



REGIONE BASILICATA

Faro, 4 luglio 2013

Basilicata: towards a RIS3 strategy

## Basilicata



- Industria mezzi trasporto
- Agricoltura/agroaliment.
- Estrattivo
- Mobile imbottito
- Turismo

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## BASIC INFORMATION



	Basilicata	South Italy	Italy	EU
Inhabitants (2011)	<b>587.517</b>	14.186.373	60.626.442	502.477.005
Population density (2011)	58,8	193,7	201,2	114,1
GDP per capita (2008)	19.300	17.400	26.200	25.100
Employment rate (2010)	47,1	43,5	56,9	64,1
Unemployment rate (2010)	<b>13</b>	12,8	8,4	9,6

Eurostat, Regional Statistics, Istat

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## General economic data



fonte: EUROSTAT / Svimez / Unioncamere-Prometeia

### GDP

2010: UE 15 +2,1% Italia +1,7% Sud -0,1% Basilicata **-2,4%**

2011: UE15 +1,5% Italia +0,4% Sud -0,3% Basilicata **+2,1%**

2012: UE15 -0,4% Italia -2,4% Sud -2,9% (previous)

**Basilicata -3,1% (previous)**

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## INNOVATION INDICATORS



	2007	2009	2011
<b>ITF5 Basilicata</b>	<b>Modest - high</b>	<b>Modest - high</b>	<b>Moderate - low</b>
<b>ITALY</b>	<b>Moderate</b>	<b>Moderate</b>	<b>Moderate</b>

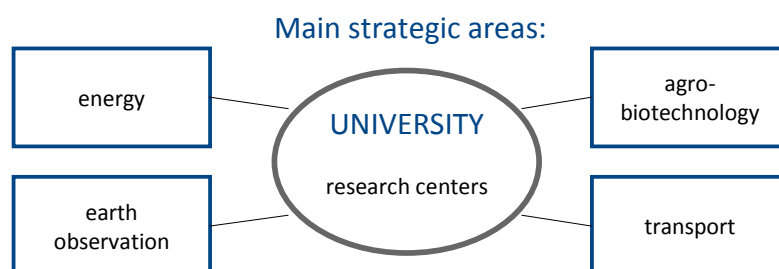
SOURCE: [http://ec.europa.eu/enterprise/policies/innovation/files/ris-2012\\_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/ris-2012_en.pdf)

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## REGION'S WORK ON RESEARCH AND INNOVATION STRATEGY



(2001)



The strategic vision for the future of the region:

developing an ecosystem for technology start-ups through the cooperation and technology transfer between University, public research centres and industry in order to exploit spillovers

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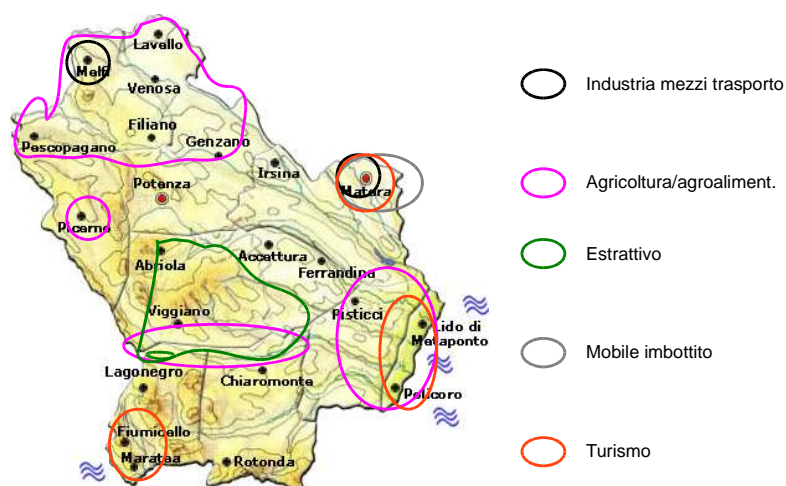
## Place based Strategy ( 2010) toward 2014 2020 (capacity LAB)



