

TALIA Horizontal Project

*Territorial Appropriation of Leading-edge Innovation Actions
Social&Creative Community*

*Living Labs: a sharing economy pathway between complexity and
sustainability on the basis of TALIA innovation vision*

ARISTOIL meeting, September 14th 2018

Fiera del Levante Bari

Gaetano Grasso – Regione Puglia/InnovaPuglia

Project infodata



November 2016 – October 2019



1.499.040 €



6 partners from 6 European countries

TALIA Project Partner

European
Network of
Living Labs

UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO

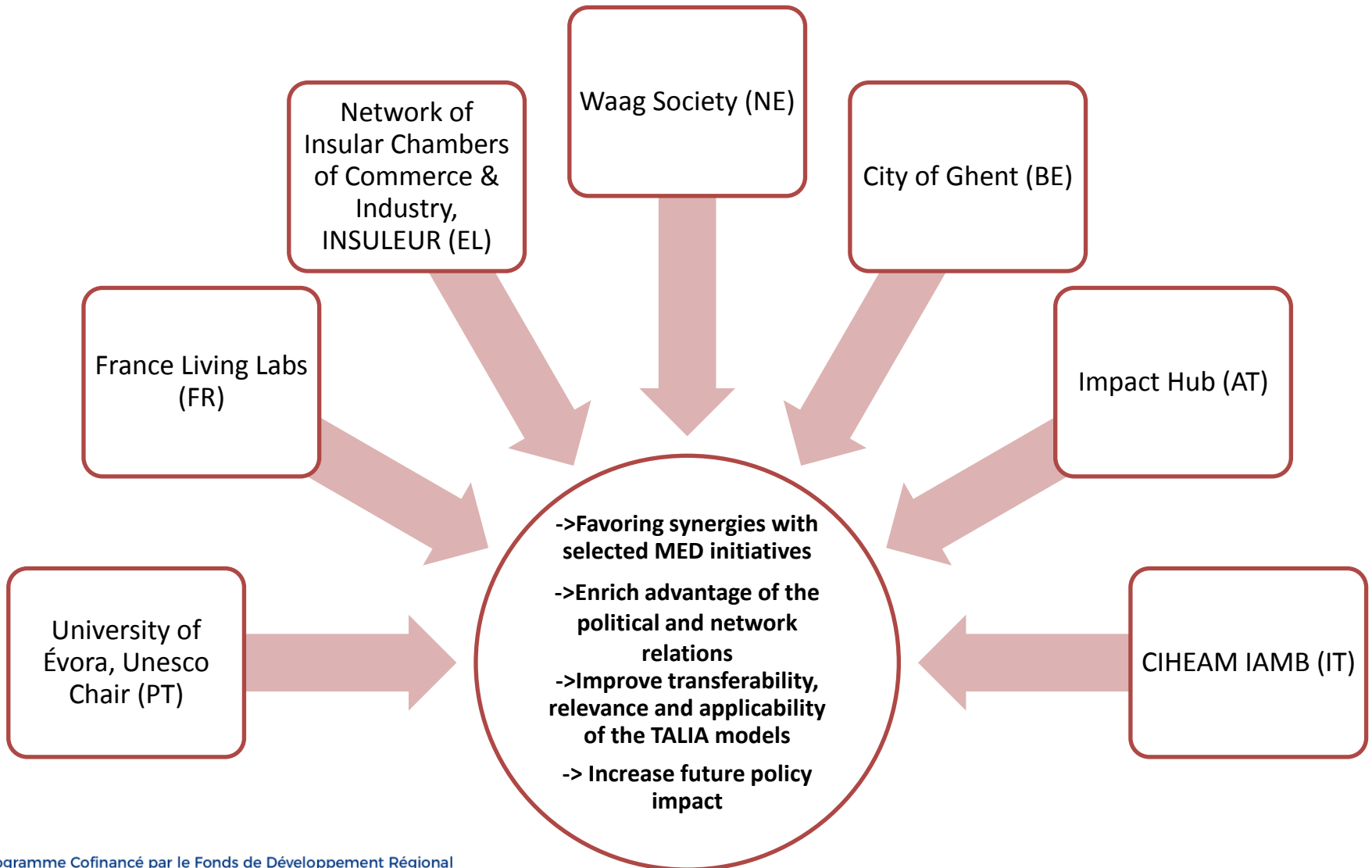
CONSORCIO
FERNANDO DE LOS RÍOS

AGENCIJA ZA
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TALIA Associated Partners

