

4th International Forum on Agri-Food Logistics

'Entrepreneurship, Innovations and Technologies for Sustainable Development of Agri-Food Supply Chains under conditions of uncertainty'



Co-funded by the
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Agri-Food Logistics



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Italian Agri-Food Clusters: Concept and National Model of Food Innovation

**Thematic Session II: Agri-Food Clusters and their linkage with the
Development of Innovation and Sustainability Principles**

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About UniClaD Project

PART I

PROGRAM ERASMUS +, PROJECTKA2 N° 609944-EPP-1-2019-1-LT-EPPKA2-CBHE-JP

Project “Enhancing Capacity Of Universities To Initiate And To Participate In Clusters Development On Innovation And Sustainability Principles” (UniClaD)



Co-funded by the
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of the European Union



<http://uniclad.net/>

UniClaD main objectives and Consortium



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UniClaD Objectives

UniClad aims to enhance the development of the potential of universities as an integral part of agro-industrial clusters by the creation of expertise centres as pre-conditions for the development and successful functioning of agro-industrial clusters.

UniClaD Partners

UniClad Consortium gathered 23 Partners from 9 Countries:

- 6 EU countries: **Austria, Hungary, Lithuania, Italy, Poland and Spain**
- 3 non EU countries: **Azerbaijan, Moldova and Ukraine**



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"Enhancing capacity of universities to initiate and to participate in clusters development on innovation and sustainability principles" (UniClaD)

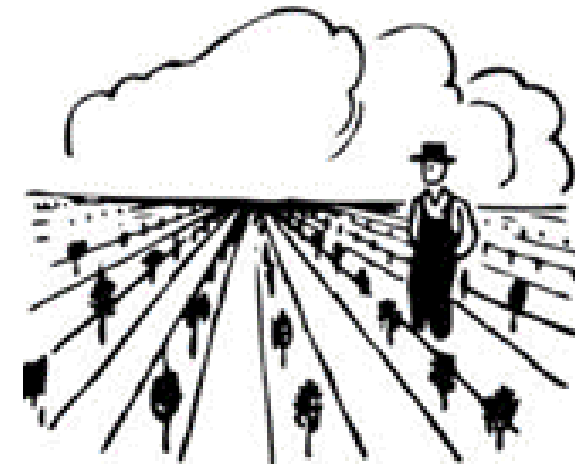


Main tasks

- ❑ **development of the chain: master - PhD - researcher** as a primary part and researcher - projector - executor as a secondary part;
- ❑ **sensibilisation of business, local authorities, science and education** to the cooperation in the framework of clusters based on win- win principles;
- ❑ **enhancing capacities of business, science and education** to develop and to work within the cluster (through special trainings and special modules included into master and PhD curricula);
- ❑ **implementation of special structural measures at the universities** as a base for activities performed within clusters;
- ❑ **enhancing of practical value of researches**, theses and students' master works as well as students employability;
- ❑ **creation of conditions for better integration of innovations** into agro-industrial production on the sustainability principles.

Italian Agri-Food Clusters: Concept and National Model of Food Innovation

PART II





Some clarifications to start with...!



- ❑ **Clusters cannot be understood as fitting into** the narrow sectoral view that most industrial policies have, but should be considered as **regional ecosystems of related industries and competences featuring** a broad array of inter-industry interdependencies.
- ❑ They are defined as groups of **firms, related economic actors, and institutions that are located near each other and have reached a sufficient scale to develop specialised expertise, services, resources, suppliers and skills.**
- ❑ Clusters are referred to **both as a concept and a real economic phenomenon**, such as the Silicon Valley, the effects of which, such as **employment concentration, can be measured** – as is done by the **cluster mapping of the European Cluster Observatory**.

Which Cluster model?

“Clusters are of growing importance in the new global environment in which the Europe 2020 strategy has to succeed; European policymakers cannot afford to ignore their role and should actively explore their potential to modernise and improve economic policies”.

