



REGIONE BASILICATA

Faro, 4 luglio 2013

Basilicata: towards a RIS3 strategy

Basilicata



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

BASIC INFORMATIONS



	Basilicata	South Italy	Italy	EU
Inhabitants (2011)	587.517	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)	13	12,8	8,4	9,6

Eurostat, Regional Statistics, Istat

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)

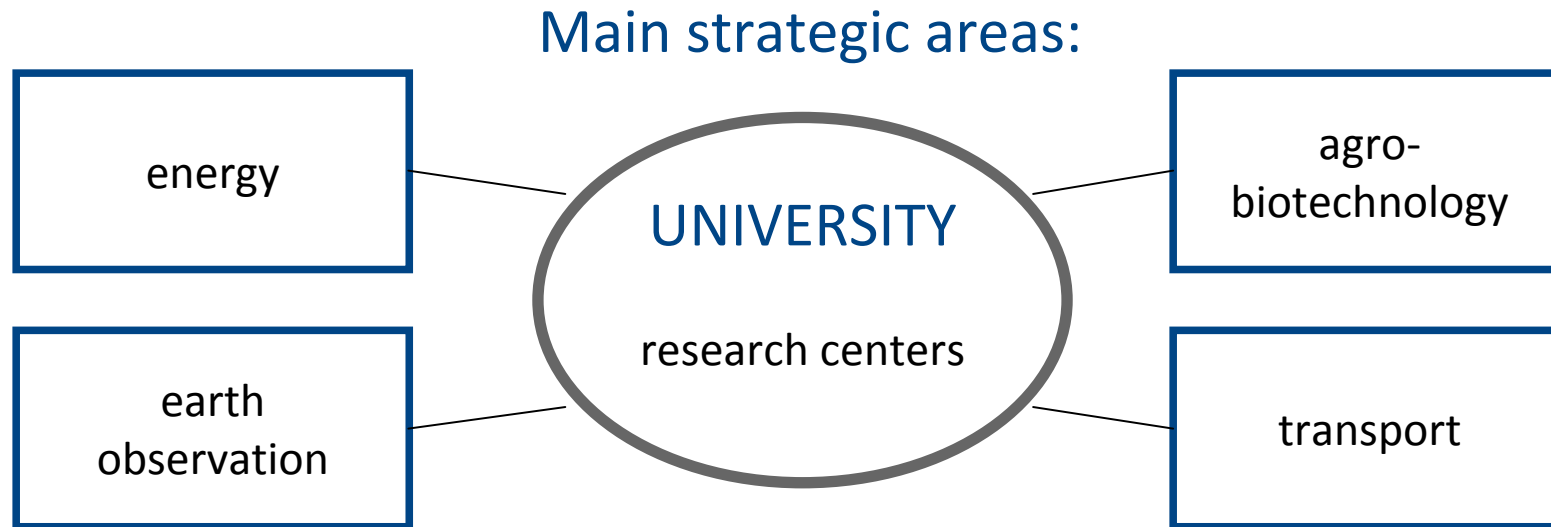
INNOVATION INDICATORS



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

SOURCE: http://ec.europa.eu/enterprise/policies/innovation/files/ris-2012_en.pdf

(2001)



The strategic vision for the future of the region:

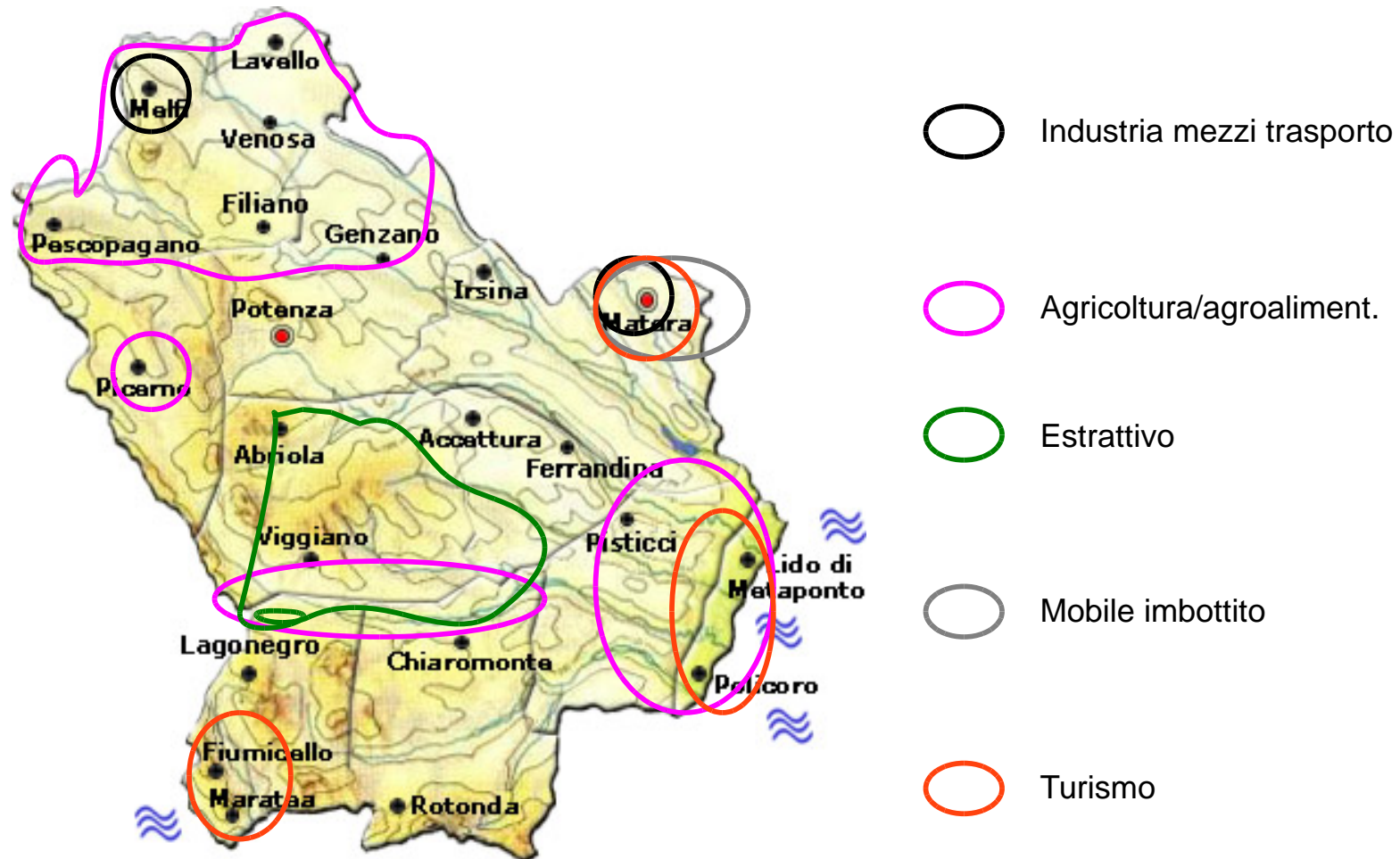
developing an ecosystem for technology start-ups through the cooperation and technology transfer between University, public research centres and industry in order to exploit spillovers

