

4TH INTERNATIONAL CLUSTER CONFERENCE

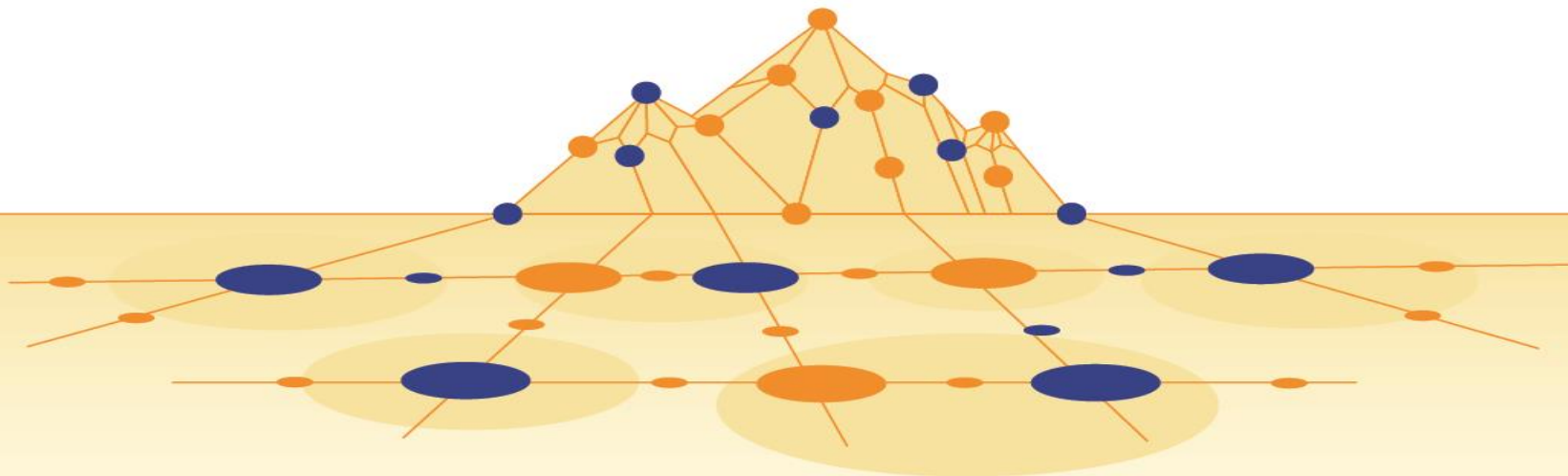
S3-4AlpClusters Final Conference

Cluster Services for Transformative Activities

Pilot Service experience from Trentino

Luca Mion, Head of Innovation
Hub Innovazione Trentino, Italy

Venice, March 14, 2019



HIT promotes regional business innovation through innovation and advanced technology transfer.



- > bringing innovation to market through advanced technology transfer
- > establishing successful ventures through high-tech start-up creation
- > supporting the R&I system within EU/National strategic initiatives



UNIVERSITY
OF TRENTO - Italy



TRENTINOSVILUPPO
IMPRESA INNOVAZIONE MARKETING TERRITORIALE

Interreg 
Alpine Space
S3-4AlpClusters

Smart Specialisation with Smart Clusters



Regional smart specializations

mechatronics

energy and environment

food and agriculture

quality of life



Smart Specialisation with Smart Clusters



Intellectual assets in clusters

internal

know-how, skills, education, experience

structural

patents, trademarks, copyrights, software

external

collaborations, partnerships, networks

Intellectual Property Rights for Clusters NCE & ARENA 2014



Intellectual assets in clusters

internal

know-how, skills, education, experience

VALUE CREATION

structural

patents, trademarks, copyrights, software

VALUE EXTRACTION

external

collaborations, partnerships, networks



Intellectual Property Rights for Clusters NCE & ARENA 2014



IP and transformative activities

Getting input from cluster managers (Cluster Workshop):

- different sectors and needs
- varied IP competence levels
- rarely addressed important IP issues



IP management for SMEs objectives

- assess IP as a strategic asset
- provide recommendations and actions
- build trust
- identify transformative areas



IP management for SMEs

methodology

- interview-based questionnaire (~ 20 minutes)
- 44 questions based on EUIPO, IPScore, OECD studies + original indicators (e.g. VC perspective)
- 30 companies from 3 clusters (mechatronics, green tech, sustainable buildings)



IP management for SMEs

methodology

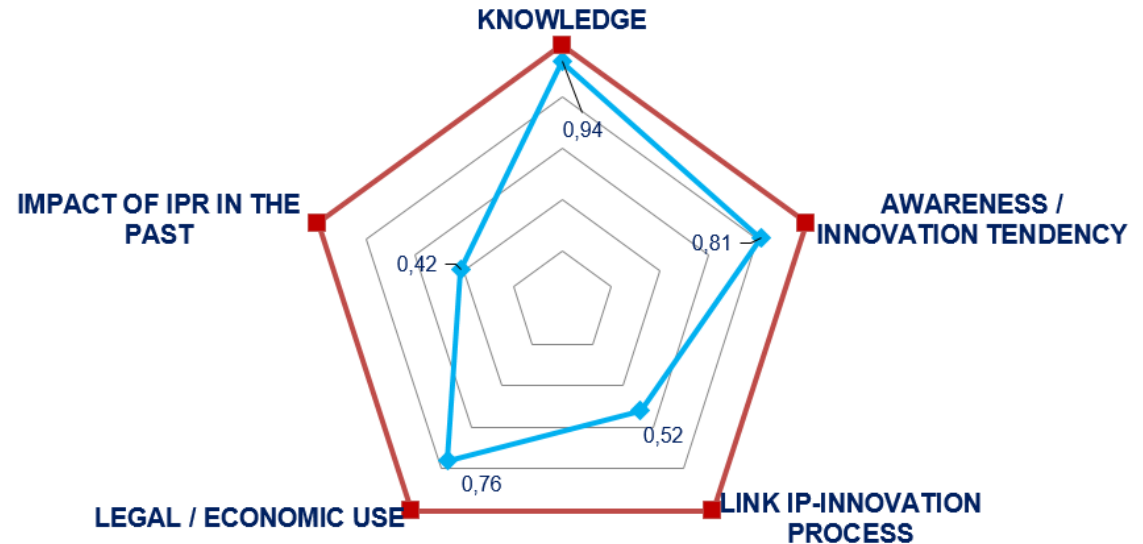
5 dimensions, scoring system [0-5]

1. knowledge
2. awareness / innovation tendency
3. link IP- innovation process
4. legal / economic use
5. impact of IPR in the past



IP management for SMEs

SME-level



Qualitative feedback to SMEs (example):

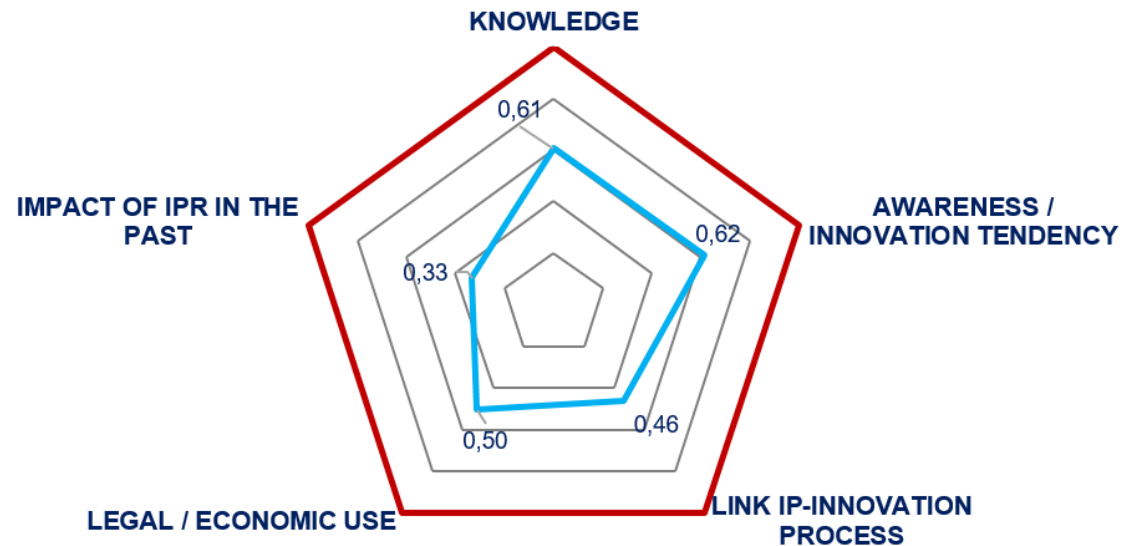
[...] level of knowledge and awareness of the role of IP is high [...]

[...] company privileges industrial secrecy as an IP protection strategy, improvements suggested to ensure more and timely patent filing [...]



IP management for SMEs

cluster-level



Comments to cluster manager (example):

[...] good awareness and good IP management both from a legal, economic and technical point of view [...]
















[...] suggested improvements in binding IP and innovation process + improve protecting inventions [...]



IP management for SMEs

cluster-level

- Specific actions suggested to cluster manager according to different scores for each dimension
- Example: weak in binding IP and process: training to specific business functions, access to specific DBs, etc.

