



Marie Skłodowska- Curie RISE  
MAPS-LED  
Multidisciplinary Approach to Plan Smart Specialisation Strategies  
for Local Economic Development



# Rome Conference November 2016

*MAPS-LED First Mid-term Meeting*

06/07.06.2016

Northeastern University of Boston (MA), USA

Department of Economics

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*Fo.Cu.S Unit*

Sapienza University of Rome, Italy

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# CREATING SHARED VALUE

First International Workshop  
ROME 2016 November



*Our common goals:*

- 1\_ Communicating and disseminating the provisional research findings from Boston
- 2\_ Gathering feedbacks from the local policy makers



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Our venue:  
Sapienza University School of Engineering, 18 Via Eudossiana Rome



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06/07.06.2016  
Northeastern University, Boston, MA, USA



Our venue .... up on the Borgia Slope





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.... close to the Colosseo



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.... not so far from the Campidoglio





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College of Engineering  
2016 November, 28<sup>th</sup> and 29<sup>th</sup>

1817 Foundation  
1837 Royal School of  
Engineering  
1935 College of Engineering



# CREATING SHARED VALUE

EU policies, emerging strategies in Italy,  
and innovative North American approaches

*The conference aims to explore some of  
RIS3 applications, a vast field of  
research and innovation about the  
Smart Specialization Strategies recently  
proposed by the European Commission*





## *Main Topics*

Innovative strategies emerging in Italy  
around the so-called base-placed policies

Link with EC policies

Comparaison with the American models  
through the contributions of colleagues from  
Northeastern and experiences conducted in  
Boston by our working group

# *Two majors issues*



1\_ The creation of shared value, as it emerges from some recent studies (Porter and Kramer 2011), and also by a school of thought referring to the sharing economy (Felson and Spaet 1978), although this interpretation has no shortage of controversy and criticism

## *Two majors issues*

2\_ The consciousness of the value of places as choral subject, that is essential to local economic development, as is shown by some Italian approaches, focused on identity dynamics and territorial importance in socio-economic processes according to the Italian School (Becattini 2009, 2015; Magnaghi 2010, 2012), but also by the French matrix inputs (Aydalot 1986 Maillat et Perrin 1992; Veltz 1999; Datar 2002; Torre & Zimmerman 2015)





## ***SCHEDULE\_ First track: Policies and global territories***

## ***Questions***



Aula del Chiostro/ Cloister Hall

The structural crisis of recent years  
has triggered changes in the global  
economic framework?

This crisis is able to bring out new  
production and locational strategies  
more responsive to the character of  
the territories and to the  
opportunities provided by them?

.



# *Speakers*

The inaugural session will offer keynote lectures entrusted to distinguished scholars who are well known for addressing the changes in the global economic environment through innovative ideas.

EU, Italian and US experts will compare positions and approaches of their respective countries, reasoning about the way of understanding different cluster and district

## *First track: Policies and global territories*



Aula del Chiostro/ Cloister Hall

## *Second tract: Policies and local territories*

Provide a general overview of the changes  
under way in local production contexts

Analyze the effects occurring on the territories  
and the opportunities they can provide

Figure out how to govern the relationships  
between local and global  
in a context increasingly dominated  
by global flows

Il Chiostro / the Cloister



# ***Approaches***

The Fo.Cu.S unit approach aims to highlight how the multifarious problems of development can be more effectively addressed on a regional scale within integrated action logic

The regional scale better involves all the available resources, within and outside of the affected area, around the awareness and the mobilization of human resource.

## ***Second tract: Policies and local territories***



Aula Magna



## *Second tract: Policies and local territories*

## *Speakers*



\_ Representatives of local institutions, such as the Regional Direction for Economic Development, where there are two specific sections, one dealing with innovation and green economy, and the other dealing with infrastructure for economic development.

\_ Scholars whose main task consists in analyzing the dynamics of the relationship between global and local space.

# *Third tract: Case studies and best practices for the territorial cohesion and economic regeneration*



Boston Fo.Cu.S Unit

Disseminate the results of the study  
period that ESRs and Ers spent in Boston  
at Northeastern University

Analyze Smart Specialization Strategy  
through categories of dominant clusters  
and their relationships with the territory





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*Fourth tract:  
Production chain at zero mile.  
Case studies and best practices for the cohesion of the territories*



Frescoes Hall

Specific case studies  
to deepen the innovative processes  
within the food chain,  
dealing with the forms of urban and peri-  
urban agriculture,  
in order to compare best practice  
in US and Italy

## *Fourth tract: Food production chain at zero mile*

## *Speakers*



Main entrance



\_ Delegates of local institutions, such as the agriculture commissioner of the Lazio Region

\_ Economic operators, such as consortia for the development of high quality products

\_ Researchers who are making critical contributions about urban agriculture as an opportunity for new forms of economic, as a practice of social cohesion, and as a defense of the territory



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We are waiting for you in Rome, November 2016 !

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