



# WIRED 2016

WEEK OF INNOVATIVE REGIONS IN EUROPE

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European  
Commission



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# HOW TO BUILD COLLABORATION



- When we were about to implement RIS3 we knew that was the crucial moment for dialogue (with companies)

to go in depth into the topics  
to design tailor-made instruments.

- The end or the start ?

Asturias  
RIS3 2014  
2020



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# Asturias

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Asturias is home to over a million inhabitants and is one of the 17 Autonomous Communities that make up the state of Spain. With 354 km of coastline, it naturally lends itself to being an ideal place to visit and live.



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## PUBLIC PRIVATE COLLABORATIONS

- Why Public and private collaboration?

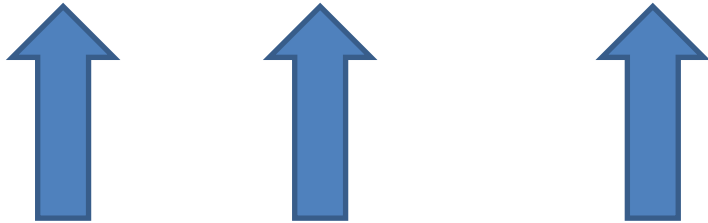
The need of sharing a common vision and reaching **impacts**

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# PUBLIC- PRIVATE PARTNERSHIPS



There is only that collaboration when we **share** resources, risks and results



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# Paving the way...

## Concerning public sector:

Changing procedures (routines and new legal approach)

Increasing team capacities (tech and markets..)

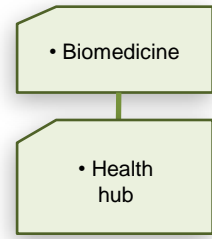
Investing in technologies (not only follower)

## Policy makers: managers v.s leaders

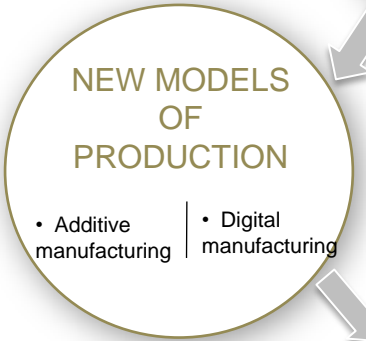
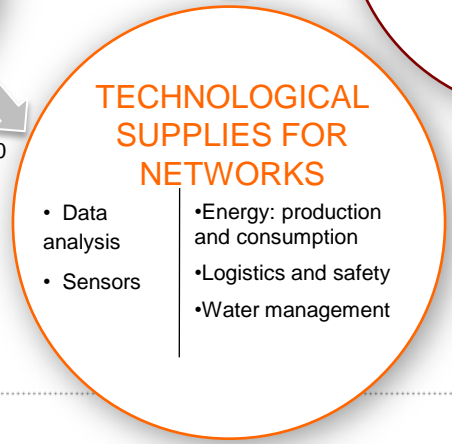
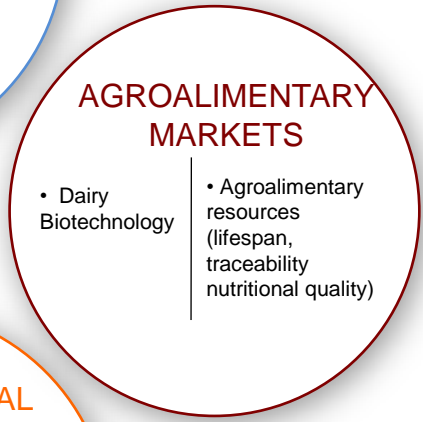
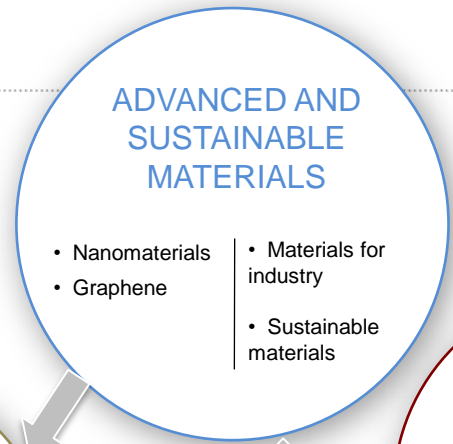
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# Elaborating messages

- How to communicate the overall picture without complexity and focusing on the essentials and on the logic of the intervention
  
- To whom?

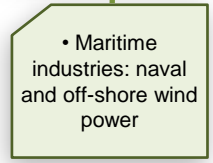
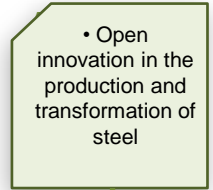


BIOECONOMY



INDUSTRY 4.0

ASTURIAS STEEL INDUSTRY HUB





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# Proof of Concept. Challenge

In a market-driven context the leading **company** sets out the market needs

and the researches (**University of Oviedo**) identify scientific results, among Asturias RIS3 priorities.

New PPI designed by the **Regional Government**

No aid !!! no tender !!!

# Proof of Concept. Solution



Reinforces  
Scientific Priorities  
and supports  
transfer to  
companies



RADAR / open  
innovation.  
Prestige



Increases TRL



# First pilot 2015

The jury awarded 5 prizes of 30.000 € each. (half public half private)

PoC results will be display 1 year later in a public event.

1. The company has 1 year priority to reach an agreement with the researcher
2. The information not affected by PI rights has to be disseminated



Thank you !!

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