

# **RELOS3**

## **Long Term Visit**

**Bologna 14<sup>th</sup>-18<sup>th</sup> May 2019**

### **REPORT OF THE EVENT**



**Figure 1.** Red room in Palazzo Malvezzi (Metropolitan City of Bologna headquarter), venue of the first day.

The city of Bologna hosted, from 14<sup>th</sup> to 18<sup>th</sup> May 2019, a Long-Term Visit (LTV) of the RELOS3 Interreg project. Bologna was chosen by all the project partners to learn more about the smart specialization development of this city, of the metropolitan area and of Emilia-Romagna region. The event was organised by the team of “Research, Innovation and European project management”, office of the area Economic Development of the Metropolitan City of Bologna, partner of the RELOS3 project.

This was the third LTV of the project, after the first one that took place in Emmen and the second one that was in Sabadell. This Long-Term Visit allowed Bologna to showcase more about local strategic specialisations and innovative fields of traditional or modern productions. Moreover, the visit allowed partners to learn more about the contents and instruments developed by the Emilia-Romagna S3, implemented by Art-ER, company owned by the Emilia-Romagna Region that deal with the economic development of the territory, industrial research, innovation and technology transfer.

The first day was held at the ancient headquarters of the Metropolitan City, named Malvezzi Palace; here partners were officially welcomed to the city by Mr. Giuseppe De Biasi, Head of Metropolitan City’ Mayor Cabinet. After which they could learn more about the Emilia-Romagna S3, Clust-ERs and Metropolitan City priorities and strategic planning. In the afternoon partners have been able to deepen the issues related to local specialization in the field of cultural creative industries.

The second day was dedicated to visit some industries and production centres protagonists in key sectors of local specialization (fashion, green economy, agro-food). In the morning we visited Fashion Research Italy, a pole of manufacturing excellence of Bologna and Italy. Then we were hosted by Hera Group, to know more about technologies in the field of separate collection of waste. In the afternoon we visited FICO Eataly World, to gain knowledge on Bologna’s and Italian agro-food industry.

During the third day we continued some important visits in order to deepen historical and contemporary aspects of the local economic specificities. We started from the Museum of Industrial Heritage, to discover some traditional aspects of productive and organizational structure of the factories in Bologna. Then we were guided inside Opificio Golinelli of Golinelli Foundation to discover the laboratories and activities of their innovative educational project. Finally, we have further deepened some innovative

aspects of the agro-food sector visiting Granarolo, the most important Italian milk chain, and its contribution in projects supporting innovation, entrepreneurship and farmers producer's community.

The fourth and also last day started with a series of pre-scheduled bilateral meetings between RELOS3 partners and key local actors in the different specialization domains of the project: empowering innovators and accelerators, crowdfunding and business projects, industrial design. Each RELOS3 partner had the chance to meet experts in these domains, widening the network of contacts from both sides. The last part of the morning and also of the LTV was devoted to the Capacity Building event “Smart Specialisation Strategies in a local context”, lead by Scuola Superiore Sant’Anna di Pisa.

During the day 18<sup>th</sup> May in Bologna was held the start-up day, the biggest event for youth entrepreneurship in Italy. Some of partners participated, besides the Metropolitan City team that was present with a desk the local Hub on Crowdfunding.

The following sections describe the main ideas and findings presented and discussed in this four-day long-term visit to Bologna.

## **DAY 1 – 14<sup>th</sup> May 2019**

### **Focus on RIS3 on local level**

The LTV begins with the official greetings of Mr. Giuseppe De Biasi, Head of mayor Cabinet. Then Mr. Marino Cavallo starts works of the day presenting the programme of the LTV and by a short introduction about the application of the project in the Metropolitan City of Bologna.