European Cluster Policy Group 2009

EU Policy – Cluster for Innovation

Lisboa Strategy

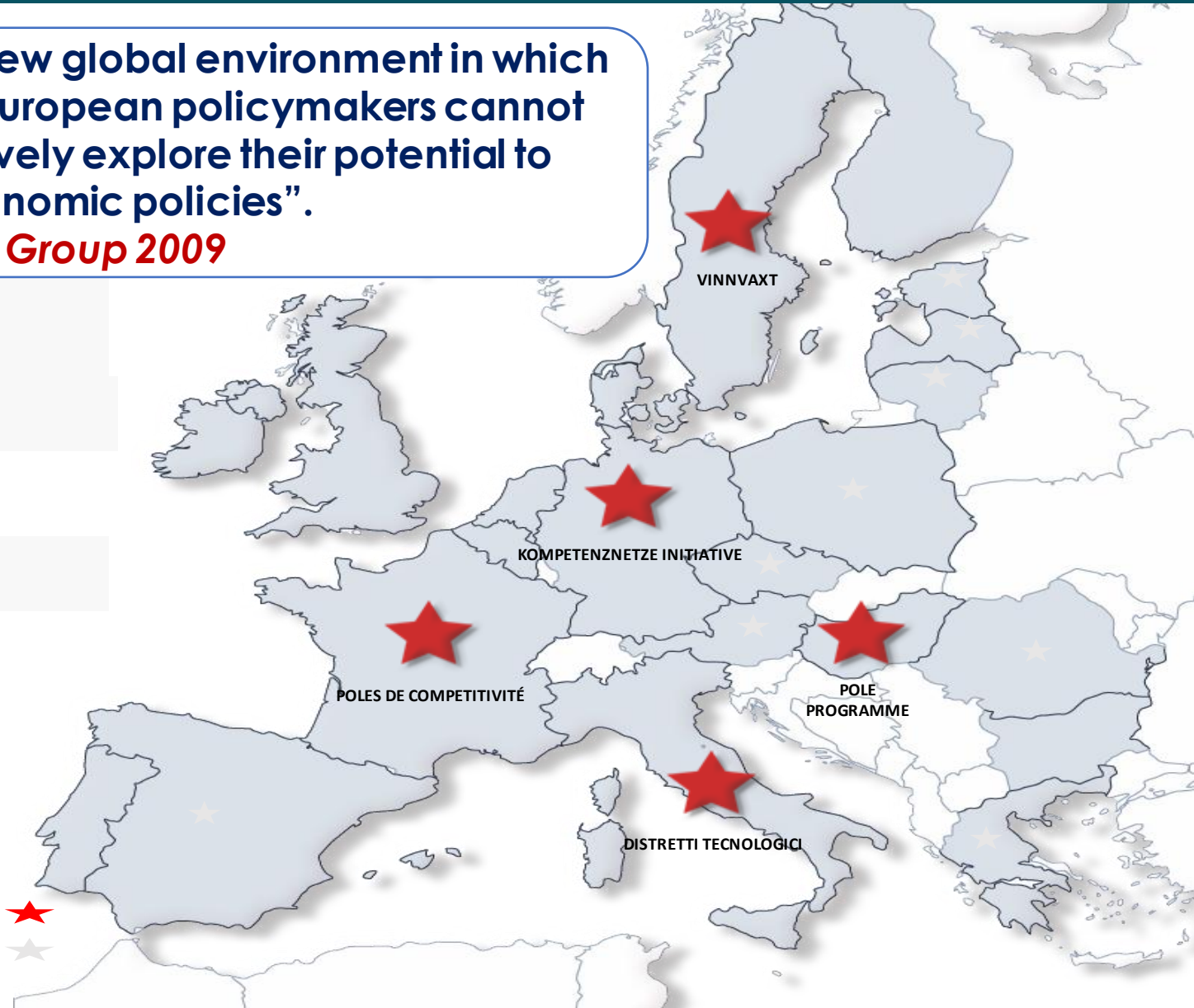
To “World-Class Clusters” *

* Communication EU Comm.17.10.08 - Policy framework

Italy was among first Countries who had launched **Policy of Development for Clusters “ dei Distretti Tecnologici”**

Paesi analizzati con benchmarking

Paesi con Distretti tecnologici



Italian context and clusters

- △ Considered as one of the *pioneers* in cluster formation;
- △ **One of the EU countries with the highest number of clusters organisations, together with France, Germany, etc.;**
- △ Italian **industrial clusters** are considered as one of the pillars of the national economy;

Some of their **characteristics** are:

- Gathering mostly SMEs rather than larger;
- Particularly important for the **traditional sectors**, such as textiles, furniture, footwear;
- **Important actors** to tackle the competition coming from the emerging economies, etc.



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(OECD, 2014)

Italian national cluster support programme

Current **national cluster programme** is called “**Centri di competenza ad alta specializzazione**” (Italian Competence Center Programme).



⇒ Investment of more than **EUR 100 million** for cluster support in the period **2014-2020**



Ministero dello
sviluppo economico

Among programme **target groups** are:

- ⊞ Academic institutions and universities
- ⊞ SMEs
- ⊞ Large companies
- ