



Between Prometheus and Hermes:

The Apulian ICT Living Labs

Conference in the field of Creative and Cultural Industries

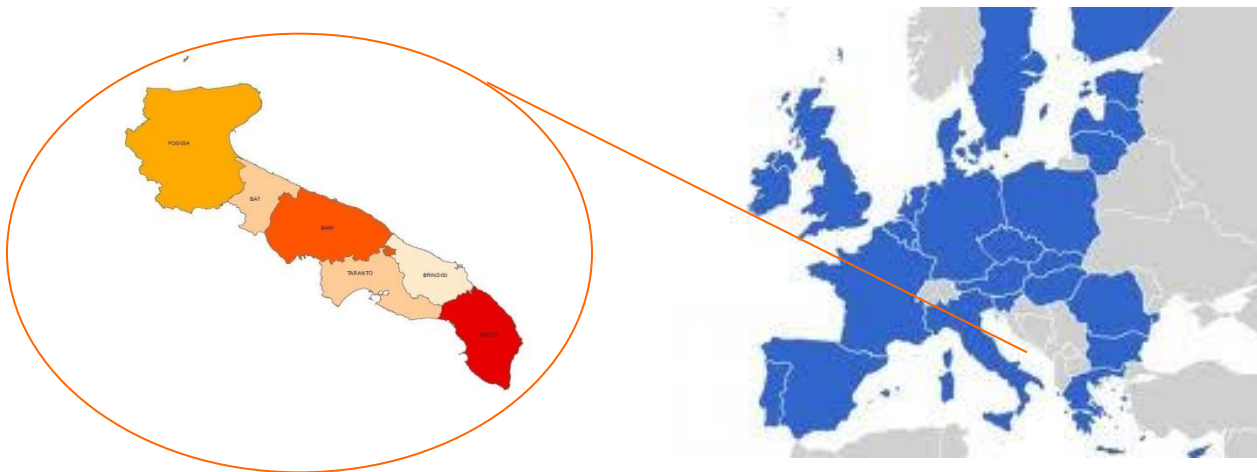
Gaetano Grasso – InnovaPuglia

Ljubljana 2017, 5th October



Apulian ICT Living Labs EU OP ERDF Puglia 2007-2013

- ❑ An initiative promoted by **Apulia Region** – Economic Development, Employment and Innovation Department- Industrial Research and Innovation Service
- ❑ **Implemented by InnovaPuglia** - In house company of Apulia Region - Technical Support Division



Strategy



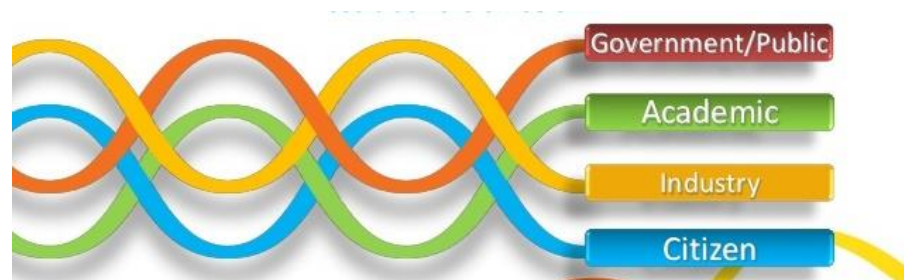
Quadruple helix paradigm



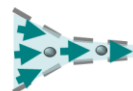
Open innovation 2.0



Epistemic communities

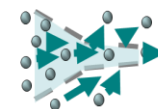


Breaking boundaries for moving to genuine mash-up!



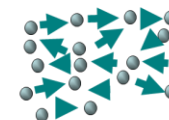
**Centralized
inward looking
innovation**

Closed Innovation



**Externally
focused,
collaborative
innovation**

Open Innovation



**Ecosystem centric,
cross-
organizational
innovation**

Innovation Networks

Sources: From a presentation by Bror Salmelin 2013 based on Chesbrough 2003, Forrester 2004, von Hippel 2005



Apulian ICT Living Labs

Catching the fire of Creativity: main purposes

- ❑ leverage **user driven**, open innovation in support of local ICT SMEs innovation, **growth** and **competitiveness**
- ❑ promote the evolution of Regional public administration and civil society from passive consumers to **active prosumers** of content and services of general interest, supported by ICT innovation.
- ❑ create domain-specific **open innovation** environments within **real-life conditions**, in which the active involvement of local end-users and ICT SMEs can pave the way to the **co-design** of new services, products and social infrastructures.