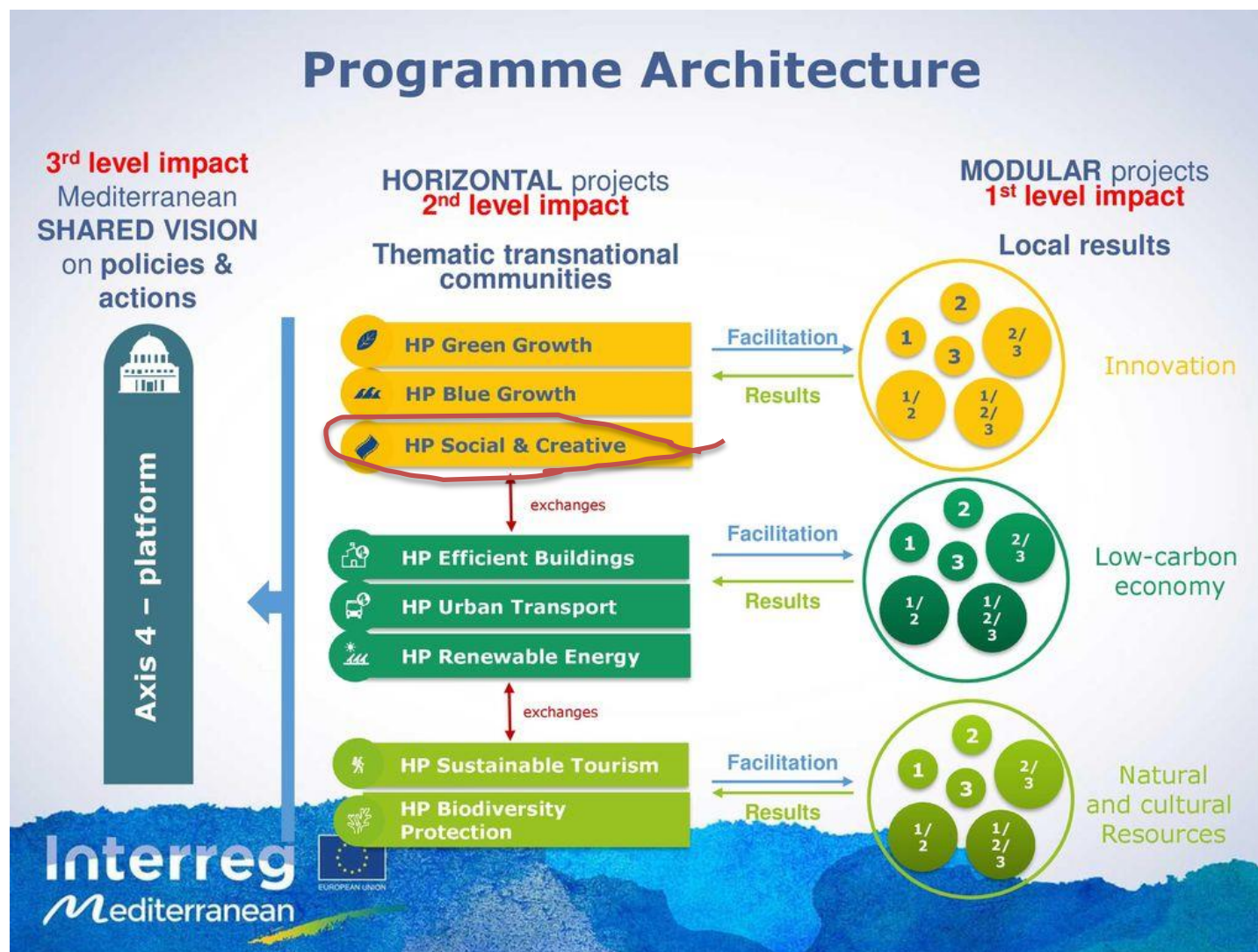


TALIA & the interreg-med

Contributes to the specific objective 1.1 of the MED Call by **empowering the public and private actors engaged in innovation policy and practice** towards Creativity Based Innovation

