

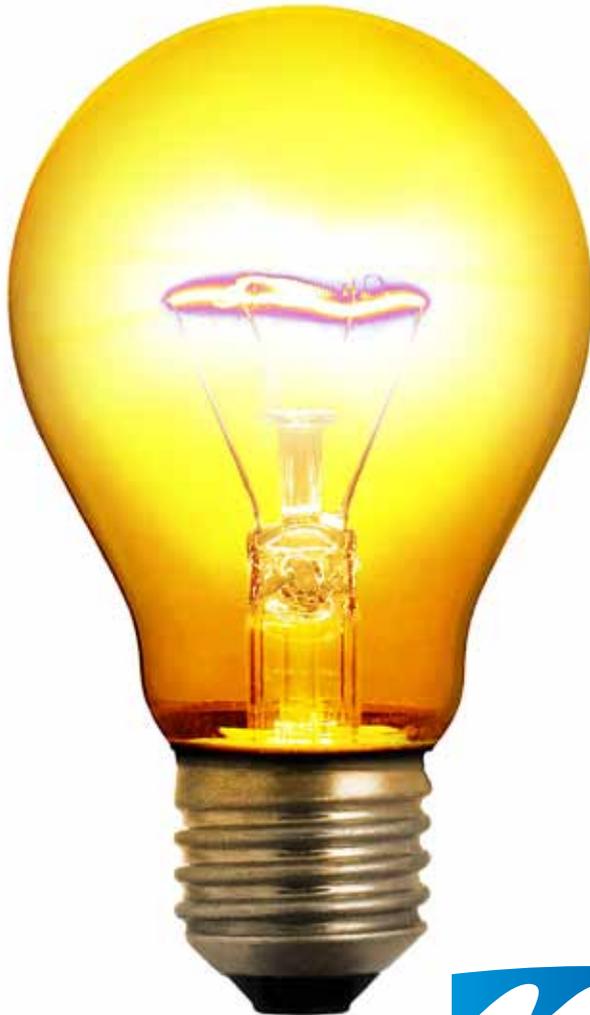
The KnowInG Project eNewsletter

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KnowInG

Knowledge Intelligence and Innovation for a sustainable Growth



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Update on Pilot Project 1

Institutional agreements for capitalisation of innovation strategies

Involved partners: FVMP, Calabria Region, Sicily Region, Attika Region

Pilot Project 1 is about developing joint strategies for innovation growth in the four regions involved in the project. A call for plans will be published by Region of Attika, Sicily Region, Calabria Region and FVMP later in the year inviting different subregional stakeholders in the partnership's regions to propose the main lines of a reliable short-medium term innovation plan, which should include strategies of support for the public and the private sector. Each proposal will present an attached pre-agreement with the public authority in charge of adopting and implementing the plan.

One proposal per region will be chosen and tested as part of the project, with a final methodology selected and then combined with education and support for final implementation. Each region will co-fund the strategies' implementation with Structural Funds.

Expected Outputs by the end of the project:

- n.1 Institutional Agreements for local Innovation Plans in Attika
- n.1 Institutional Agreements for local Innovation Plans in Valencia
- n.1 Institutional Agreements for local Innovation Plans in Calabria
- n.1 Institutional Agreements for local Innovation Plans in Sicily



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Progress Report

Caterina Praticò, Project Coordinator

Following the first eight months of the enterprise, the KnowInG Project's partners commenced their international activities with the Launch Conference in Sicily, at which the scope of the regional activities for the next few months were mapped out.

The Launch Conference was kindly organised by the Sicily Region, in collaboration with the Resource Centre (CNR), and indeed with the help of all partners. It was held in Palermo between 30 November and 1 December 2010 and the title of the conference was "Knowledge Intelligence and Innovation for a sustainable Growth".

The two days of conference were composed of 3 sessions:

1. Challenges and tensions in the knowledge economy;
2. Introduction to the KnowInG project;
3. Current policies and examples of good practice in innovation and creative activities.

Delegates from all over Europe participated and, in the same week and also in Palermo, the partners met for the second Coordination Committee meeting and the first Steering Committee meeting. As a result of these meetings, a 'first' version of the Resource Centre has been designed, which has led to the implementation of a number of facilities for finding and organising online information. Partners also held preliminary meetings and activities with a view to launching the Communities of Practice and Think Tank endeavours. We look forward to seeing what comes next!





bic of attika

Partner Focus: Business Innovation Centre of Attika

Antonis Livieratos

The main aim of all the Greek partners participating in the KnowinG project is to create the basis for the development of a cluster in 'edutainment' in the region of Attika. Each of the three partners will have a different role in the development of the cluster and the Business Innovation Centre (BIC) of Attika will undertake the role of technical expert.