SCORE	KNOWLEDGE	AWARENESS	LINK IP-PROCESS	LEGAL / ECONOMIC USE	IMPACT OF IPR IN THE PAST
< 2	 A	 A	 A	 A	 A
2 – 3	 B	 B	 B	 B	 B
> 3	 C	 C	 C	 C	 C

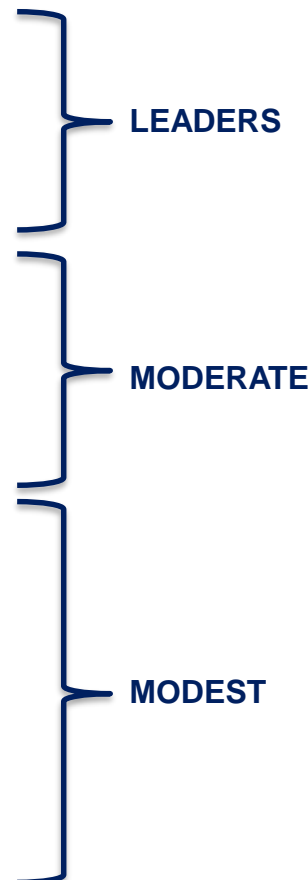
15 SPECIFIC ACTIONS



IP management for SMEs

cross-cluster analysis

Cluster	KNOWLEDGE	AWARENESS	LINK IP-PROCESS	LEGAL / ECONOMIC USE	IMPACT OF IPR IN THE PAST	Total score
MECH	0,94	0,81	0,52	0,76	0,42	3,45
MECH	0,92	0,82	0,53	0,66	0,44	3,37
GREEN	0,72	0,74	0,51	0,74	0,65	3,34
MECH	0,71	0,74	0,48	0,71	0,61	3,25
MECH	0,66	0,89	0,49	0,55	0,63	3,22
MECH	0,65	0,87	0,52	0,54	0,62	3,20
GREEN	0,73	0,66	0,68	0,64	0,48	3,18
GREEN	0,74	0,64	0,56	0,66	0,45	3,05
BUILDING	0,44	0,74	0,52	0,52	0,22	2,44
MECH	0,43	0,71	0,51	0,40	0,31	2,36
GREEN	0,52	0,66	0,31	0,42	0,31	2,22
BUILDING	0,45	0,59	0,40	0,42	0,33	2,20
GREEN	0,41	0,49	0,57	0,40	0,32	2,20
MECH	0,41	0,49	0,61	0,41	0,22	2,15
BUILDING	0,52	0,52	0,33	0,43	0,31	2,10
BUILDING	0,48	0,25	0,28	0,42	0,57	2,00
GREEN	0,29	0,33	0,59	0,29	0,49	1,99
GREEN	0,65	0,41	0,43	0,26	0,24	1,98
GREEN	0,55	0,33	0,48	0,27	0,21	1,84
BUILDING	0,65	0,25	0,28	0,26	0,34	1,79
MECH	0,42	0,32	0,53	0,25	0,19	1,71
GREEN	0,41	0,48	0,31	0,27	0,06	1,54
BUILDING	0,51	0,21	0,31	0,37	0,08	1,48
MECH	0,52	0,22	0,31	0,34	0,09	1,47
BUILDING	0,48	0,36	0,27	0,22	0,10	1,43
BUILDING	0,49	0,33	0,29	0,21	0,09	1,42
BUILDING	0,29	0,20	0,32	0,33	0,04	1,17
MECH	0,25	0,23	0,31	0,31	0,04	1,14
GREEN	0,12	0,25	0,35	0,16	0,15	1,03
BUILDING	0,11	0,27	0,34	0,15	0,13	1,00



