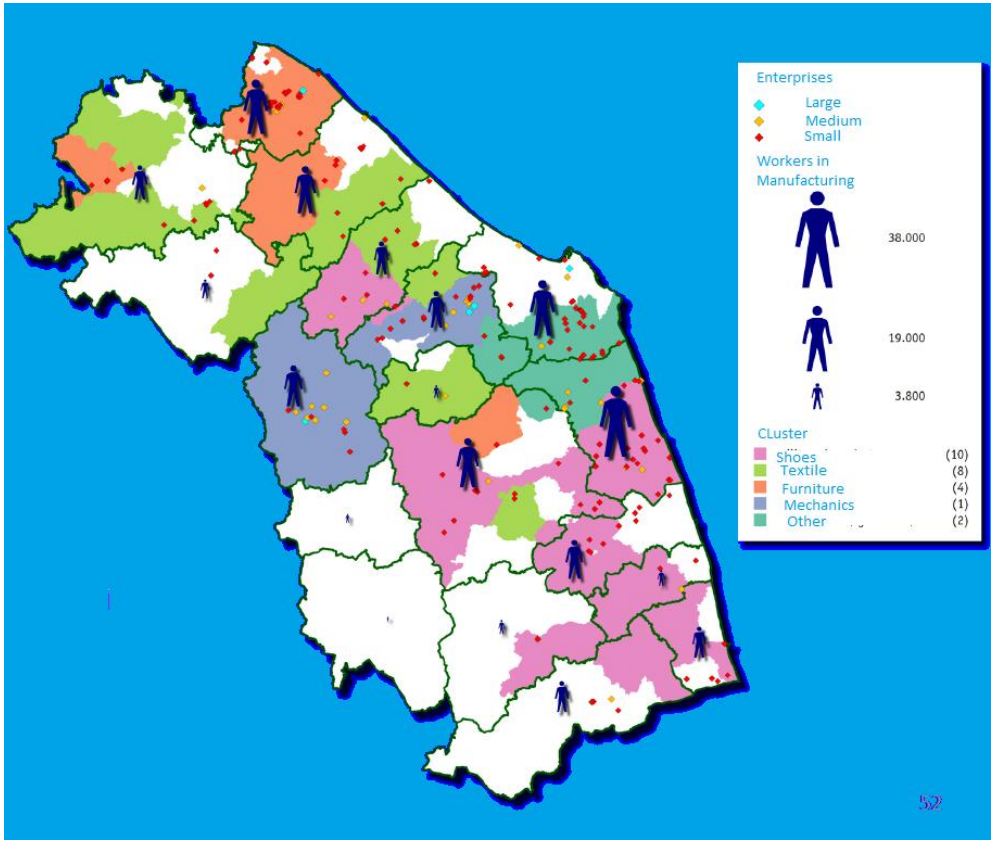
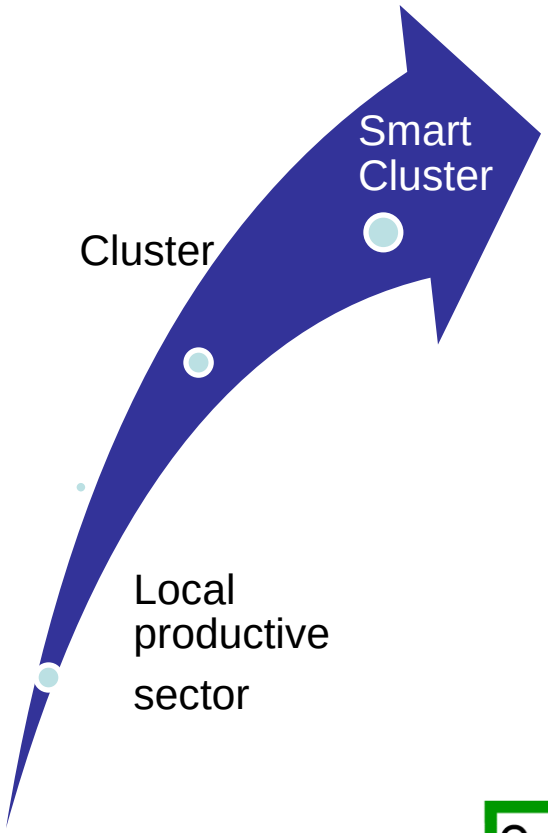
Regione Marche

Smart Specialisation: un nuovo approccio per la crescita intelligente e sostenibile dei settori tradizionali".



The regional evolution toward the RIS3

- **2000-2006,** Innovation has been promoted adopting a sectorial approach.
- **2007-2013**, Innovation has been supported by clustering groups of SMEs and Universities.
- The on going evaluation 2007-2013 and the ex ante conditionality provided the opportunity to define a more articulated “smart” strategy.



Strategic Vision

Evolution of the regional specialisation towards an **Innovative Cluster structure,**

to support the upper quality traditional productive vocations

To develop new activities in high tech and smart domains

In order to:

- **exploit the related variety of the regional industrial system**
- **strenghten the regional competitiveness in global markets**

MAIN STEPS to identify smart specialization

Top Down: identify assets

Productive

Commercial

Scientific

Evaluation

Counterfactual

Case study

Bottom up: Mapping knowledge

analysis based on the projects and technologies assisted by regional policy calls

Main competitive advantages

- high concentration of manufacturing and entrepreneurial activity, mainly organised in districts

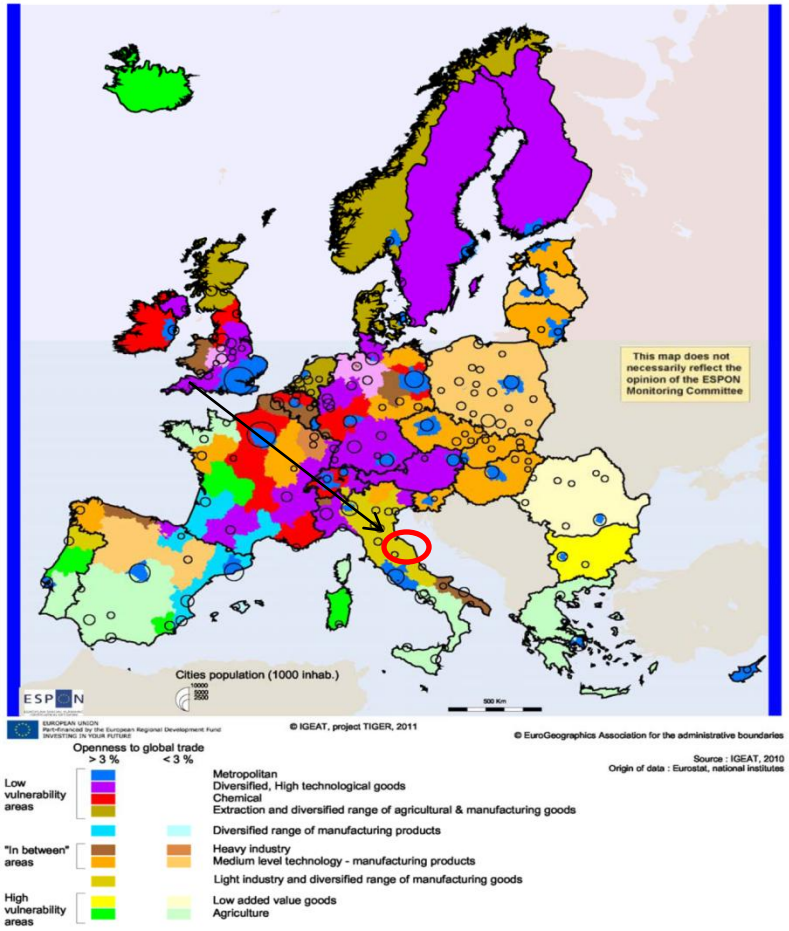
- high export capacity , also in emerging markets

- 4 Universities and a share of graduated higher than the national level

Key challenges

- Low capitalisation and small size of firms,
- Low productivity
- Low development of innovation and research activity
- Increasing vulnerability in the manufacturing sectors of specialisation
- Brain drain

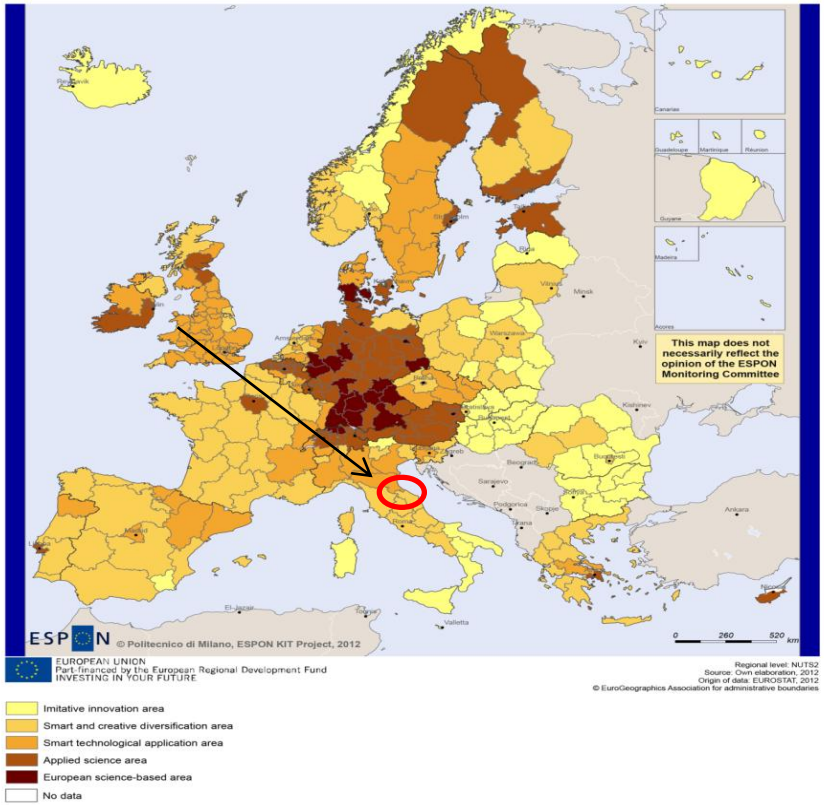
Vulnerability (ESPON TIGER)



