**Policy Clinic Report – Lazio 30 November - 1 December 2017**

**The policy instrument:**

REGIONAL OPERATIONAL PROGRAMME - ERDF - 2014-2020 ROP

**The policy clinic theme:**

Route to Market including supply chains

**The change the city is seeking to make:**

Project and structural changes

**The challenge set for the policy clinic:**

“Which instruments and services could be implemented to support routes to national and international market of creative start-ups”

**List of attendees:**



**Summary of Policy Clinic Case Studies and Study Visits**

DAY 1

* WELCOME AND INTRODUCTION TO THE POLICY CLINIC (Lazio and Birmingham City University).
* Tour of Spazio Attivo - Viterbo Makerspace
* PRESENTATION OF POLICY CLINIC CHALLENGE

**SESSION 1 Routes to Market** - Internationalisation #1

Common approach to commercialization and internationalisation in the current eco-system

* Visit to ITech Spazio Attivo Roma Tecnopolo

**SESSION 2 Routes to Market -** Internationalisation #2

Instruments and services to facilitate technology transfer and cross fertilization between

aerospace and cultural heritage.

DAY 2

**SESSION 3 Routes to Market - Internationalisation #3**

Policy instruments for Hi-tech and Creative/Cultural startups. Presentation of major instruments and in particular:

* Design for Next
* Open Innovation Challenge
* Atelier

Visit to Roma Maker Fayre

**Partner Discussion**

**Session 1 Summary**

**“Which instruments and services could be implemented to support routes to national and international markets of creative start -ups”**

Spazio Attivo – Viturbo maker space/fab lab /incubator

Key points for Lazio:

Develop expertise for specific roles in start -up SMEs – collaborate through sharing expertise in national and international marketing

Consider use of voucher scheme to enable SMEs to make national and international links

Key points for Lisbon and Bratislava:

(all) STARTUP ENGINE – the policy process for supporting start – ups could be replicated. It has 6 distinct phases – Academy, Storming, Lab, Startupping, Go-to- market and Expansion.

(Lisbon) Create better networking function and cross-junction fertilisation and use a better support methodology – similar to STARTUP ENGINE

(Bratislava) Creation of a platform or register of start- ups based on collaboration between city and stakeholders

(Bratislava) Consider central point for financing of start-ups

**Session 2 Summary**

**“How to enable cross fertilisation between aerospace and cultural heritage (routes to market)”**

ITech Spazio Attivo Roma Tecnopolo

Key points for Lazio:

Focus on challenge events such as “hacks” – user driven

Work with organisations where there is a desire to share data – focus on what has worked – example of reconstruction after a natural disaster and citizen engagement

Utilise the international mobility programme within the H2020 Copernicus Programme for transfer of personnel in SMEs to develop products and services

Key points for Lisbon and Bratislava:

City involvement in cross border projects based on geopolitical data

Use Internet of Things (IoT) as a way to promote collaboration

(Lisbon) Cross Innovation is essential and user –driven workshops. Funding to access talent pool of skills and collaboration.

**Session 3 Summary**

Design thinking for innovation

[Design 4 next](http://www.designfornext.org) and [Open Innovation Challenge](http://challenge.lazioinnovatore.it) (OIC)

Key points for Lazio (Policy learning point is to set up city hubs for open innovation SMEs)

Design 4 next – This initiative had 14 projects developed by the SMEs as challenges for schools to respond to

Open Innovation Challenge (OIC) – supporting cooperation between corporates and start ups

Corporates invited to set a challenge, SMEs respond and successful SMEs (six in this case) then engage with the corporates over 3 months or so. All present their ideas and a “winner” is then chosen by a panel to further develop the idea. IP resides with SME – the winner then has a commercial conversation with the corporate at the end of the public financing period.

Public funding is modest (€10k) so high return for low risk

Key points for Lisbon and Bratislava:

Consider how to learn from Lazio Innova examples

**Actions and Synthesis of findings**

**Agreed policy actions for the host city and partner cities**

**Summary – key action points from the Policy Clinic**

Explore establishing **Hubs** in Birmingham, Lisbon and Rome to **develop open innovation**, making, thinking, internationalisation and investment

(Lisbon) Develop a SME voucher programme that match-makes skills and supports cross innovation

Develop a **register** in Bratislava for start -ups to support collaboration.

Key methodologies for all participants:

* Cooperation with stakeholders from the start is essential in open innovation
* Scout user needs – demand led approaches with SMEs
* Utilise “hackathons” and challenges at all levels of engagement
* (Lisbon) STARTUP ENGINE programme to be considered from the Lazio example
* Support new SME business models for using “data”
* (Lisbon) Skills vouchers in key areas
* Consider how the Open Innovation Challenge and Design 4 Next programmes can provide learning points for future ERDF projects

**BCU reflection and summary for Lazio Region**

**Regional Challenge:**

“Which instruments and services could be implemented to support routes to national and international market of creative start-ups”

**Governance / structural change**

The most significant change discussed was in the field of **design thinking** for innovation. Lazio should consider how to widen and deepen this approach to other innovation contexts such as in ITech Spazio Attivo Roma Tecnopolo. The team has successfully developed this approach in Design 4 Next and the Open Innovation Network. To widen activity in design led thinking in the ERDF Programme it would be appropriate to widen the expertise base in design led approaches in the team. This would help embed design thinking into ERDF planning and implementation.

A recommendation would be to consider an innovation based system to help fund commercialisation. This could be in the form of a **voucher system** (through ERDF if possible) to link SMEs with providers of knowledge including creative start-ups and maker spaces

Lazio could also consider building on the development of **challenge events** with companies to further support commercialisation and routes to market. This is a collaborative approach and would include maker spaces and creative start-ups in ERDF.

**Project level**

Consider a mobility programme buiding on the H2020 know how in Spazio Attivo – specifically, utilise the opportunities in the **Copernicus Network** for exchange of personnel for commercialization.

Explore how to **share expertise** in creative start- up SMEs in key areas (marketing, HR, internationalization) focus on STARTUP Engine perhaps at the “Scouting” and “Spreading” stages of the process.

Partnerships – focus on what has worked in the past and build on this rather than problematic areas where it may be difficult to make progress. The case of data sharing for innovation and then commercialisation was discussed, where data cannot always be freely shared for a range of reasons. This is sometimes called an **Appreciative Inquiry** approach.

A review of **successful partnership** working in the current ERDF Programme for Lazio would be a good process to undertake.

**Photos of policy clinic and study visit**

Figure 1 Policy Clinic meeting