| | | | |
|---|---|---|---|
| M E D A X i S | PRIORITY AXIS 1 INNOVATION | Specific Objective 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area | 1) green growth 2) blue growth 3) creative industry and social innovation |
| | PRIORITY AXIS 2 LOW CARBON ECONOMY | Specific Objective 2.1: To raise capacity for better management of energy in public buildings at transnational level Specific Objective 2.2: To increase the share of renewable local energy sources in energy mix strategies and plans in MED territories Specific Objective 2.3: To increase capacity to use existing low carbon transport systems and multimodal connections among them | |
| | PRIORITY AXIS 3 NATURAL & CULTURAL RESOURCES | Specific Objective 3.1: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area Specific Objective 3.2: To maintain biodiversity and natural ecosystems through strengthening the management and networking of protected areas | |
| | PRIORITY AXIS 4 GOVERNANCE | Specific Objective 4.1: To support the process of developing multilateral coordination frameworks and strengthening the existing ones in the Mediterranean for joint responses to common challenges | |

Horizontal Projects have an important role to play in **capitalising and transferring the transnational impact of the modular projects through the development of thematic communities at a Mediterranean level.**



TALIA Objective

Discovery and Communication

Virtual spaces and face-to-face events for interaction and dissemination

Engagement and support

Liaison with on-going projects and their local and transnational networks

Capitalisation and impact

Briefings and tools to extend results across the MED space and policy agendas

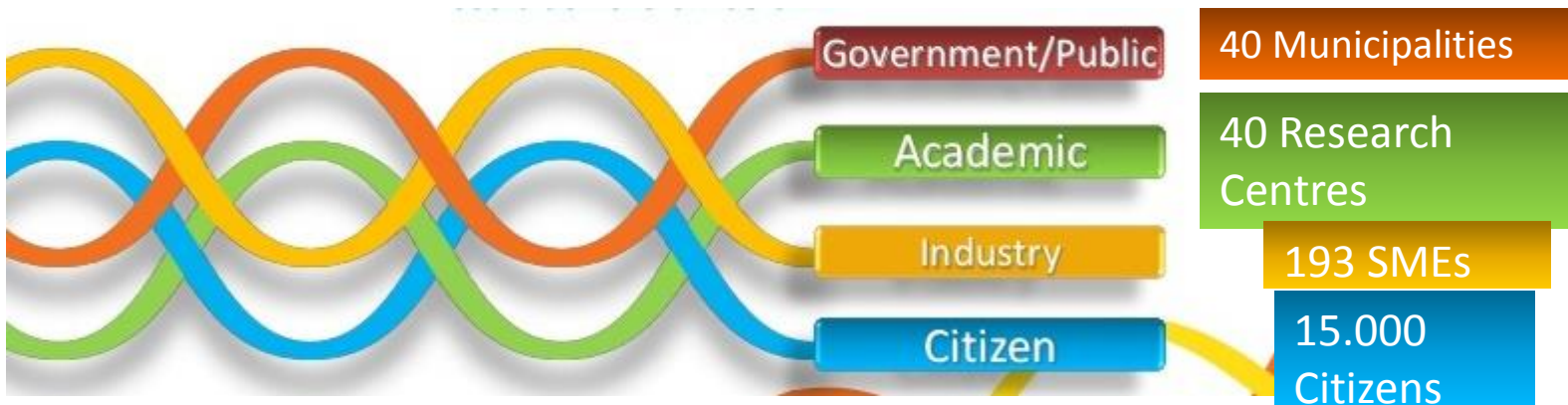
Mediterranean Model of Innovation



the Regional Open Innovation 2.0 Strategy

The Apulian ICT Living Labs model

An "open ecosystem" was created in our Region during the last years, whereby the user actively takes part in researching and testing innovative solutions, which have been developed through the use of Information and Communication Technologies (ICT). By adopting this methodology, the Apulia region has set up several funding measures available to Apulian small and medium enterprises (SMEs) working in this sector, thanks to the 2007-2013 ERDF Programme.