Main opportunities

Development Patterns

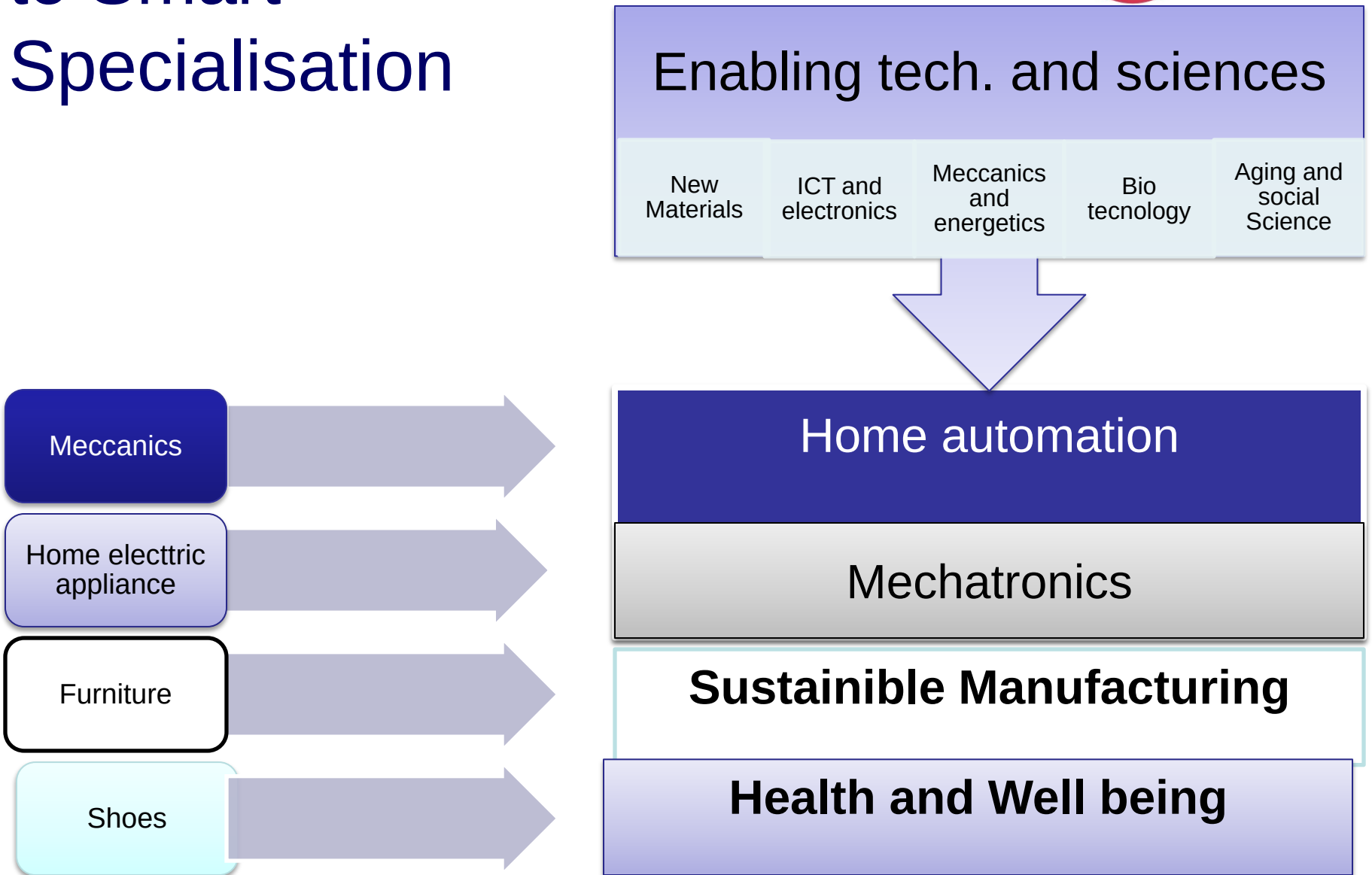
ESPON: KIT



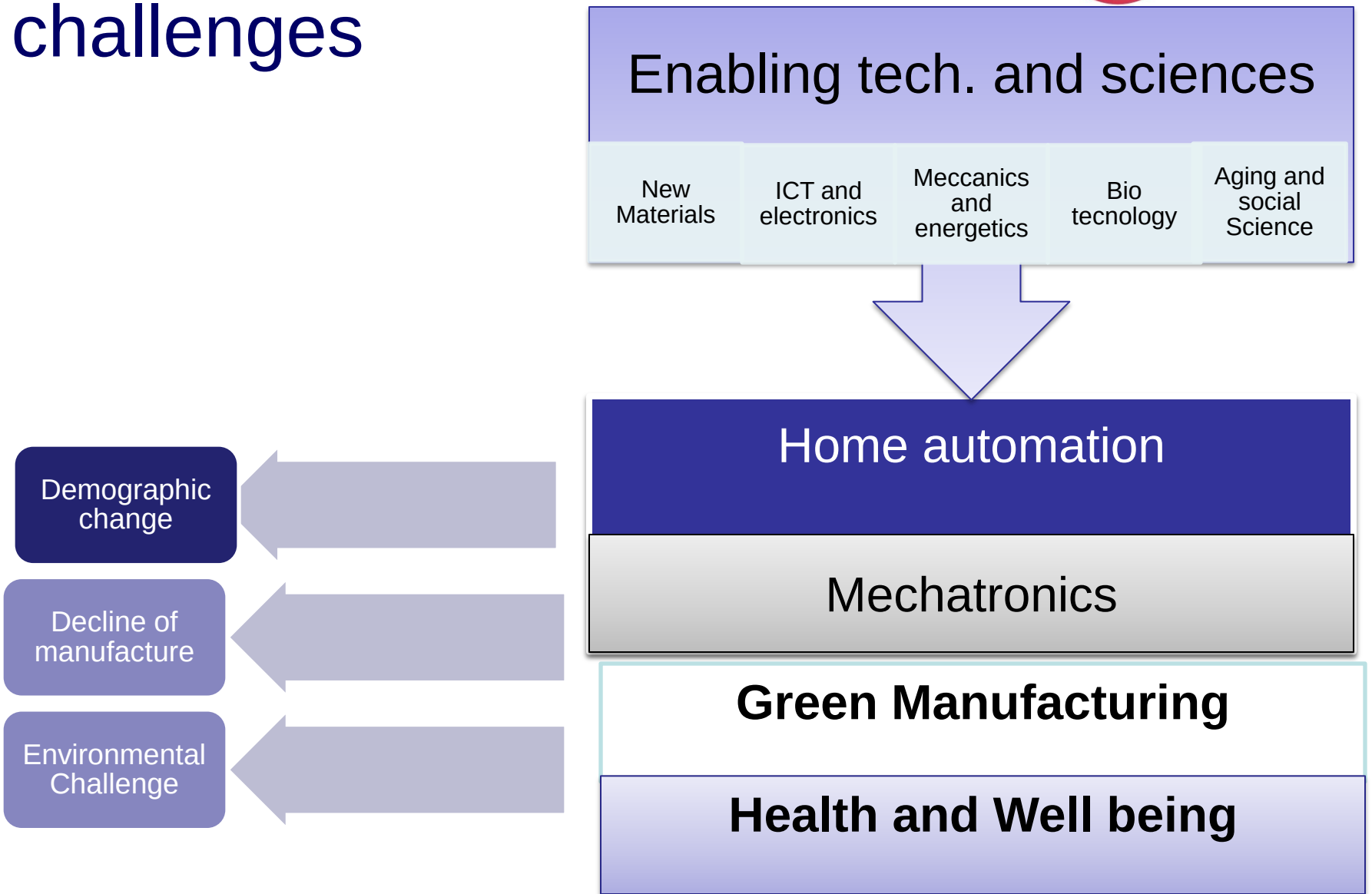
Regional Pattern of development shaped by:

- Increasing global request for high quality production
- Behaviour change in the key regional actors
- New Firms active in emerging high tech field
- National clusters:
  - A) Smart factory
  - B) Smart tech. for public environment and domestic ambient

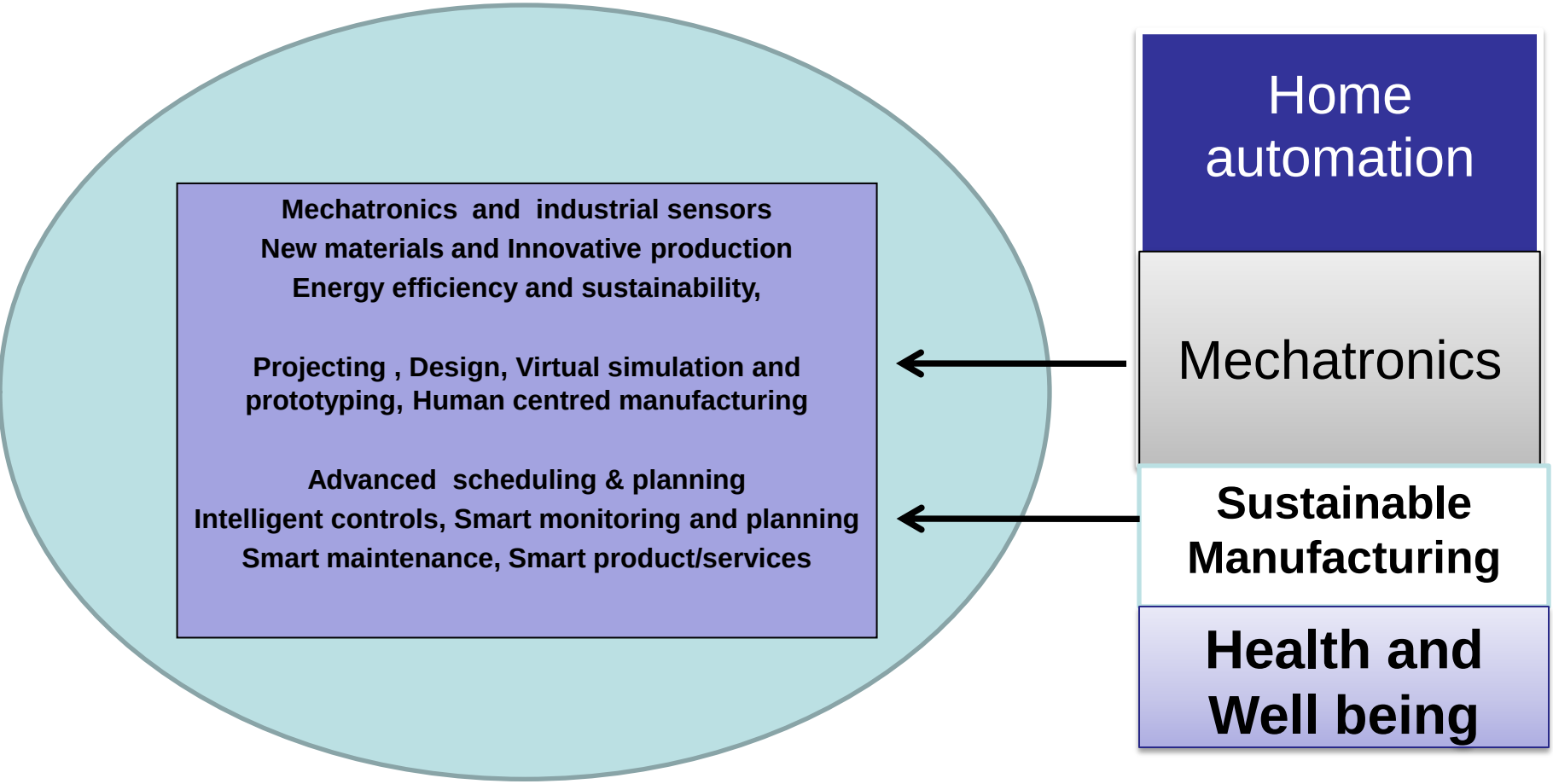
From tech. and sectors to Smart Specialisation