Experts of Emilia-Romagna Region S3 and its Clust-ERs gone into the classroom with the theme of Smart Specializations (S3), investigating objectives and functions. They explained the methodology that this Region are implementing to improve the instrument of S3 and to obtain more from this way of work above all by focusing on cooperation between all the actors involved and by broadening the participation of local

businesses. The topic Emilia-Romagna S3 has been introduced and deepened by Mr. Giorgio Moretti, High Technology Network Head of Unit of Research and Innovation Division of ART-ER<sup>1</sup>. Then we had some presentations of Clust-ERs<sup>2</sup> held by Mr. Massimo Carnevali, Cluster Manager of Clust-ER INNOVATE and by Mr. Carlo Pignatari, Cluster Manager of Clust-ER MECH.

After that we went through the metropolitan territory and its experiences from the strategic planning to its implementation. Ms. Chiara Mazzanti of the Strategic Planning Office of the Metropolitan City presented us the Metropolitan Strategic Plan, the document of strategic planning and policy instruments in force, result of a wide path of participatory construction.

An important project for Bologna city and its metropolitan area is “Insieme per il lavoro” – “Together for the employment”, a great social initiative to stimulate employment of the least attractive workers in the labour market. Mr. Marco Lombardo, city council member of Bologna municipality, presented it to partners as one of the implementing Bologna’s priorities.

At the end of the first morning of the LTV we made a focus on Tourism and its policies and services. Ms. Stefania Menghi of Tourism Area of Metropolitan City presented the Tourism Strategy and the new institutional design of this sector after the recent regional law about Touristic Destination where Bologna is and manages one of the three macro destinations of the Region.

Mr. Giovanni Arata of Bologna Welcome<sup>3</sup> continued on tourism services presenting the innovations that the new subject Bologna Welcome has brought in the organization and strategic implementation of totally new wide forms of reception for Bologna city and metropolitan area.

The partners understood the importance of collaboration and networking to create synergies to improve the territory starting from its peculiarities, trying to increase more and more the number and variety of subjects and synergies.

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<sup>1</sup> <https://en.art-er.it/>

<sup>2</sup> <https://www.retealtatecnologia.it/en/clust-er>

<sup>3</sup> <https://www.bolognawelcome.com/>




Panel discussion

## Focus on RIS3 on local level

**Tuesday 14th May 2019**  
9:30 - 13:00

*Consiglio room - Palazzo Malvezzi - via Zamboni 13, Bologna*

**Giuseppe De Biasi** - Metropolitan City of Bologna  
**Marino Cavallo** - Metropolitan City of Bologna  
**Giorgio Moretti** - Art-ER  
**Massimo Carnevali** - Clust-ER INNOVATE  
**Carlo Pignatari** - Clust-ER MECH  
**Chiara Mazzanti** - Bologna Metropolitan Strategic Plan  
**Marco Lombardo** - Municipality of Bologna  
**Stefania Menghi** - Turistic Destination  
**Giovanni Arata** - Bologna Welcome

*The event will take place in English language*

RELOS3 is a 5-year project (2017-2021) of the Interreg Europe program which proposes an innovative approach to implementing smart specialization strategies with a local perspective.










Figure 2. The poster of the first session of day 1.

### Deep dive into Culture and Creativity Specialization

The afternoon of first day was spent to know more about Culture and creativity in Bologna. We gone into the space of DAMSLab<sup>4</sup>, a laboratory of the arts run by the University of Bologna, dealing with different knowledge and skills involved in spreading creative culture in the territory in a new open way: from a teaching and performing space to a space of social regeneration and social innovation. The difference is that more than ever, culture is a supporting element for the diffusion of innovation if more subjects integrate and construct projects for consumption use in different ways, and the public increasingly became protagonist. DAMSLab is inside the art district “Factory of the Arts”<sup>5</sup>, a regenerated area that includes galleries and many important cultural activities. Here we had some presentations, visits and talking about Cultural topic.

At first Mr. Massimiliano Fantini presented the Clust-ER CREATE<sup>6</sup> and the network of public and private subjects who cooperate to support the competitiveness and innovation of the sector. Then each actor of the art district briefly presented to the RELOS3 participants the characteristics of their organisations and activities:

- BAM! Cultural strategies<sup>7</sup>
- Mercato Ritrovato (A Farmers’ Market in a Cinema)<sup>8</sup>
- IncrediBOL – Bologna Innovative Creativity<sup>9</sup>
- “Schermi e lavagne” – “Screens and blackboards” a project of Cineteca di Bologna<sup>10</sup>

The first day ended with a guided visit to the Cineteca Foundation and its film restoration laboratories, located just inside the “Factory of the Arts”. Cineteca is a true international excellence of the film industry, in the restoration, production, archive, research and cinema education fields.

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<sup>4</sup> <https://site.unibo.it/damslab/en/damslab>

<sup>5</sup> <https://www.bolognawelcome.com/en/home/discover/places/architecture-and-monuments/industrial-archaeology/manifattura-delle-arti>

<sup>6</sup> <https://create.clust-er.it/en/>

<sup>7</sup> <http://www.bamstrategieculturali.com/en/>

<sup>8</sup> <https://mercatoritrovato.it/>

<sup>9</sup> <https://www.incredibol.net/en/>

<sup>10</sup> <http://www.cinetecadibologna.it/en/>

## DAY 2 – 15<sup>th</sup> May 2019

### Deep dive into Fashion Specialization

The second day was devoted to gain knowledge about some important big companies that are central for the local economy on which the smart specialisation strategies are builded.

The tour started with Fashion Research Italy<sup>11</sup>, the new research centre that enhances manufacturing excellence making them meet with innovation. In this place, close collaboration between universities and businesses has come to be a powerful fertilizer for new ideas. Fashion Research Italy is a no-profit organization funded by formerly patron of La Perla fashion group. Now the centre hosted an important fashion archive with some of the rarest and most beautiful creations of Italian fashion and an educational centre dealing with training on innovation and business in the field of fashion. The team of the Group head by Mr. Pietro Cervellati hosted project partners in a guided visit through past, present and future of fashion industry. As very active in the field of innovation, the research centre is a member of Clust-ER Creative; during the guided visit they explained to project's partner how are the rules, challenges and benefits from cluster participation.

### Deep dive into Green and Circular Economy

Green and Circular Economy as Sustainability are transversal factors for S3 in Emilia-Romagna region and are a priority in the Metropolitan City of Bologna policy instruments.

Therefore the same second day it was the in-depth study of the economics of Hera Ambiente treatments. Hera Group<sup>12</sup> is the second Italian company to complete the process for inclusion in the CE100 programme. The separated waste collect and the treatment process are made with attention to quality of the raw material according to which the waste cycle can provide. The Plant Selection and Recovery Manager Mr.

<sup>11</sup> <https://www.fashionresearchitaly.org/en/>

<sup>12</sup> <https://eng.gruppohera.it/group/>

Daniele Ceccantini, after a short presentation of the company and the management group, took us to visit the plant where the waste is treated, as well as collected, separately in paper and plastic. The same, in small percentage, are returned to the market, after several steps and at the end of processing, as new raw materials of production.

### **Deep dive into Agro-food specialization**

In order to acquire greater competences on the field of Agro-food sector and its specializations, in Bologna at the moment the most complete experience is to visit FICO<sup>13</sup>, the largest agri-food park in the world, built around the heritage of Italian agri-food biodiversity. The guided tour allowed us to learn about the culture, traditions, and craftsmanship that make Italian food the most famous in the world. Fico Foundation was born from a big public-private partnership and is the scientific and informative soul of the thematic park; it was born to promote food education, food knowledge, conscious consumption, and sustainable production. The Foundation has been joined by some of the most important universities and national research institutions on food: the University of Bologna, the University Suor Orsola Benincasa of Naples, the University of Trento, the Future Food Institute, and the University of Gastronomic Sciences of Pollenzo. The objectives of this big project is the transfer, through the activities of formation and cultural promotion, of the values linked to food and the Mediterranean Diet, the Italian enogastronomic culture, the correct lifestyle and foodstyle, knowledge of the traditions and history of agriculture. Partners have been able to know and appreciate many Italian agri-food riches, since the park showcase many Italian food excellence companies, famous at the local, national and international levels.

The park has educational purposes, and addresses different targets. Partners have had the opportunity to face with the management on future challenges and activities. It is also located on a under-utilized area and has also been designed as a project of urban development and regeneration, which has taken into account both economic and environmental sustainability (photovoltaic energy, mobility, etc.).

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<sup>13</sup> <https://www.eatalyworld.it/en/>

### **DAY 3 – 16<sup>th</sup> May 2019**

The third day was the time to travel between tradition and future. First at the Museum of Industrial Heritage, then with the visit to Golinelli Foundation, a research, training, technology transfer and entrepreneurial development centre, and finally to Granarolo, one of Europe's leading dairy companies. Comparison, openness to others and stakeholders, shared planning are elements for the formation of the experience of young people but also for the search for new job and business opportunities.

#### **Deep dive into Industry 4.0 Specialization**

During the first visit to the Museum of Industrial Heritage<sup>14</sup> we learnt about the productive and economic history of Bologna from the Modern Age to the Contemporary Age.

The Industrial Heritage and Technical Culture A.U. aims include valorisation of the industrial identity and technical-scientific culture of the Bologna area. It pursues this goal by establishing a solid network among the main local industrial players, museums, cultural institutions and other public and private organizations working in this field. Thanks to the guided tour and interactive and multimedia laboratories we were able to learn how the knowledge and manufacturing skills that have marked the economic history of the territory depend on well-guarded scientific and technological discoveries and intelligently applied in modern times. The participating partners were able to discover the historical heritage and technological and cultural transitions that have shaped the manufacturing and entrepreneurial economic identity of the Emilia Romagna Region, a cultural and productive heritage that we find today in the “Smart Specialization Strategies” too.

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<sup>14</sup> <http://www.museibologna.it/patrimonioindustrialeen>

### **Deep dive into STEAM and entrepreneurship promotion**

Opificio Golinelli<sup>15</sup> is an open ecosystem where educational and professional development, research and technology transfer, venture capital in synergy with business incubation and acceleration, all come together harmoniously. Fondazione Golinelli continues to foster arts and sciences to expand access to knowledge and understanding. The space was born from a regenerated industrial area thanks to a pioneering urban renewal project. It now houses laboratories, classrooms, offices, exhibition spaces, and workshops, plus a large auditorium. In 2019 they double its workspace with a new section house named G-Factor, the business incubator and accelerator of Fondazione Golinelli, as well numerous activities focusing on research and technology transfer. Opificio Golinelli is one of the most important innovation centre (in Italy and Europe) and one of the largest experimental laboratories for teaching science and technology, with many projects supporting STEAM among students, teachers and start-ups. Among the projects, they carry out also “Opus Facere”, an innovative educational project involving educational institutes and public and private partners.

During the guided visit partners were very interested in the spirit of innovation and in the activities carried out by the Foundation, they asked several questions to deepen methods, the means, target groups with which they work and to investigate tasks and objectives pursued and future developments. A good quality dialogue and a fruitful exchange of knowledge and also ideas for future collaborations have been established.

### **Deep dive into Agro-food specialization**

We concluded the third day with the visit to Granarolo<sup>16</sup>, to come back into food specialization. Granarolo Group is the most important Italian milk chain and the only Italian supply chain based on an integrated production system, with a process controlled and managed in close collaboration with the local producers. Together with

<sup>15</sup> <https://www.fondazionegolinelli.it/en>

<sup>16</sup> <https://www.granarologroup.com/>

them, Granarolo Group follows all the stages of the process, for a targeted, programmed and quality-oriented production.

