18th EUROPEAN WEEK of REGIONS and CITIES

05>09 OCTOBER 2020    12>16 OCTOBER 2020    19>22 OCTOBER 2020

RE-ACT
Co-funded by the
Erasmus+ Programme
of the European Union

# Marche Region and the University of Macerata
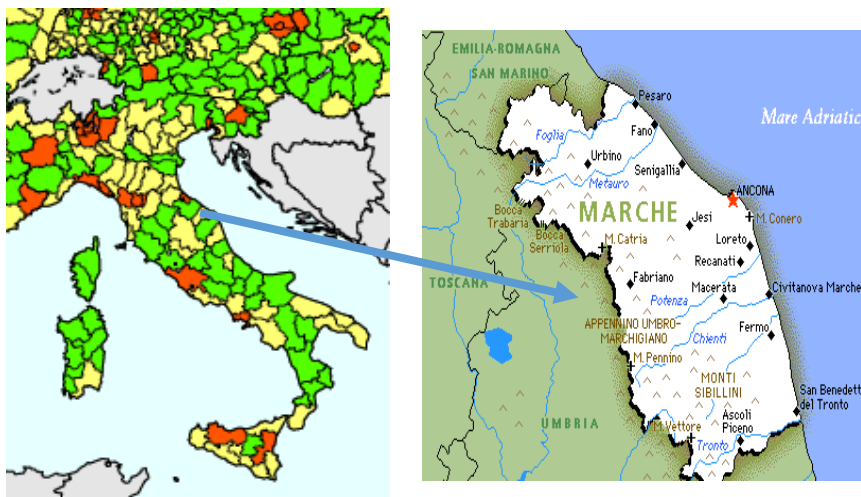
Marche's economy is mostly based on clusters of SMEs ("distretti industriali"), working in traditional manufacturing sectors (e.g. typical Made in Italy products such as shoes, clothing, electric appliances, machinery, furniture etc.) distributed through the region.

In the period 2007-2013, the real regional GDP declined by 5.3%; there was a considerable contraction in GDP in 2009 (-2.8%), the financial and economic crisis has strongly hit the region since 2008, causing a deterioration in economic performance, investment propensity, employment opportunities and prospects.

**theguardian**

Italy earthquake: historic structures levelled in biggest quake since 1980

Reports say 6.6-magnitude quake felt over wide area including Rome and Naples and as far as Croatia and Slovenia

The Telegraph

**News**

UK | World | Politics | Science | Entertainment | Pictures | Investigations | Brexit

News

'Apocalyptic': Italy rocked by two earthquakes leaving town of Ussita 'finished' and strong tremors in Rome

# The University of Macerata: civic engagement at local and international level

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tipicità made in MARCHE festival

MARCHE excellence

COLDIRETTI

FEDERAZIONE CAMPAGNA AMICA

farm inc.

GASTRONOMIC CITIES

| 2009 | 2010 | 2011 | 2013 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |

Agreement for a public-private partnership in agrifood & tourism

OST with entrepreneurs

First multi-sector contract in Italy

Rural stakeholders are involved in the development of FARM INC Platform www.unimc.it/farminc

URBACT EU PROJECT: GASTRONOMIC CITIES

tipicità in the city

UNIMC usually has an active role in the organization of he historical Food & Wine Event

unimc Student Competition

International Student Competition on «Place Branding and Mediterranean Diet» jointly organised by UNIMC and Piceno Lab

Wine Hackathon VeryMarche Workshops

FOODBIZ THE WINE LAB FOODBIZ THE WINE LAB

UNIMC — l'umanesimo che innova

Official partnership in Erasmus+ Knowledge Alliance and Strategic Partnership coordinated by UNIMC

ASSAM — Agenzia Servizi Settori Agroalimentare delle Marche

innova marche

Interreg ADRION ADRIATIC-IONIAN

ARIEL

Istituto Marchigiano Enogastronomia

tipicità made in MARCHE festival

marchigianamente

Via Terra

MYmarca

COPAGRI Confederazione Produttori Agricoli

CASEIFICI AGRICOLI OPEN DAY

TERROIR MARCHE Vignaioli bio

uniMC UNIVERSITA DI MACERATA

Le Marche in Valigia

MANGIA MARCHIGIANO

expirit L'ITALIA AUTENTICA

Partnership between UNIMC and many other associations on pedagogial constructivist approaches within the courses of International Tourism and Destinationa Management