Apulian ICT Living Labs

Sharing the thrust of Innovation: the public goods game

The Apulian ICT Living Lab approach achieved an emerging added value in answering to public innovation needs through the development of communities of practice in ICT application, based on the following defined categories:



Smart Cities & Communities, where the end user is a Municipality



Knowledge Communities, where the end user is a school, a museum or a cultural entity



Business Communities, where the end user is companies association



Players entanglement

The sustainability of the mechanism could be warranted by the utility for each sharing player of the cooperative “public goods” game. In this way a new point of view is suggested in terms of cooperation efficiency: players entanglement offers each one payoff because all players cooperate and classical egoism of individual rationality is replaced by quantum altruism.

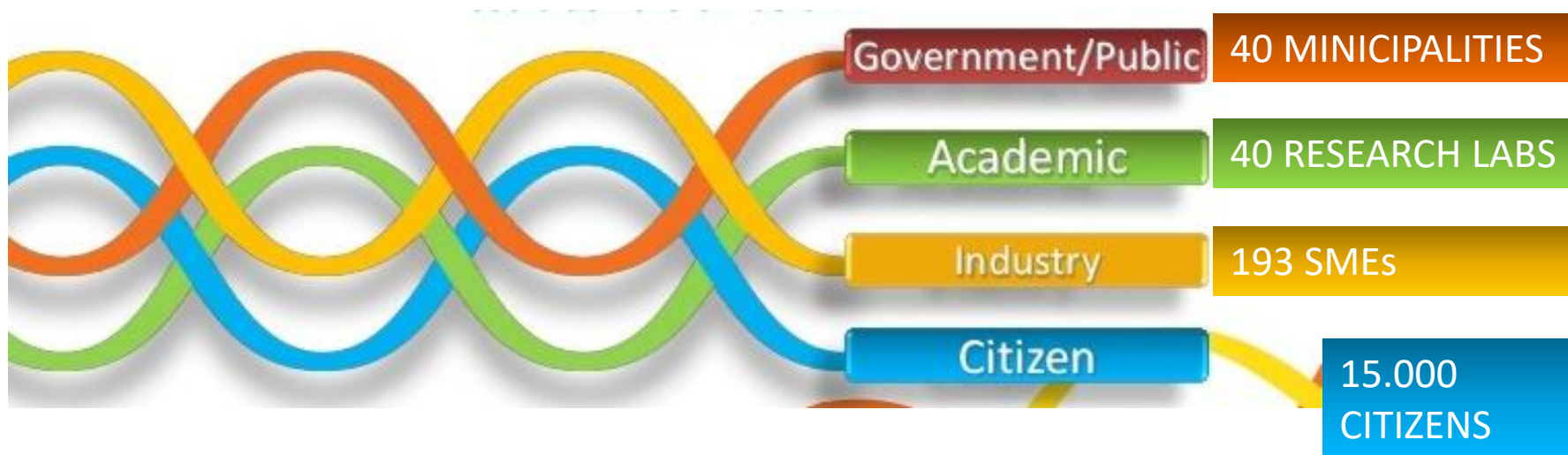
In Apulian Living Labs citizens engagement through innovation policies based on quadruple helix paradigm allowed to recruit under-represented groups and institutions, as well as to create partnerships with organizations that have substantial existing expertise in complementary areas.

