



The Cleantech strategy in Piedmont

Summary for the implementation of
an innovation policy

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EUROPE has defined the objectives for 2020:

- + 20% of energy from renewable sources
- + 20% energy efficiency
- 20% CO2 emissions

Italy was allocated a share:

17% of energy from renewable sources by 2020

PIEDMONT also has its own goal:

- 15.1% of energy from renewable sources by 2020.
- The objectives set by the European Union by 2020 and the allocation of the mandatory objective on the renewable sources at the regional level, require the adoption of a new Regional Environmental Energy Plan, that defines the necessary priority areas, actions and tools.

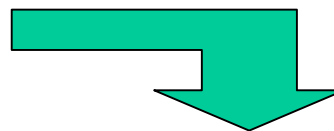
Promoting clean economy and the specialization of regional clusters

TOTAL RESOURCES € 10.500.000

- IV.1 Implementation of smart building pilot testing € 9,500,000
- IV.2 The clean economy as smart specialization of Piedmont € 1.000.000,00 One of the main objectives of the new Regional

Environmental Energy Plan is the promotion of a "clean economy" by strengthening the manufacturing supply chains, the support to the transition of traditional sectors to emerging sectors and the consolidation of territorial assets that make the regional area very attractive for new enterprise investments in the field of "clean technologies".

- Commitment of Piedmont to the national strategy 2020



CLEANTECH SECTORS

- Implementation of strategies for boosting the competitiveness of the territory



The need to respect the 2020 commitments must become an opportunity for industrial innovation and competitiveness of the territory.

In addition to energy planning to help the achievement of the objectives, an instrument of industrial policy to support innovation will be developed

- Innovation and Research can be a powerful motivation for the competitiveness of the regional industrial system
- Support to *smart&clean*:
 - energies (smart grids, ICT for energy efficiency, energy storage, IInd generation biofuels...)
 - automotive (hybrid technologies, logistics...)
 - buildings (domotics, new insulation materials)

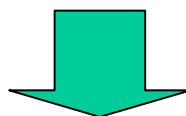
Public procurement for innovation, forcing public administrations to get the best available technologies (efficient boilers, CFLs) and not the least expensive ones.

Private procurement for innovation, economically supporting companies to buy advanced materials and technologies from local producers.

Cleantech is not only renewable ...

It is cross-cutting, including at least 17 different sectors (energy/efficiency, storage, renewable materials, water management, mobility, agriculture, resource management materials/garbage, environmental technologies ...)

Today “green producing = better producing” in any field



- The variety of sectors is an important warranty of the territorial impact of the proposed actions
- A strategy that focuses on Cleantech collects the best experiences of several Innovation Hubs (4 Poles Energy + Sustainable Chemistry), and contributes to a Smart specialization process
- The creation of a single cluster provides adequate visibility and recognition of the territory by encouraging attractiveness
- It provides an approach which enables a strong concentration of resources

- A political action: the law for the establishment of the *hub/cluster/district/smart specialization*
- Federation/integration project between different innovation centres interested, and new programs created (Energy Center)
 - Identification of the operational model
 - Implementation of a set of shared tools for cluster management
 - Action of positioning and promotion of the cluster at all levels
 - The first initiatives of experimentation in the exploitation of results from Polo projects.
- Multi-year operational program and start-up of activities with the next programmes (both ERDF Funds and European Research)

- Many public and private initiatives in the field of Cleantech at a regional level
- Efficient control of the territory by the innovation centres
- The level of fragmentation of Cleantech activities is quite high
- Good level of know-how and scientific/industrial expertise in various technological areas
- Industrial stakeholders of primary importance, active in terms of innovation in Cleantech, to be more involved in ongoing initiatives
- Lack of a structured map that includes companies active in the field of Cleantech, the R&D projects, initiatives and funding opportunities

- Capitalize and streamline the experience of Innovation Centres
- Involve mapping, and aggregate areas that make up this heterogeneous and fragmented panorama.
- Involve large leading companies and innovative SMEs
- Avoidance of duplication of resources, creation of synergies and enhancement of the assets and value created by Cleantech are key issues for innovation policy at a regional level.
- Present the cluster programmes and calls in a structured way, recognized by venture capitalists
- Bring out the excellence of the territory, including the supply chain
- Place the cluster at a European level, and start strategic partnerships with other European clusters on the subject.
- Create new opportunities for social development and employment policy