# The Civic University

| Dimensions | Description |
|---|---|
| **SENSE OF PURPOSE** | Creating an impact for society by addressing societal challenges or specific problems, both global and local.<br>Creating benefits to defined groups, networks and communities and considering them as co-investigators and a source for knowledge. |
| **ACTIVE ENGAGEMENT** | Collaboration and dialogue to achieve social and economic development goals and enhance teaching and research.<br>Internal collaborations: among academics in different disciplines.<br>External collaborations: with other public and private organisations (education institutions, governments, business and cultural organisations). |
| **HOLISTIC APPROACH** | Engagement is an institution-wide activity that integrates the core activity of academics and enhances teaching and research. Students may benefit of it and be involved with the local community to improve knowledge, employability opportunities and active citizenship. |
| **SENSE OF PLACE** | The civic university is well integrated within the territorial tissue where it is located: the place is a "living laboratory" providing specific opportunities to develop the work and impact. |
| **WILLINGNESS TO INVEST** | Projects are built up to enhance the impact of research in universities beyond the academy and campus, by involving the academic and working staff in activities funded with internal or external resources. |
| **TRANSPARENT AND ACCOUNTABLE** | Civic responsibility: indicators and benchmarks to assess the performances, clear communication of its mission and vision and impact to stakeholders. |
| **INNOVATIVE METHODOLOGIES** | Innovative methodologies and approaches to tackle approaches to tackle societal<br>Challenges such as social innovation and entrepreneurship programs and collaborations among academics and academic and other organizations. |

Goddard & Kempton, 2016

## The Wine Lab



**Research**
- Delphi method on wine sector perspective in Europe
- Survey with students
- Survey with entrepreneurs
- Interviews with key informants

**Main Evidences**
- Skills missmatch (wineries' needs *vs* new graduates knowledge)
- Overload of Bureaucracy
- Need to cooperate
- Need to better sale with higher margins

## FoodBiz

The FOODBIZ project aims at promoting dialogue between students and enterprises in the field of food and gastronomy

FOODBIZ, which is going to start in November, will

- make working together entrepreneurs and students on common perceived problems, through workshops and learning events;
- favour the creation of new business ideas, jointly generated by entrepreneurs and students in the frame of entrepreneurial discovery process events;
- stimulate the establishment of professional links within the sector in the region, to promote knowledge exchange and co-creation.

Generation of Regional Hubs of Co-creation/Open innovation in the agrifood & tourism sector

- Regional communities building (the **Wine Hubs**), place-specific, multi-stakeholder and being able to solve real-world issues
- **Mobility** of students in wine companies
- **Wine Living Labs** – workshops, hackathons, seminars, transnational learning weeks, to make researchers, students and wine makers working together
- **Learning materials and short courses**, where winemakers, professionals and students learn together