The public goods quantum game

Innolabs, Living Lab approach based, 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

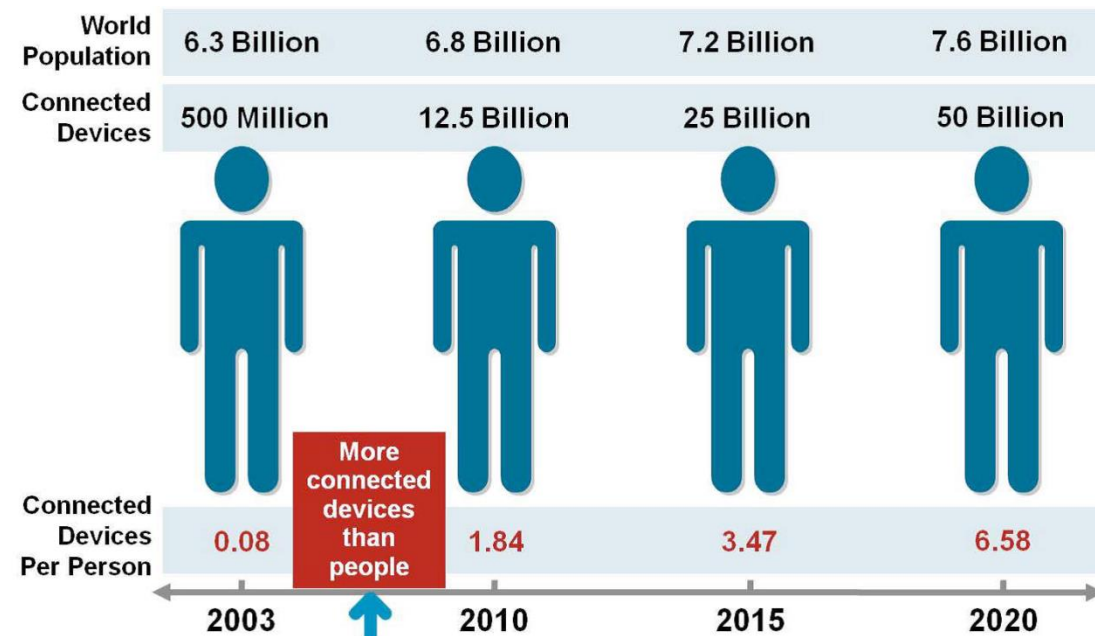
Players entanglement

The sustainability of the mechanism will be warranted by the utility for each sharing player of the cooperative “public goods” quantum 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 (M.Pregnoiato 2008).

The transdiegetic information in living labs

Interactivity can erase the distinction between diegetic (internal) and non-diegetic (external) information. Information is transdiegetic if it can move between these two spaces dynamically. Design of User Interface becomes crucial.

(Luciano Floridi 2014)



Source: Luciano Floridi Public seminar organized by SCUDO - Scuola di Dottorato, Politecnico di Torino, and the Nexa Center for Internet & Society, June 2014

