The Research project Multidisciplinary Approach to Planning of Smart Specialization Strategies for enhancing Local Economic Development (MAPS-LED, 2015-2019) belongs to the EU Horizon 2020 Marie Skłodowska-Curie, RISE programs. The research program is carried on by the following network of European and United States units: Mediterranean University Reggio Calabria, Italy (leader); ‘Sapienza’ University of Rome – Fo.Cu.S. Research Center, Italy; Salford Manchester University, United Kingdom; Aalto Helsinki University, Finland; Northeastern University Boston (MA), USA; San Diego State University (CA), USA.

The main goal of the MAPS-LED project is the interpretation of the ‘Research & Innovation Strategy for Smart Specialization’ (RIS3) model for the economic and social regeneration of specific urban regions in Europe. Within the enduring global crisis, given the explosion of the Transatlantic productivity gap with North American economies and the increasing inequalities among EU Regions, the ambitious Europe 2020 vision (i.e., ‘Smart, Sustainable and Inclusive growth’) can be achieved through the strategic issue of ‘Research & Innovation’.

In order to highlight the importance of embracing an innovation-intensive growth model, the European Commission defined RIS3 as the set of strategies that can generate ‘unique assets and capabilities based on a region’s distinctive industrial structure and knowledge base’. The virtuous interpretation of the Smart Strategy concept for local development implies the presence and adoption of distinctive features as the ‘place-based’ approach, which has emerged from some ‘innovation patterns’, key role of entrepreneurial subjects and their clusters, ‘horizontal’ connections. Starting from the EU Region condition, RIS3 aims to identify specific grass-root ‘innovation patterns’ through the implementation of an ‘entrepreneurial discovery’ process and enhance technological drivers in particular sectors through a bottom-up approach. Because of its focus on the specific regional assets, the RIS3 policy is embedded in the ‘place-based’ approach, implying co-creation between local actors and all levels of government. Thus, local policymakers, universities and private entrepreneurs are the key actors for promoting knowledge and innovation, whereas governments perform a strategic role in the involvement of local stakeholders and public-private coordination.

Besides the privilege of ‘Key Enabling Technologies’ (KETs), the European Agenda 2020, looking at the US ‘Smart Strategies’ implicit interpretation, has highlighted the successful application of the ‘Cluster policies’ according to the rethinking theory of Michael Porter in the early 1990s, after the original Marshall’s conception (1920) and the interesting experience of the Italian industrial districts of the 1970s. Recent studies have highlighted the role of cluster benefits for an efficient framework of local exchange knowledge. Although, according to Porter’s method, it is possible to recognize and study clusters only at macro-territorial level (State or County), their geography itself application at local scale as well. Considering the potential of innovation-related growth, the goal of the ‘Research and Innovation’ project is to step forward reflecting on the major challenge for an effective Smart Strategy style interpretation, highlighting the importance of ‘territorializing’ the urban region redevelopment vision. The ‘conscience of places’ with their local cultures can become a key-driver for embedded innovation. The ‘place-based’ approach allows to build virtuous regeneration projects including the potential of territorial ‘dna’ related to the local communities for identifying, recovering and increasing the values of local cultural specificities. The Workshop is specifically oriented in delivering critical reflections and significant contributions for the development of the main goals of MAPS-LED research project. In particular, crucial, in depth contributions and dialectic positions are expected to be presented and discussed within sessions and round tables - by distinguished invited experts and prominent stakeholders, in order to build significative, in-depth connection between the Greater Boston case findings and the virtuous interpretation of Smart Specialization Strategies and Cluster policies in the European territorial context.

The Workshop is specifically oriented in delivering critical reflections and significant contributions for the development of the main goals of MAPS-LED research project. In particular, crucial, in depth contributions and dialectic positions are expected to be presented and discussed within sessions and round tables - by distinguished invited experts and prominent stakeholders, in order to build significative, in-depth connection between the Greater Boston case findings and the virtuous interpretation of Smart Specialization Strategies and Cluster policies in the European territorial context.
First International Workshop in Rome, 5-6 December 2016

Innovation & Knowledge for Implementing ‘Smart Strategies’ in the European Union. The Lesson of the ‘Boston Area’

Date: 5.12. 2016  Location: Sapienza University of Rome, Architecture Faculty, Aula Magna, Piazza Borghese 9

9.00 – 9.15 Registration of participants / Registrazione dei partecipanti

9.15 – 9.40 Welcome address / Saluti di benvenuto
Renato Masiani, Vice Provost / Prorettore Vicario – Sapienza Università di Roma
Anna Maria Giovenale, Dean of Architecture Faculty / Preside della Facoltà di Architettura, Sapienza Università di Roma
Daniela D’Alessandro, Director of DICEA Department / Direttora DEC, Sapienza Università di Roma
Silvia Fedeli, Director of DEC Department / Direttore DEC, Sapienza Università di Roma

