CD-ETA Kick Off Meeting, May 11-13 2016, Sofia - Bulgaria

The role of innovation in the Tuscany Region

Eng. Marco Scerbo, Foundation for Research and Innovation
Push

or

https://www.youtube.com/watch?v=_MhAwxoi1zw
Tuscany in *pics* 1

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Tuscany in *pics* 2

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Tuscany in brief

Population: 3,75 M;
Area: 23,000 km²;
GDP per capita: €28,700 (EU27 ave. €25,000-EU15 ave. €29,000);

Registered companies: approximately 420,000 (2012);

Around 85% of companies have less than 10 employees;
Around 9% of companies have less than 20 employees;
Manufacturing: over the 27% of regional workforce;
Employment rate 62.5% (EU27 ave. 64.1% - EU15 ave. 65.13%)

Population with higher education: 10% (2011);
R&D expenditure as a % of GDP: 1,22% (40% from private sector);
University size: 130,000 students (2011).

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Innovation clusters and districts

Since 2011 in Tuscany exists:
- 12 innovation clusters
- 5 technological districts
- 2 focused on technologies for the preservation and valorization of Cultural and Natural Heritage

In 2016 Tuscany Region decided to merge clusters and districts, keeping directly 12 Innovation districts

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The Smart Specialization Strategy

**University System** (UNIFI, UNISI, UNIPI, S.S. Normale, SSSA, IUE, IMT).

Most relevant **research centers**:
- CNR (National Research Council);
- INFN (Nuclear Physic National Institute);
- CERM (Magnetic Resonance Research Centre);
- LENS (European Laboratory for Non-Linea Spectroscopy);
- EGO (European Gravitational Observatory).

**ERIC**:
- NEST (National Enterprise for nanoscience and nanotechnology);
- LABEC (Nuclear Techniques for Cultural heritage Lab).

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Main regional policies on C&E Heritage 1

Accessibility (people and goods):
- Infrastructural assets (material and ICT);
- Logististic upgrading, infomobility;
- Social Accessibility (digital citizenship, e-government).

Urban development:
- Requalification of urban spaces;
- Relationship between urban and rural areas.

Public transportation and info-mobility:
- ICT for a public transportation;
- Upgrade of railway system for broader spillover effects.

Cultural and environmental heritage:
- Strengthen touristic supply, in order to better link urban and rural areas;
- Valorization of the international position of Tuscany.

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Main regional policies on C&E Heritage 2

**Energy:**
- Energy supply solutions (gas, geothermal);
- RES technologies;
- Energy saving solution.

**Rural development:**
- Protection of the environment (seismic, forest fire, hydro-geological risk mapping);
- Environment reclamation;
- Preserving and developing a social and economic environment to sustain peripheral territories.

**Agri-food:**
- Sustainability and quality of food;
- Agrarian biotechnologies;
- Agroforestry to control climate change, energy production, environment protection.

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Regional best practices on C&E Heritage 1

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Regional best practices on C&E Heritage 3

SOCIAL MUSEUM AND SMART TOURISM, PROJECT

This project develops functionalities and services that allow to live a social cultural experience when visiting a city. The setting for the project takes into account new technologies that tear down the traditional confines of physical museums, offer tailored and customized services for each individual and implement a new generation of intelligent, efficient and eco-sustainable environments for tourism.

The project aims to:
- develop an integrated, operational, cloud-based platform for social museums that will integrate basic social and application services (in conjunction with existing social networks) oriented towards the exploitation of cultural heritage and cultural tourism resources;
- implement emerging technologies that are redefining the smart community scenario and adapt them for the tourism world in order to allow greater user interaction and involvement:
  - new wireless communications protocols for the Internet of Things,
  - recognition of images captured by the visitors’ mobile devices;
  - computer vision solutions for real time people identification and behaviour analysis;
  - personalized multimedia content through social profiling solutions (semantic profiles and social networks)
- advanced augmented reality solutions.

The project will install demonstrators in the 3 principal Italian cities of art (Venice, Florence and Rome) aimed to provide advanced tourism services using the concept of the Social Museum and Smart Tourism.

Value: 9.3 mln euro
Companies: Vitrociset spa, Engineering, Rai, Telecom, ATI (12 SMEs)
Research institutes: Università di Firenze, La Sapienza, Università IUIAV di Venezia
Regions: Lazio, Toscana, Venezia, Piemonte

DISIT lab contributes on this project on: cloud and general architecture, parallel and distributed systems, social media integration, and IPR modeling and management.

The project is connected to the cluster

ITALIAN TECHNOLOGY CLUSTER FOR SMART COMMUNITIES

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Main regional tools

a. R&S initiatives for SMEs and Big enterprises;
b. KIBS for SMEs;
c. Innovative enterprise spin-off and start-ups;
d. Technological transfer networks;
e. Infrastructures for technological transfer;
f. Human capital qualification.

From technological transfer to cooperation among stakeholders!

Foundation for Research and Innovation – F.R.I. promoted by the University of Florence and Città Metropolitana since 2008, aims at technology transfer and higher education, thus fostering relationships between Enterprises and Universities, with a particular attention devoted to funding opportunities for innovation and a spotlight on entrepreneurship and innovative thinking.
What we do

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Who we are

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