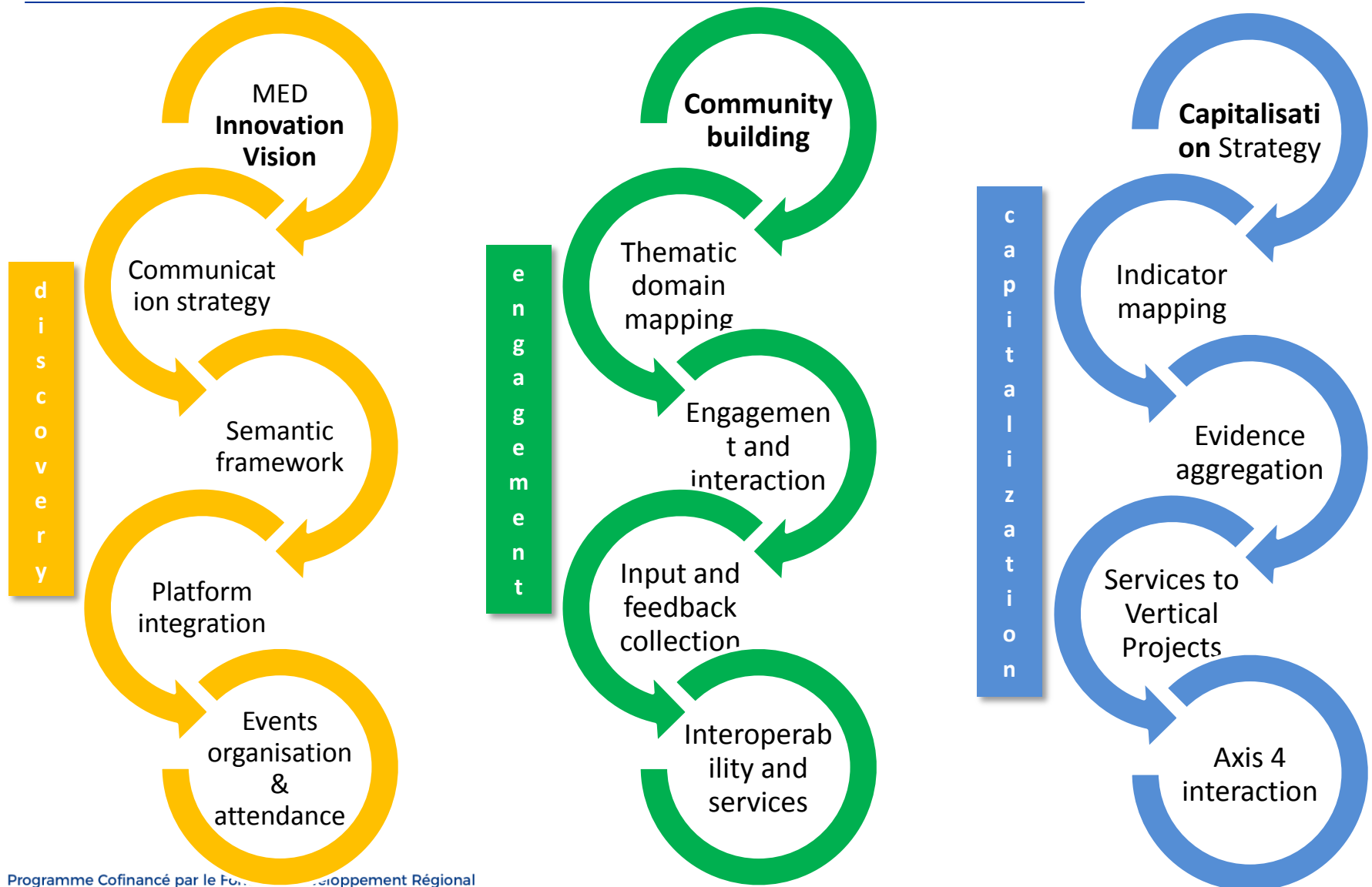
Future: Enhancing resilience and sustainability

In this way, Innolabs, i.e. Living Lab approach, is not only a test experience of innovation policies but it becomes a strategic dynamic tool.

In fact, starting from the interaction between a given set of agents (stakeholders), the mechanism design at the basis of the Apulian Living Labs offers practical tools (focus group, panel group, demolab etc.) able to improve dynamically agents strategic interaction in order to give rise to the desired cooperation behaviour, maximizing socio-economic payoffs in terms of both social cohesion and economic growth.

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.

Activities



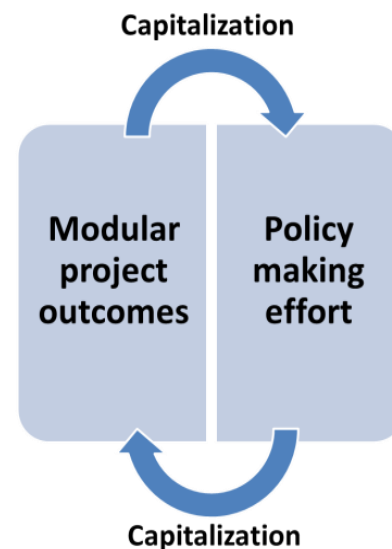
Capitalizing

TALIA capitalization method adopted consider the (activities, deliverables, results, data, etc.) from individual MED C&SI projects as pilot demonstrations for addressing societal challenges (through policy but not only), requiring however several intermediate steps in order to translate them into policy action/procedures.