Achille Paolone, Director of DISG Department / Direttore DISG, Sapienza Università di Roma
Laura Ricci, Director of PDTA Department / Direttore PDTA, Sapienza Università di Roma

First Session
Innovation in global territories between European and US policies

Politiche europee e statunitensi per l’Innovazione nei territori globali
Chair: Bruno Monardo, Coordinatore unità FoCuS, Sapienza Università di Roma

9.40 – 10.20 Knowledge dynamics, Innovation-driven policy and space in MAPS-LED project
Carmelina Bevilacqua, Coordinatrice della ricerca MAPS-LED, Università Mediterranea di Reggio Calabria

10.20 – 11.00 Smart Specialization Strategies and innovation policies in the European Union territories
Gabriel Rissola, European Commission, Joint Research Centre, Dir. B, Growth & Innovation Territorial Dev. Unit, S3 Platform, Seville, Spain

11.00 – 11.20 Coffee break

11.20 – 12.00 The geography of ‘Smart Strategies’ in United States: the ‘Innovation District’ phenomenon
Susan Lea Riggs, Deputy Secretary for Housing Policy, State of California, United States

12.00 – 12.40 Fabs Labs and Maker Spaces: A promising approach for Lagging Regions?
Nico Calavita, San Diego State University, (CA), United States

12.40 – 13.00 Open Discussion and Questions

Second Session
Innovation policies in the Greater Boston

Politiche per innovazione nella Grande Boston
Chair: Claudia Mattogno, Direttora centro interdipartimentale FoCuS, Sapienza Università di Roma

15.00 – 15.20 Imagine Boston 2030. Past, present and future for a thriving metropolis
Richard McGuinness, Dep. Director for Waterfront Planning, Boston Planning & Development Agency, City of Boston (MA), USA
[Connection via Skype]

15.20 – 15.50 The case study framework
Carmelina Bevilacqua, Università Mediterranea di Reggio Calabria
Claudia Trillo, Salford Manchester University Unit, United Kingdom
Antonio Cappuccitti, Unità FoCuS Unit, Sapienza Università di Roma

15.50 – 17.20 Case studies explored in the Boston Area
Giuseppe Cantafio, Luana Parisi, Virginia Borrello, Giada Anversa, ERs of Mediterranea University of Reggio Calabria unit, Italy
Claire Devaney, Mohammed Agbali, ERs of Salford Manchester university unit, United Kingdom
Nicole Del Re, Leonardo Bianchi, Andrea Simone, Almona Tani, ERs of Sapienza University of Rome, FoCuS, unit, Italy

17.20 – 18.30 Round Table. Lessons from the experience of the Boston Area
Chair: Filippo Celata, unità FoCuS, Sapienza Università di Roma
Participants: Nico Calavita (SDSU, USA), Piergiuseppe Morone (Unitelma Sapienza Roma), Vincenzo Provenzano, (Università di Palermo), Susan Lea Riggs, (State of California, USA), Gregory Wassall (NEU, USA), representatives of MAPS LED European Units

18.30 – 19.00 Open Discussion and Questions

Date: 6.12. 2016  Location: Sapienza University of Rome, Architecture Faculty, Aula Magna, Piazza Borghese 9

Third Session
Policies and good practice towards Smart Specialization Strategies in Italy

Politiche e buone pratiche di Smart Specialization Stategies in Italia
Chair: Michele Talia, unità FoCuS, Università di Camerino

9.30 – 10.00 Politiche regionali verso la ‘Smart Land’: evoluzioni e prospettive in Italia
Angela Barbabente, Politecnico di Bari

10.00 – 10.30 Innovazione diffusa e economia leggera: indicazioni dalle esperienze territoriali in Italia
Carla Sannicola, Consorzio AASTER

10.30 – 11.00 Metamorfosi dei distretti territoriali. Il caso di Sassuolo
Cristiana Mattioli, Politecnico di Milano

11.00 – 11.20 Coffee break

11.20 – 12.45 Tavola rotonda. Il ruolo degli operatori nell’implmetetazione delle politiche Smart Specialization Strategy
Chair: Anna Laura Palazzu, unità FoCuS, Università di Roma Tre
Partecipano: Angela Barbabente (Politecnico di Bari), Elena Battaglini (Fondazione Di Vittorio), Nico Calavita (SDSU, USA), Luigi Campitelli (Lazio Innova, Regione Lazio), Annalisa Cicceria (ISTAT), Pietro Antonio Valentino (Dir. ‘Economia della Cultura’), Carla Sannicola (Consorzio AASTER), rappresentanti delle unità europee di ricerca MAPS LED

12.45 – 13.00 Open Discussion and Questions