MAJOR **PLAYERS**

- ☐ Governance
 - Regional Government of Apulia
 - Host Institution: InnovaPuglia SpA
- ☐ Users
 - Socio-economic and no profit Associations
 - Public bodies
- ☐ Academia
 - Research Laboratories
- ☐ Enterprises



75 PROJECTS FUNDED

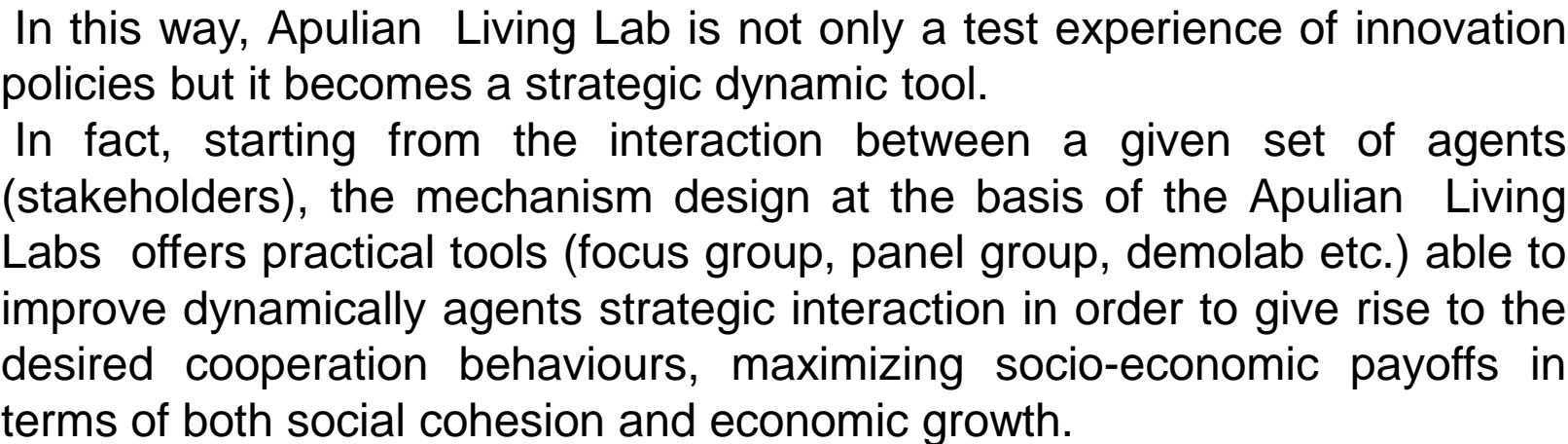


Future: CCI for enhancing resilience and sustainability

Creativity, that process that leads to innovation, is changing everything, including the way that people and organizations flourish. In Europe the **cultural and creative industries represent a relevant production system**. Social, cultural and technological change stimulated needs and demand of new way of cultural growth. The Apulian ICTLiving Lab finds motivation in this amazing European context where new opportunities could open future perspectives for young people against the uncertain situation due to the economical crisis. So that, starting from a number of projects funded by the Apulian ICT Living Labs Programme, Regione Puglia Administration and InnovaPuglia SpA, aim to:

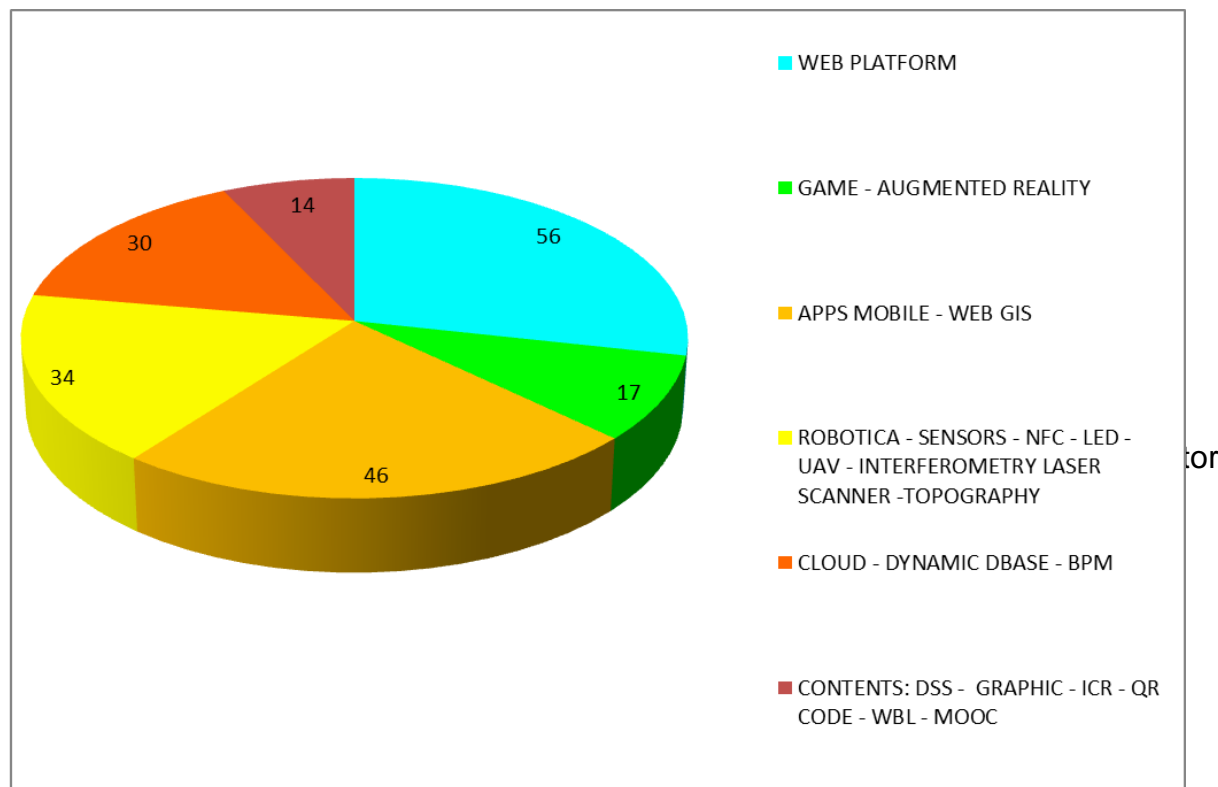
- Enhance the relationship between SMEs working in the cultural sector;
- Build up cooperation network for skills exchange;
- Spread social innovation in the cultural environment;
- Search for European intercultural creative network.





The technology impact: Collective generativity in CCI

The Apulian ICT Living Labs model focused on technological engines stimulating the ability of a distributed community to engage collectively in producing novel configurations and possibilities and in changing conceptual frames, within a particular goal-driven context (public demand context).





with support of



Bari metropolitan area and Living Labs: a centripetal inclusion force toward the smart city