BIC of Attika has a great deal of experience in the promotion of innovation in the region of Attika, as well as in a variety of European projects which foster innovation, entrepreneurship and job creation.

Being involved in the day-to-day business of SMEs in the region of Attika, in terms of this project, BIC of Attika (as stated above) has the role of technical expert, thus providing specialist experience and knowledge of the field. Additionally, BIC of Attika is expected to introduce a significant number of stakeholders to the project, who could be directly or indirectly involved in the development of a cluster in edutainment, thus bridging research, entrepreneurship and academia.

SPOTLIGHT ON PARTNERS

Partner Focus: The University of the Algarve

In the academic year of 2010-2011, around ten thousand students were engaged in academic activities and nearly two thousand were enrolled in postgraduate programmes at the University of the Algarve (UAlg). The institution is a relatively new higher education public institution located in the southern region of Portugal, having been founded 30 years ago, with four *campi* (three in Faro and one in Portimão).

UAlg has around 750 permanent teaching and 450 research staff, which demonstrates a growing commitment towards Research, Development and Innovation. CRIA is the Division of Entrepreneurship and Technology Transfer of the University of Algarve which aims to promote relations between the university and industry, increase technology and knowledge transfer, support the establishment

of new firms, generalise the use of industrial property rights mechanisms and develop technological infrastructures to enhance specific research fields in the Algarve.

The intervention areas of CRIA are: Entrepreneurship, Knowledge and Technology Transfer, Industrial Property, Technological Infrastructures, Industrial Property, Studies and Projects. The geographical position of the Algarve and the beauty of the coast line is the region's main draw as a tourist destination, and every year around 5 million tourists flock to the area. Tourism is the main economic activity, offering some 60% of the region's employment opportunities and making up 66% of regional GDP.

Because tourism is based mainly on the 'sun and beach' model, the regional economy suffers from seasonality. Arts, Culture and Creative Industries can help to increase the diversity of the kinds of activities which can be offered to tourists year-round, thus research and investment in this area is of crucial importance. As a result, in the KnowInG project, culture and tourism have been made the main focus for UAlg.



Update from Scientific Group

Euridice Cristo

Three multidisciplinary working groups have been working on an analysis of the current state of the art of innovation and potential resources of creativeness as factors of growth in the territories of the partnership. Since the Launch Conference last December, the thematic groups have met twice via an online conference call tool called “flashmeeting”. These meetings were held on 4 February and 26 April 2011. A third flashmeeting is scheduled for 13 May 2011.

In order to facilitate knowledge exchange whilst working remotely, three Google Docs were created by the partners: one for each group. Access is available through the following addresses:

1. knowing.tools@gmail.com;
2. knowing.actors@gmail.com;
3. knowing.policies@gmail.com.

The participants of the three thematic groups agreed that all publications which constitute the outputs of this phase of the project must adopt the same layout and same type of structure. Additionally the publications will take a scientific stance, focusing on the current state of the art of innovation, knowledge society and creativity in the territories of the partners.

At the next Steering Committee meeting, to be held in Cambridge on 17 May 2011, the three ‘scientific groups’ will present the proposed methodologies and crystallize the scope of the research activity for each group.



News in Brief

EU wide consultation of the future potential of creative and cultural industries

The European Commission published online the results and their analysis of the public consultation to their Green Paper Unlocking the Potential of Cultural and Creative Industries, aimed at unlocking the full potential of Europe's cultural and creative industries.

“Europe's cultural and creative industries are not only essential for cultural diversity in our continent; they are also one of our most dynamic economic sectors. They have an important role to play in helping to bring Europe out of the crisis,” said Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth.

To see all of the 350 responses and the Commission's analysis visit http://ec.europa.eu/culture/our-policy-development/doc2577_en.htm

IPR strategy announced

A comprehensive strategy to adapt and modernise the existing mix of European and national rules on intellectual property rights (IPR) has been published by the European Commission today. The proposals address the technological changes and, in particular, the growing importance of online activities, which have completely changed the world in which IPR operates and will ensure the right level of protection in the single market.

“Ensuring the right level of protection of intellectual property rights in the single market is essential for Europe's economy. Progress depends on new ideas and new knowledge,” said Internal Market Commissioner Michel Barnier.

EU Research and Innovation funding to change

The European Commission has launched a consultation on major improvements to EU research and innovation funding. The idea is to make participation easier, increase scientific and economic impact and improve value for money.

The proposed “Common Strategic Framework”, set out in a Green Paper, would cover the current Framework Programme for Research (FP7), the Competitiveness and Innovation Framework Programme (CIP) and the European Institute of Innovation and Technology (EIT). The changes aim to maximise the contribution of EU research and innovation funding to the Innovation Union and the Europe 2020 Strategy.

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