IP management for SMEs

cross-cluster actions

AREAS FOR CROSS-CLUSTER ACTIONS

Cluster	KNOWLEDGE	AWARENESS	LINK IP-PROCESS	LEGAL / ECONOMIC USE	IMPACT OF IPR IN THE PAST	Total score
MECH	0,94	0,81	0,52	0,76	0,42	3,45
MECH	0,92	0,82	0,53	0,66	0,44	3,37
GREEN	0,72	0,74	0,51	0,74	0,65	3,31
MECH	0,71	0,74	0,48	0,71	0,61	3,25
MECH	0,66	0,89	0,49	0,55	0,63	3,22
MECH	0,65	0,87	0,52	0,54	0,62	3,20
GREEN	0,73	0,66	0,68	0,64	0,48	3,18
GREEN	0,74	0,64	0,56	0,66	0,45	3,05
BUILDING	0,44	0,74	0,52	0,52	0,22	2,44
MECH	0,43	0,71	0,51	0,40	0,31	2,36
GREEN	0,52	0,66	0,31	0,42	0,31	2,22
BUILDING	0,45	0,59	0,40	0,42	0,33	2,20
GREEN	0,41	0,49	0,57	0,40	0,32	2,20
MECH	0,41	0,49	0,61	0,41	0,22	2,15
BUILDING	0,52	0,52	0,33	0,43	0,31	2,10
BUILDING	0,48	0,25	0,28	0,42	0,57	2,00
GREEN	0,29	0,33	0,59	0,29	0,49	1,99
GREEN	0,65	0,41	0,43	0,26	0,24	1,98
GREEN	0,55	0,33	0,48	0,27	0,21	1,84
BUILDING	0,65	0,25	0,28	0,26	0,34	1,79
MECH	0,42	0,32	0,53	0,25	0,40	1,71
GREEN	0,41	0,48	0,31	0,27	0,06	1,54
BUILDING	0,51	0,21	0,31	0,37	0,08	1,48
MECH	0,52	0,22	0,31	0,34	0,09	1,47
BUILDING	0,48	0,36	0,27	0,22	0,10	1,43
BUILDING	0,49	0,33	0,29	0,21	0,09	1,42
BUILDING	0,29	0,20	0,32	0,33	0,04	1,17
MECH	0,25	0,23	0,31	0,31	0,04	1,14
GREEN	0,12	0,25	0,35	0,16	0,15	1,03
BUILDING	0,11	0,27	0,34	0,15	0,13	1,00

LEADERS

MODERATE

MODEST



IP management for SMEs

transformative activities (examples)

AREAS FOR CROSS-CLUSTER ACTIONS

Cluster	KNOWLEDGE	AWARENESS	LINK IP-PROCESS	LEGAL / ECONOMIC USE	IMPACT OF IPR IN THE PAST	Total score
MECH				0,76	0,42	3,45
MECH				0,66	0,44	3,37
GREEN				0,74	0,65	3,31
MECH				0,71	0,61	3,25
MECH				0,55	0,63	3,22
MECH				0,54	0,62	3,20
GREEN				0,64	0,48	3,18
GREEN				0,66	0,45	3,05
BUILDING	0,44	0,74	0,52	0,52	0,22	2,44
MECH	0,43	0,71	0,51	0,40	0,31	2,36
GREEN	0,52	0,66	0,31	0,42	0,31	2,22
BUILDING	0,45	0,59	0,40	0,42	0,33	2,20
GREEN	0,41	0,49	0,57	0,40	0,32	2,20
MECH				0,41	0,22	2,15
BUILDING				0,43	0,31	2,10
BUILDING	0,48	0,25	0,28	0,42	0,57	2,00
GREEN	0,29	0,33	0,59	0,29	0,49	1,99
GREEN	0,65	0,41	0,43	0,26	0,24	1,98
GREEN	0,55	0,33	0,48	0,27	0,21	1,84
BUILDING	0,65	0,25	0,28	0,26	0,34	1,79
MECH				0,25	0,10	1,71
GREEN				0,27	0,06	1,54
BUILDING				0,27	0,08	1,48
MECH				0,34	0,09	1,47
BUILDING	0,48	0,36	0,27	0,22	0,10	1,43
BUILDING	0,49	0,33	0,29	0,21	0,09	1,42
BUILDING	0,29	0,20	0,32	0,33	0,04	1,17
MECH	0,25	0,23	0,31	0,31	0,04	1,14
GREEN	0,12	0,25	0,35	0,16	0,15	1,03
BUILDING	0,11	0,27	0,34	0,15	0,13	1,00

ADDITIVE MANUFACTURING FOR WIND TURBINES

INDOOR LOCATION FOR WOOD PACKAGING

AI FOR SMART BUILDINGS

SUSTAINABLE WOODEN STRUCTURAL COMPONENTS

LEADERS

MODERATE

MODEST



IP management for SMEs

feedbacks from SMEs and cluster managers

Cluster managers

- efficient tool for improving cluster competitive position
- cross-cluster actions can generate contamination

SMEs

- questionnaire timing appropriate to the available time
- general acknowledgement of the need to better understand the added value of IP management



Conclusions and next steps

Lessons learnt

- the service should be delivered directly by the cluster manager, no intermediaries
- lean adaptation to sectoral needs
- high quality answers bring more added-value results

Future developments

- service scale-up and extension to all cluster members
- further analysis and definition of transformative activities supporting the evolution of the regional specialization
- pilot testing to boost cross-regional collaboration



Contact details

Luca Mion

Head of Innovation

Hub Innovazione Trentino, Italy

luca.mion@trentinoinnovation.eu

+39.0461.312.318



S3-4AlpClusters is cofinanced by the European Regional Development Fund through the Interreg Alpine Space Programme

S3-4AlpClusters Partners