The company is very careful also to the environmental sustainability and adheres to the UN's Sustainable Development Goals; in this matter for three years 2019-2021 they have three objectives: animal welfare, plastic reduction, and an important anti-waste initiative jointly with institutions and consumers.

The visit to Granarolo allowed partner to gain knowledge on agri-food value chain and at the same time projects supporting innovation, entrepreneurship and links with the farmers producers community. In fact Granarolo Group together with other large and important companies in the field of agro-food have created the Agrofood BIC (Business Innovation Center)<sup>17</sup> company, with the shared goal of creating an accelerator of promising and innovative start-ups specialized in the food&beverage and agro-industrial sectors– healthy food and special needs, Traceability of food products in key of food safety, Sustainable packaging, Food Delivery (shelf life linked to the internationalization of food products), Precision agriculture. Agrofood BIC is a pole of open innovation multi-company that will work on a national and international scale to seize and value valuable business opportunities, aiming to reduce the distance between the innovations of start-ups and their final market, combining now common elements in the field of innovation support initiatives (financing, management skills, workspaces) with components too often inaccessible to start-ups due to the investment or complexity of the individual assets required (plant, network of reliable suppliers and distributors, authority over market players, hyper-specialist expertise in R&D, quality control and product certification). University of Bologna, Enea, National Agency for New Technologies Energy and Sustainable Economic Development and ART-ER (the company of the Emilia-Romagna Region for research and innovation) are the stakeholders who will collaborate with the new Business Innovation Center to support promising start-ups in the development of their business projects, combining acceleration services, helping them to solve the organizational, operational and strategic difficulties typical of newborn businesses, with the specific skills and tools needed to grow their business idea in the food market, crossing the barriers at the entrance.

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<sup>17</sup> <https://www.gruppogranarolo.it/csr-report-2016/innovazione-agrofood-BIC>

## Day 4 – 17<sup>th</sup> May 2019

On Friday 17th, we returned to the classroom to summarize the previous days, deepening the S3 in the European, national and territorial context and to improve knowledge thanks to other projects on the subject. The in-depth studies concerned industrial design, business incubation and crowd funding as a tool still little explored for the financing of business projects and public administrations.

### **Bilateral exchanges with key stakeholders of the territory**

To give to RELOS3 partners the opportunity to get in touch with relevant stakeholders of the territory, the last day we organised one to one meetings with bilateral exchanges about arguments chosen by project partners. The session was organised using the 'speed dating' methodology, so that in a relatively short time each partner could reach a relevant number of stakeholders involved in different aspects of the local S3 development and speak with them. In accordance with the topics of interest to participants, we invited some experts who could provide relevant information on the relevant topics. Each bilateral informal meeting has proved useful for participants both from local stakeholders and partners, to take new contacts and develop new flows of ideas from different point of views and to new collaborations.

In the field of Empowering Innovators, the talker was Mr. Gianpaolo Pagliuca of Almacube<sup>18</sup>, the incubator and innovative hub of the University of Bologna.

On the theme of design and industrial design, and to gain knowledges about innovative local projects in this area, the partners had the opportunity to discuss with the architect Ms. Elena Vai, professor of the university and organizer of the Bologna Design Week<sup>19</sup>. It was a very interesting meet between her and the Director of International Relations of Barcelona ESDI High School of Design, stakeholder of the Lead partner.

On the subject of Business project and Crowdfunding, partners had bilateral exchanges with Ms. Marzia Florindi of Crowdfunding Hub and Business Project of Metropolitan city of Bologna. Crowdfunding Hub is a new service of the Metropolitan city of Bologna,

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<sup>18</sup> <https://www.almacube.com/>

<sup>19</sup> <https://www.bolognadesignweek.com/>

created to support investors, public administrations, small and medium enterprises offering information, training, support to the development of crowdfunding projects, also linking the supply and demand for services.