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



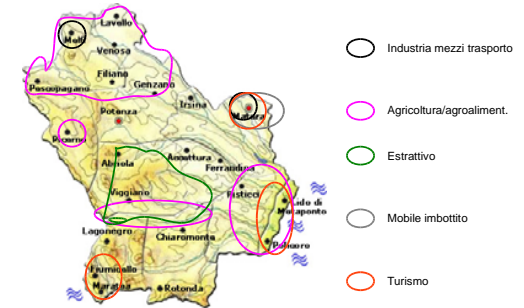
1. To focus on Basilicata SWOT analysis
2. To deep the regional “agglomeration map” (cluster)
3. To explain the *vision* of the regional development in the future and in the UE programming cycle
4. To listen to the point of view of local stakeholders about the issues policy (*bottom up process*)

Agglomeration Map (cluster)



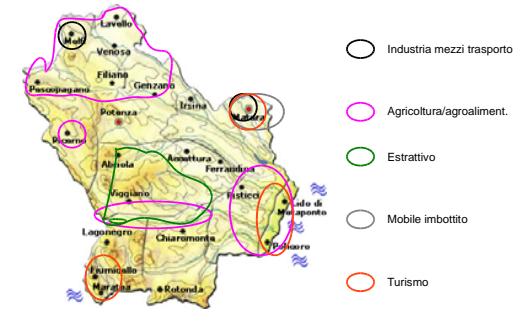
SWOT analysis

Strengths



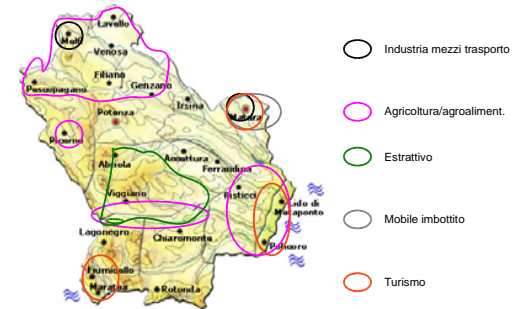
- ✓ Relevant historical, natural and cultural heritage
- ✓ A relevant number of national/regional natural PARK
- ✓ Relevant public education
- ✓ Relevant oil fields
- ✓ Significant natural resources endowment for renewable energy production
- ✓ Widespread use of ICT in public administration
- ✓ Significant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

Weaknesses



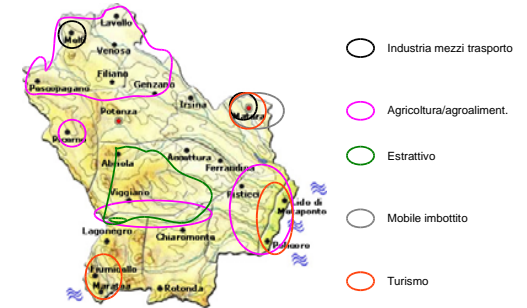
- ✓ Decline phase of some industrial sectors (such as automotive, service, construction)
- ✓ Productive system characterised by small, family-run and undercapitalised firms
- ✓ Limited credit access for firms
- ✓ Productive specialisation based on traditional sectors which are more exposed to emerging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

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

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

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%***

Capacity lab Toward 2014-2020 Policies 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:

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

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);

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;

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.

GRAZIE

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