Capitalize on existing **projects results**, not only achieved in the framework of the Interreg MED Programme but also coming from other **corresponding initiatives and policy actions** developed at local, regional, national and transnational level in the Interreg MED programme cooperation area and adjacent zones

TALIA capitalization aims at a *circular positive loop*:

- Capitalization of Modular project outcomes
- Capitalization of Policy making efforts



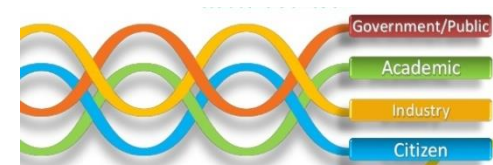
Purpose

TALIA (Territorial Appropriation of Leading-edge Innovation Actions) aims to build and develop the Social & Creative community of the InterregMED Programme by **orchestrating the progress and results** of individual modular projects in the Cultural and Creative Industries and Social Innovation (open data, social entrepreneurship and public sector innovation) with the mission of:

Empowering the public and private actors engaged in innovation policy and practice towards Creativity Based Innovation



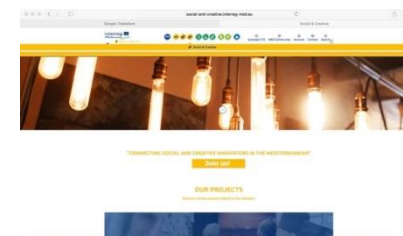
Reinforcing transnational cooperation between actors of the quadruple helix (research, businesses, public sector, civil society) through capacity building



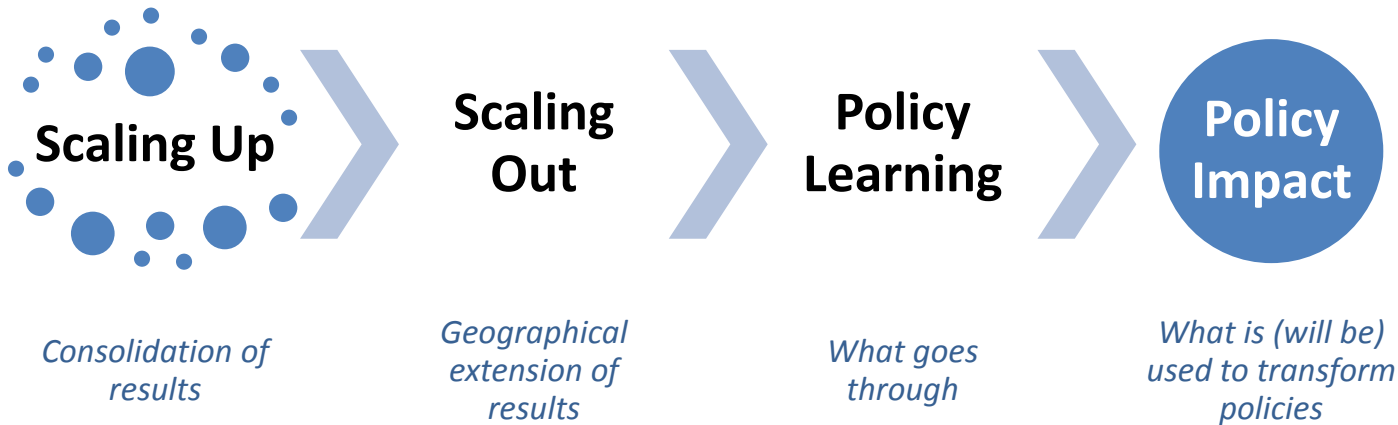
Promoting triple-loop policy learning based on the on-going results of modular projects dealing with cultural, creative and social innovation



Assembling an online community of communities of Social and Creative Innovation gathering institutions, project participants as well as emergent clusters and networks.



Method



- Consolidation of results and their adoption at regional/national level as a follow up to project activities
- Geographical extension of results to other contexts, via replication, transfer, adaptation, networked learning, etc.
- Actual uptake of a project result or recommendation on the part of the relevant target policy makers
- Possible transformative effects on higher-level policy frameworks and in general the practice of policy making

Outcomes

2) Capitalization of Policy making efforts

| | |
|--|---|
| Policy Learning <i>What goes through</i> | Policy Impact <i>What is (will be) used to transform policies</i> |
|--|---|

Set of initiatives

- ☐ Framing modular project concepts into a 'Mediterranean model' of creativity and social innovation
- ☐ Aggregation and mapping of modular project results to generate policy evidence
- ☐ Promotion of triple loop learning in regional / national / EU policy makers

Community building action

- ☐ Study visits
- ☐ International seminars
- ☐ Newsletter

Expected results

- ☐ Policy Briefing
- ☐ capitalization reports (TALIA Yearbooks)

Contact info



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<https://social-and-creative.interreg-med.eu>



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Thank you