**Capacity building event “Smart Specialization Strategy in a local context”**

The LTV ended with the Capacity Building event of RELOS3 project, that was held in the second part of the last morning in the seat of Metropolitan city of Bologna. The workshop was open to stakeholder to give to RELOS3 partners and local stakeholders the opportunity to improve knowledge from other experiences.

The panel discussion was coordinated by the professor Nicola Bellini of Scuola Superiore Sant’Anna, who introduced the following interventions.

Mr. Matteo Michetti of ART-ER – Attractiveness Research Territory Company of Emilia Romagna Region – presented ‘The CCIs framework: the Emilia-Romagna experience’ a research on Cultural Creative Industries Economy, named Orange Economy.

Ms. Elisa Gerussi of JRC – EC Joint Research Centre of European Commission, Territorial Development Unit made an interesting presentation about perspectives of S3 and the role of cities on urban level.

Ms. Claudia Fassero of Metropolitan city of Turin presented the European project ‘ecoRIS3’, providing important elements of comparison about policies and measures to support local and regional innovation ecosystem.

Ms. Giulia Lazzeri presented Trinno project of Arezzo Innovazione, a project about ‘Business ecosystem for TRadition and INNOvation’ to promote competitiveness in EU regions through improving policy instruments for business support systems that focus on applying digital innovation in the local economy, and more precisely in traditional sectors.

Ms. Mihaela Mircea presented VEG-GAP project ‘comprehensive assessment of air quality-temperature-vegetation interactions’, a Life+ to promote climate adaptation plans for urban areas and air quality plans.

The LTV ended with wrap up and next steps held by the Lead partner.




European Union  
European Regional  
Development Fund

Panel discussion

## Smart Specialisation Strategies in a local context

**Friday 17th May 2019**  
11 - 12:30

*Zodiaco room - Palazzo Malvezzi - via Zamboni 13, Bologna*

**Roberto Righetti** - Art-ER, Research on Innovative Companies  
**Elisa Gerussi** - JRC – EC Territorial Development Unit  
**Claudia Fassero** - Metropolitan City of Turin, ecoRIS3 project  
**Giulia Lazzeri** - Arezzo Innovazione, Trinno project  
**Mihaela Mircea** - Enea, VEG-GAP project

*Moderator*  
**Nicola Bellini** - Scuola Superiore Sant'Anna di Pisa

*The event will take place in English language*

RELOS3 is a 5-year project (2017-2021) of the Interreg Europe program which proposes an innovative approach to implementing smart specialization strategies with a local perspective.










Figure 3. The poster of “capacity building event”.

## Optional Day – 18<sup>th</sup> May 2019

### Start-up Day

Finally, on Saturday 18 May the Start-up Day<sup>20</sup> took place the annual event that brings together in the center of Bologna the whole world of young entrepreneurs eager to carry out their own business project with the help of local institutes, banks and associations.

Some of partners took part at this optional visit to experience the biggest event for youth entrepreneurship in Italy to meet start-ups, researchers, professors, entrepreneurs, investors, professional and expert. Metropolitan city of Bologna team was present with a desk to promote the local Hub on Crowdfunding.

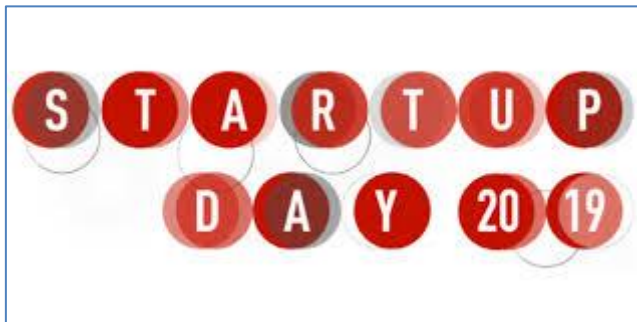


Figure 4. The logo of Startup Day 2019.

<sup>20</sup> <https://site.unibo.it/startupdayunibo/it>