Unione Europea

ASSETTO
tourist experience



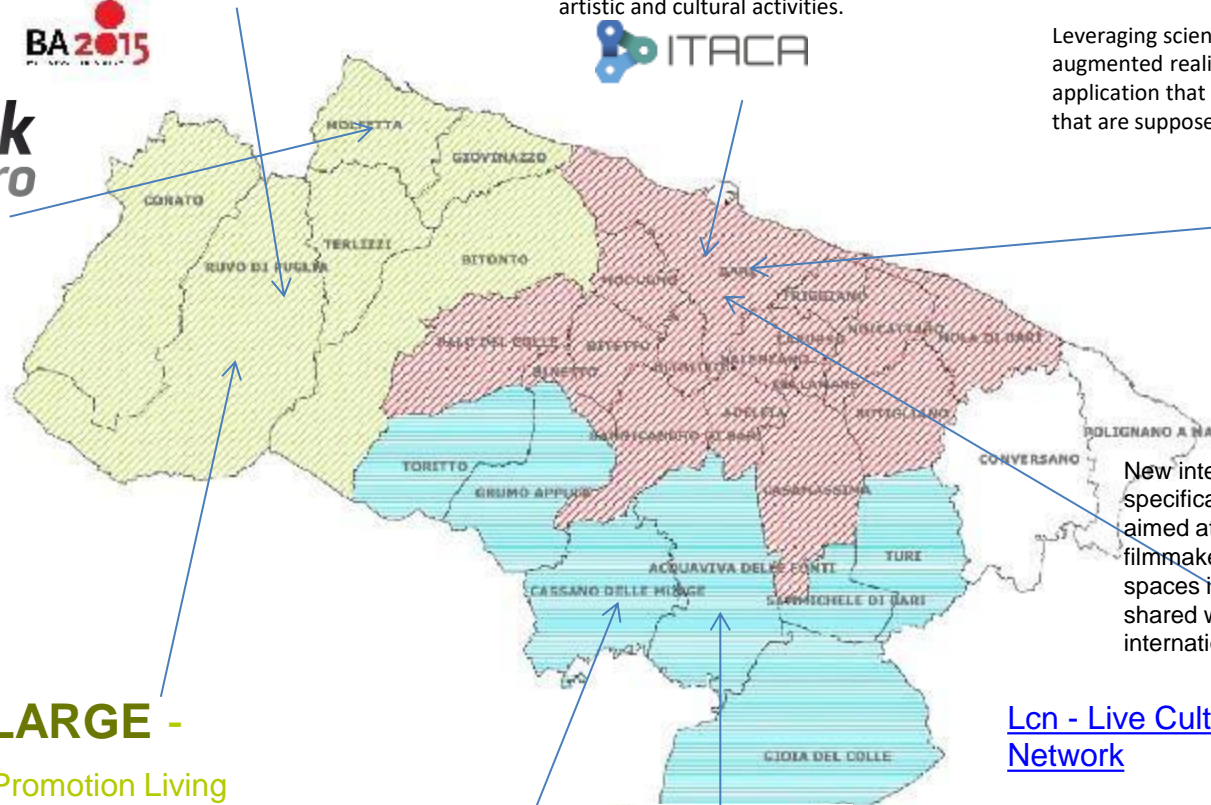
Integrated Cloud System, dedicated to all companies active in the creative arts sector operating in the city of Bari, to support access to and use of artistic and cultural activities.



Leveraging scientific data, georeferencing data and augmented reality technologies, realization of a mobile application that can revive the great prehistoric animals that are supposed to have inhabited the territory



A set of products/services addressed to the community and aimed at generating a connecting retail businesses and theatre activities.



New interactive tools addressed specifically to the show business and aimed at actors, dance companies, filmmakers, to the access to virtual spaces in which to carry out virtual ideas, shared with the network in the international and local cultural processes

HELP LARGE -

HEaLthy Promotion Living
lab through Alternate Reality



Citizens and architectural
barriers monitoring

Lcn - Live Cultural
Network



Direction and Plans for the Future:

ERDF 2014-2020 and the S3 “Smart Puglia 2020”: The Regional policies for CCI

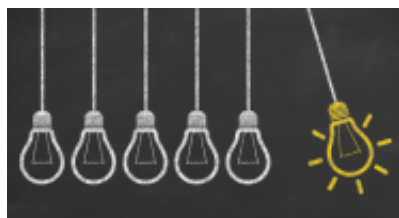


Public – Private Clustering action



Living Lab for S3 social challenges

TECNONIDI



Supporting Innovative Start Up



Direction and Plans for the Future: ERDF 2014-2020 and the S3 “Smart Puglia 2020”

SMART IN PUGLIA

SUPPORT MEMORY ARTS RESILIENCE TERRITORY INTELLIGENCE

In coherence with the Europe 2020 strategy and in line with what has been achieved in recent years, the new regional operational program aims to put in a system "container" and "content" to make it an intelligent, sustainable and inclusive growth instrument. A program designed to protect, enhance and promote the identity of a territory, and hence its culture (cultural goods, cultural activities and live entertainment, audiovisual, creativity), in an increasingly innovative way, stimulating growth, employment, competitiveness, social and territorial cohesion.

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



Direction and Plans for the Future: ERDF 2014-2020 and the S3 “Smart Puglia 2020”



The Strategic Plan of Culture promotes full involvement of productive tissue, community participation, the protagonist of all creative talents, the formation of public-private partnerships.





Thank you!

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InnovaPuglia S.p.A.

Società assoggettata alla direzione
e controllo della Regione Puglia