**Co-creation for sustainability**
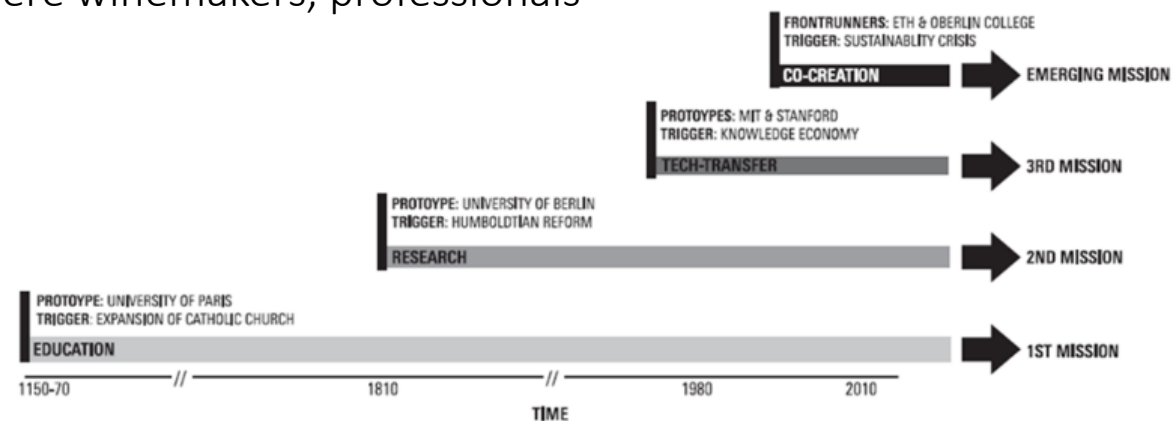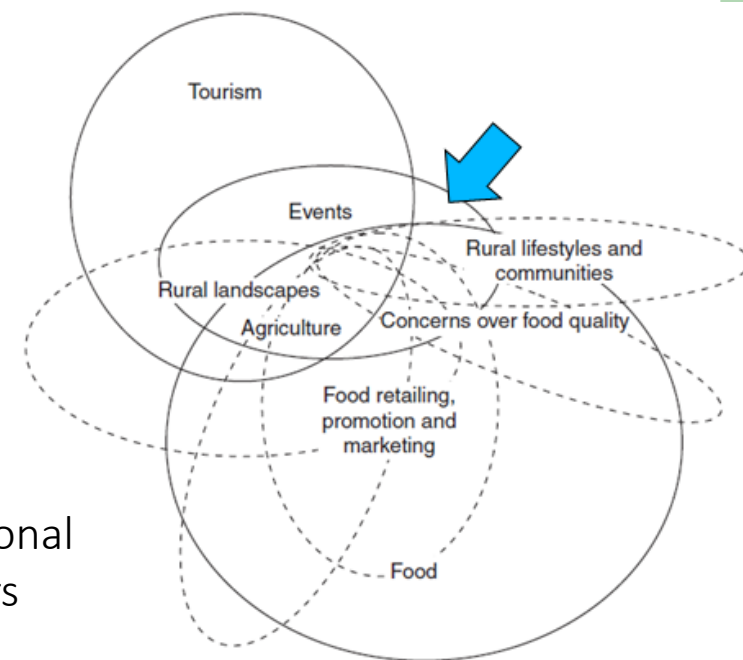
HEInnovate is a self-assessment tool promoted by the European Commission and OECD for HEIs who wish to explore their innovative potential.

It is useful to reflect about the entrepreneurial / innovative nature of an HEI through **8 key areas**.

Indivisuals can rate statements related to each area on a scale of 'not applicable' (n/a) to 5, according to how much they agree or disagree with the statement in relation to their institution. On the scale, 1 represents the lowest and 5 the highest score.

| Leadership and Governance | Organisational Capacity: Funding, People and Incentives | Entrepreneurial Teaching and Learning | Preparing and Supporting Entrepreneurs | Digital Transformation and Capability | Knowledge Exchange and Collaboration | The Internationalised Institution | Measuring Impact |

European Committee of the Regions

**Porto Business School** / University of Porto

Cambra Barcelona 'doing business'

**Generalitat de Catalunya**

**earlall** EUROPEAN ASSOCIATION OF REGIONAL & LOCAL AUTHORITIES FOR LIFELONG LEARNING

European Commission

HEINNOVATE WORKSHOPS AT MARCHE REGION HEADQUARTERS – ANCONA

Starting from the regional S3:

- Promoting a reflection on its update

- Using HEInnovate assessment tool to foster a structured discussion

- Learning about the potential of this and other tools to increase the social impact ot HEIs

- Focusing on:
  - Entrepreneurial Teaching and learning
  - Preparing and supporting entrepreneurs
  - Internationalised institutions

- Action planning
  - Short term
  - Medium- long term

**Workshop Phase 1**

Sharing of information about S3, entrepreneurial discovery process and their connection to the three dimensions of the HEInnovate tool:

- entrepreneurial teaching and learning;
- internationalization;
- prepearing and supporting entrepreneurs.

Presentation from facilitators on the HEInnovate platform.



**Workshop Phase 2**

- Constitution of WG composed by Universities and companies.
- Facilitators guided the WG in the using of the HEInnovate platform.
- Identification of strengths and weaknesses for each WG.
- Rapporteur shared outcomes with all the participants.



**Workshop Phase 3**

- Discussion and wrap up on the strengths and weaknesses identified.
- Input to contribute to the definition of RIS3 for the next programming period.