1. To focus on Basilicata SWOT analysis
2. To deep the regional “agglomeration map” (cluster)
3. To explain the *vision* of the regional development in the future and in the UE programming cycle
4. To listen to the point of view of local stakeholders about the issues policy (*bottom up process*)

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## Agglomeration Map (cluster)



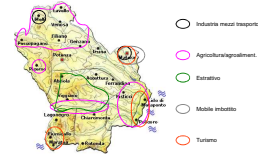
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## PLACE-BASED DIMENSION



### SWOT analysis

#### Strengths



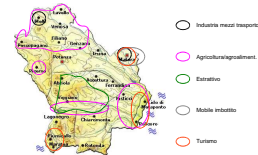
- ✓ Relevant historical, natural and cultural heritage
- ✓ A relevant number of national/regional natural PARK
- ✓ Relevant public education
- ✓ Relevant oil fields
- ✓ Significant natural resources endowment for renewable energy production
- ✓ Widespread use of ICT in public administration
- ✓ Significant endowment of human capital

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## PLACE-BASED DIMENSION



#### Weaknesses



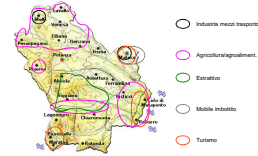
- ✓ Decline phase of some industrial sectors (such as automotive, service, construction)
- ✓ Productive system characterised by small, family-run and undercapitalised firms
- ✓ Limited credit access for firms
- ✓ Productive specialisation based on traditional sectors which are more exposed to emerging markets competition
- ✓ Low R&D expenditures by private firms
- ✓ Depopulation trend and progressively aging population
- ✓ **Inadequate transport infrastructures for the tourism**

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## PLACE-BASED DIMENSION



### Opportunities



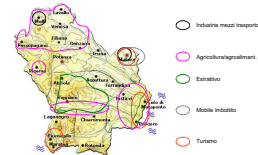
- ✓ Strategic geographical positioning to favour connection with other regions of Mezzogiorno (Southern Italy)
- ✓ Eventual increase of oil royalties in order to increment financial resources to devote to local development
- ✓ Opportunity of exporting regional high-quality goods to emerging countries
- ✓ **High level of tourism demand**
- ✓ Set up of networks among technology clusters, university and production system

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## PLACE-BASED DIMENSION



### Threats



- ✓ Traditional production are exposed to emerging markets competition
- ✓ Economic recession and global crisis
- ✓ Lack of a new skilled model for innovation
- ✓ **Limited financial-risk for new and innovative firm**

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## Recovering sectors



- Agriculture sector in Basilicata: (+5,4%)
- Manufacturing sector (2011) – South Italy (+2,4%), but the aliments, the wood and the paper sectors declined significantly
- ***Tourism : in the 2010, the total amount of presences and arrivals of tourists is increases of 4%***

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## Capacity lab

Toward 2014-2020

Polices to be stressed



... on basis of three ideas from the regional team and according to a interesting brainstorming between the team project and the steering group/ stakeholders, we decided to concentrate our deepening on 3 policy issues:

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## The issue's policies (placebased)



1. Sustainable ENERGY production and use and “democratic” management of energetic resources
2. The System of public and private social services in the “widespread” cities
3. **Competitive *tourist, industrial, cultural, agricultural*, agglomeration driving by innovation that are an attraction for the young people**
4. What is /are the mobility to serve of regional policies

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## ACTIONS



### Development of a multi-dimensional tourism system

- (1) improve accessibility with soft and hard infrastructure;
- (2) enhance visibility of the attraction assets (cultural assets and agro-gastronomy);

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## ACTIONS



- (3) make strategic investments in translating regional heritage and traditions in attractive propositions for visitors;
- (4) a major improvement might be generated by educational training program to managers and personnel, as there seems to be a general lack of appropriate education, training and skills of people involved in accommodation tourist facilities;

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## ACTIONS



- (5) exploit synergies in the cultural value chain at the regional level between cultural activities, agro-gastronomy activities and the hospitality industry;
- (6) part of a systemic integration of touristic activities can be accomplished by connecting the region with the activities in neighbouring regions;
- (7) enhance entrepreneurial activity.

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GRAZIE

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