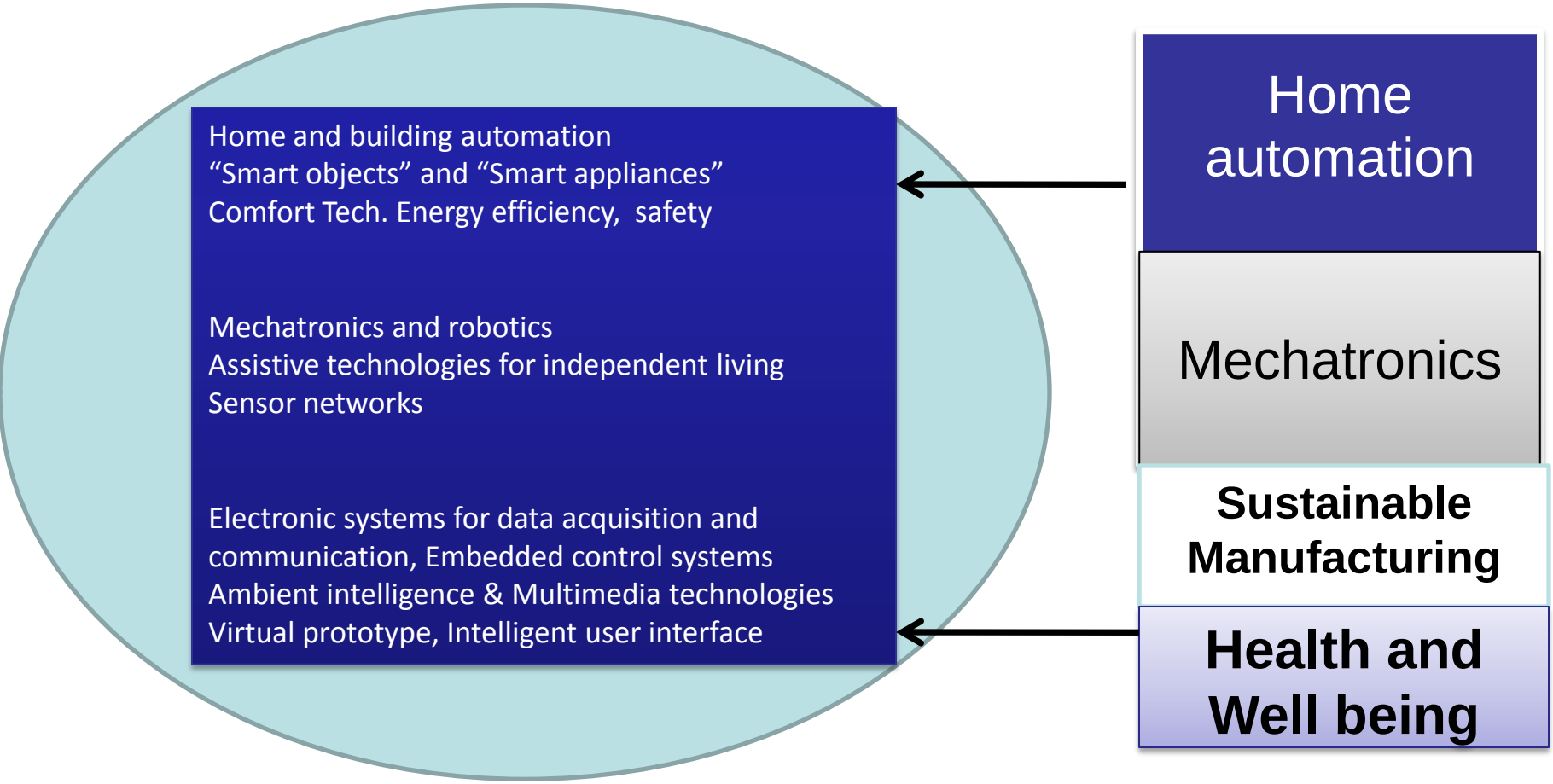
Smart specialisation versus regional challenges



Smart specialisation toward smart clusters



Smart specialisation toward smart clusters



From Vision to Actions