*Workshop Higher education for Smart Specialisation, UBF 2019*

**RE-ACT's objective:** to exploit the potential of existing self-reflection tools and develop, test and scale-up **HEInnovate for RIS3** in order to:

assess HEIs current responsiveness to the challenge of being deeply engaged in the regional innovation ecosystem and active participating and contributing for policy development (leading HEIs to revise their strategies, structures and practices and translating their vision of becoming entrepreneurial smart universities regionally embedded into concrete action plans);

debate and agree upon a joint positioning for HEIs as regional asset;

engage all the key actors of the quadruple helix and underpin a profound collaborative work among for RIS3 revision, implementation and monitoring;

offer peer support to quadruple helix networks from other regions, strengthening HEIS in their pivotal roles in igniting, cherishing and sustaining innovation.

| | |
|---|---|
| **WP1. HEINNOVATE FOR RIS3** | Realise HEInnovate potential for supporting SMART universities to play a pivotal role in RIS3 through adjusting their individual and joint position as regional assets, underpinning collaborative processes among key actors of the quadruple helix, and supporting policy making for sustainable research and innovation. |
| **WP2. CAPACITY BUILDING, SELF-REFLECTION AND CONSENSUS BUILDING** | Enabling HEIs for leveraging sustained organisational changes built on the effective use of the self-assessment tool HEInnovate for RIS3 and capitalise results under collaborative processes with their regional congeners for a joint positioning on HEIs value for regional development. |
| **WP3. REGIONAL MULTISTAKEHOLDERS' ENGAGEMENT AND CAPACITATION** | Fostering multi-stakeholders' engagement in HEIs optimisation processes and their participation in mixed approaches for decision making regarding the future of the region, including RIS3 design, implementation and monitoring processes. |
| **WP4. TRANS-REGIONAL SCALING-UP AND MAINSTREAMING** | Mainstreaming RE-ACT resources and participatory processes by directly supporting other HEIs and key actors from the triple helix to fully use and benefit from HEInnovate for RIS3 self-assessment tool, training programmes and collaborative activities, capacitating and enabling regions and their assets through HEIs invigoration. |
| **WP5. MONITORING, QUALITY CONTROL AND EVALUATION** | Ensuring the continuous improvement of the performance and timely/effective implementation of the project work plan, as well as the high-quality, relevance, innovation, usability and sustainability of the project results. |
| **WP6. COMMUNICATION, DISSEMINATION AND EXPLOITATION** | Making as many stakeholders as possible aware of RE-ACT, engaging key actors in the project activities and furthering the sustainability of the project methodologies, resources and results. |
| **WP7. PROJECT MANAGEMENT** | Establishing and nurturing effective communication and joint learning and promoting collaborative work among partners as the ground basis for the successful implementation of the project and achievement of its ambitions and objectives. |

The following results and opinions emerged from respondents regarding the role of HEIs in RIS3 and about the use of the HEInnovate self-reflection tool:

## HEIs and RIS3

- HEIs should be **involved from the beginning in the design and implementation of RIS3 strategy** as they are core actors in ecosystems. They could **provide talent, ideas and solutions** to regional challenges and better understand the research, innovation and education needs of local companies.

- HEIs can play a **role of facilitators** between local stakeholders by promoting research and innovation for a more efficient, sustainable and competitive local economy that take into account local resources, inclusive growth and favouring an economy of work that ensures economic, social and territorial cohesion. With this role they should create a collaborative environment, trust and efficient communication and succeed in the elaboration of innovation strategies for regional development.

- In order to better contribute to RIS3, **HEIs should first clearly state their goals, identify their strenghts and weaknesses, identify the most relevant areas of research and education and third mission activities and make synergy in the research areas of different teams**.

## HEIs and HEInnovate

- **HEInnovate** is a useful tool to **support the participation of HEIs in the creation and implementation of regional strategies**, to identify areas for improvement of HEIs' departments. It **helps the cooperation** between HEIs and regional stakeholders, enterprises, corporates and startups.

