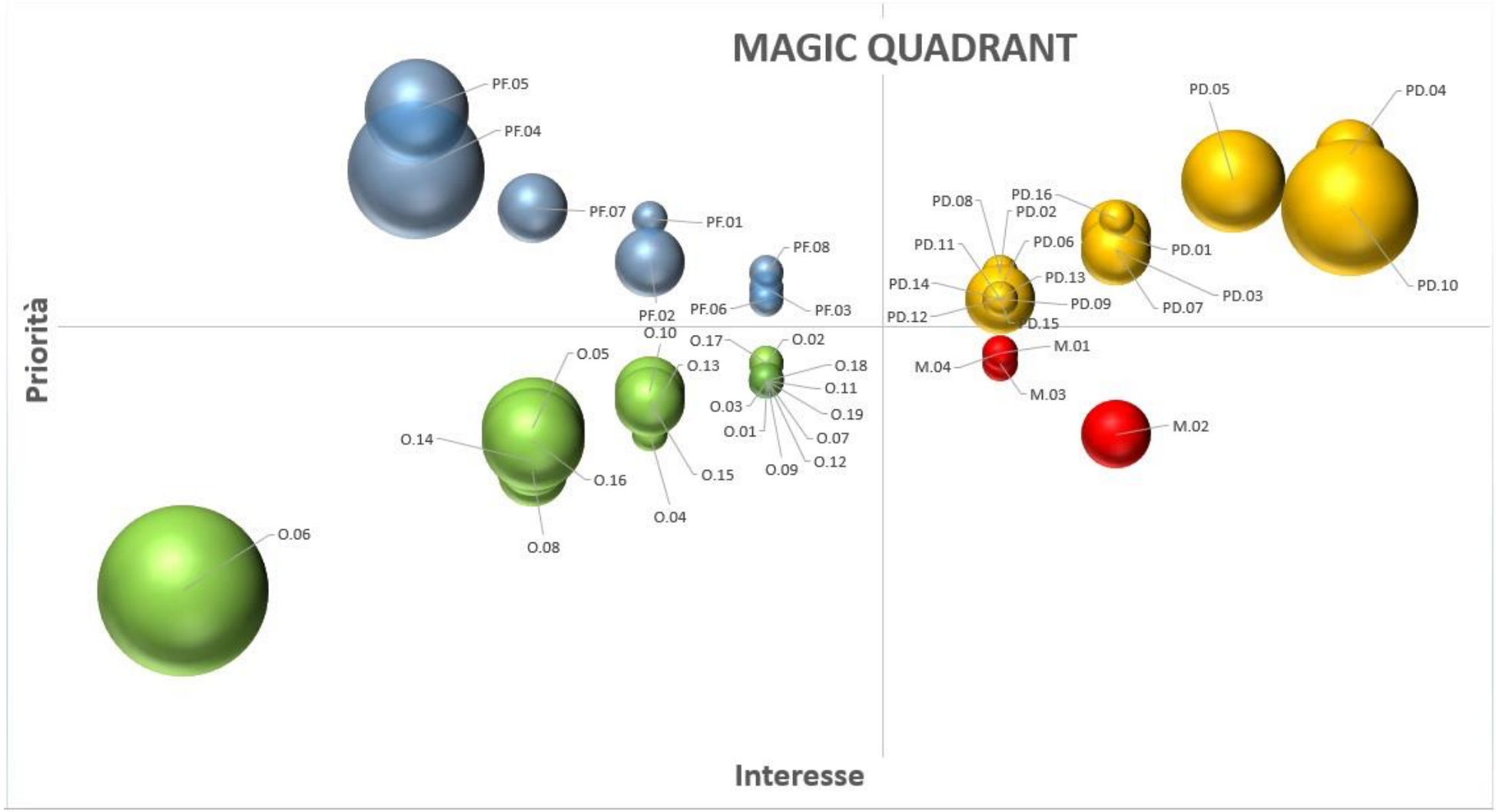
MAGIC QUADRANT
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- *Visione smart del territorio (eventi: Smart-week, Coffe Tech)*
- *Assistenza imprese, gestione risorse umane, ricerca lavoro, welfare*
- *Rispondere alle esigenze delle grandi aziende*
- *Gli asset immobiliari*
- *Fondi comunitari e strategici (acquisizione e supporto internazionaliz.)*
- *Italian Innovation HUB*
- *Turismo*

PUNTI DI FORZA

- *Accessibilità e mobilità sul territorio, connettività BUL, resistenza al cambiamento (Maniman)*
- *Manca l'attuazione della visione smart del territorio*
- *Capacità delle imprese di cogliere le opportunità, difficoltà di ingaggio*
- *Offerta frammentata e disaggregata*
- *Manca la classificazione e la rintracciabilità delle nuove competenze (skill industria 4.0, ...)*
- *Poche SPIN-OFF crescono, si sviluppano*
- *Scarsa conoscenza della lingua inglese*
- *Confusione sui ruoli degli stakeholder*
- *Difficoltà comunicativa tra aziende e ricerca*
- *Difficoltà nel passare dall'idea all'industrializzazione*
- *Difficoltà a creare nuove offerte formative universitarie*
- *Difficoltà ad attrarre cervelli ben formati (immigrazione)*
- *Scarsa residenzialità per i giovani*
- *Scarso dialogo tra le istituzioni e l'Università*
- *Mancanza di strumentazione e laboratori all'avanguardia*
- *Difficoltà al trasferimento tecnologico*

PUNTI DI DEBOLEZZA

- *Semplificazione fiscali, burocratiche (misure, servizi e finanziamenti)*
- *Agevolare gli investimenti nazionali / internazionali sul territorio*
- *Realizzare formazione, incentivi a carattere fiscale a imprese sostenibili*
- *Accesso al credito con sistemi di garanzia e fondi di rotazione*
- *Cultura imprenditoriale nelle scuole / università / IIT / ...*
- *Organizzare in modo conoscibile l'offerta/domanda (insediamenti, formazione, opportunità di finanziamento)*
- *Aumentare la visibilità: maggior canali di diffusione*
- *Far emergere il partenariato*
- *Gestione e valorizzazione asset immobiliari con caratteristiche distintive del territorio*
- *Utilizzo Italian Innovation HUB*
- *Istituzioni garanti del rischio (almeno in parte)*
- *Fondi per lo sviluppo della infrastrutture, BUL*
- *Attivazione di fondi privati*
- *Rendere la città attrattiva (nota all'estero), valorizzare il territorio*
- *Maggiore sinergia tra piccole – grande industria*

OPPORTUNITA'

- *Fuga dei cervelli*
- *Evitare duplicazioni*
- *Nomadismo auto referenziato*
- *Troppe tasse, burocrazia*

MINACCE

A huge public private alliance to involve citizens and companies in an open platform for city development

Rollout H2 2020

- Which are your city/region assets and main stakeholder? Do your policies interact with them on a common goal?
- Does your city/region address unused areas/assets and market them to their stakeholder or outside potential investor?
- Try to imagine a digital service / e-platform to facilitate city/region growth in conjunction with local enterprise