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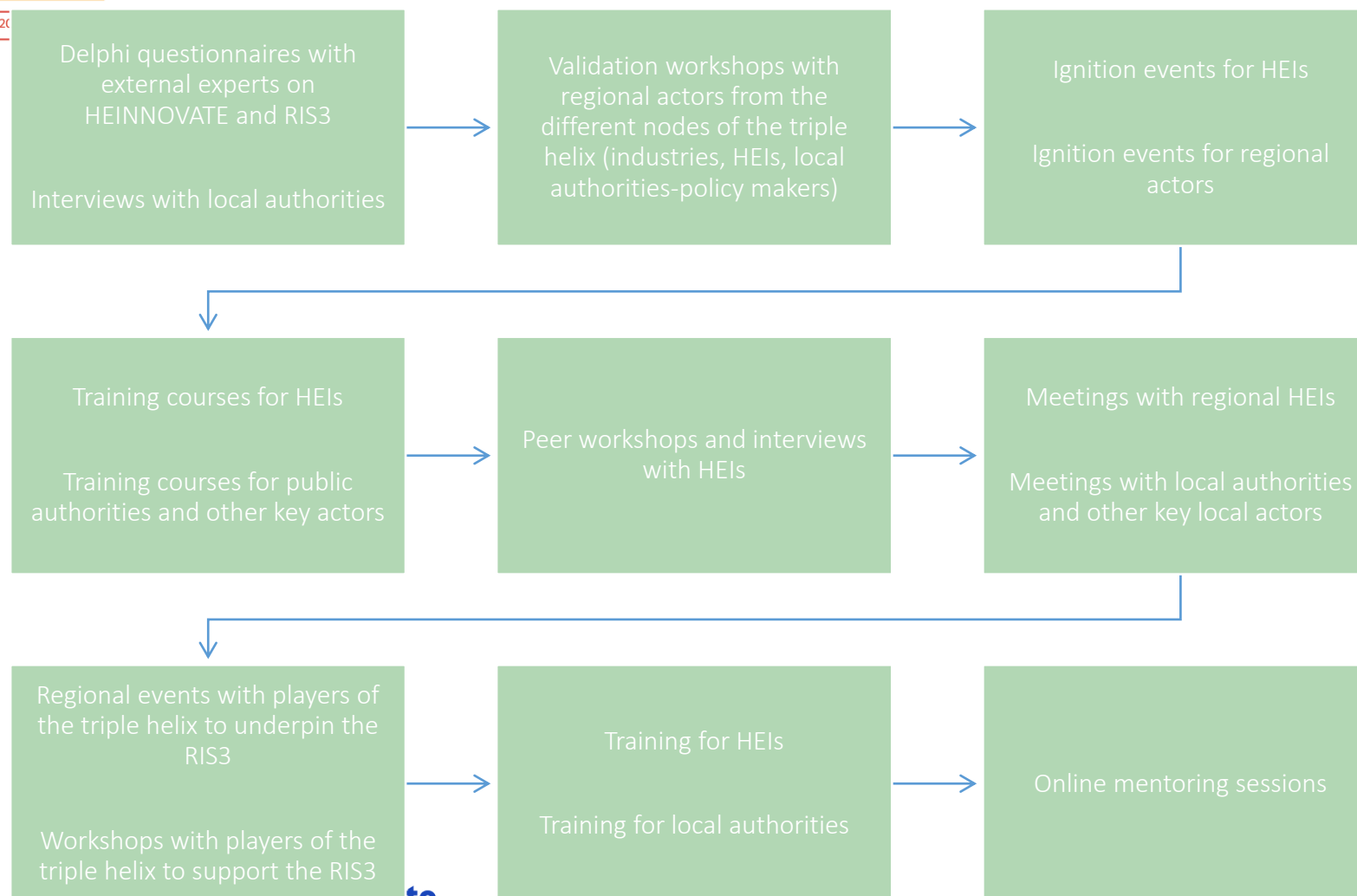
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European
Commission

The RE-ACT project's roadmap

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- The Foodbiz project: www.foodbiz.info
- HEINNOVATE: www.heinnovate.eu/en
- Re-act project: https://www.unimc.it/en/research-bck/strategic-themes-1/projects/re-act

# Thank you

a.cavicchi@unimc.it
c.aleffi@unimc.it
s.tomasi@unimc.it
gigliola.paviotti@unimc.it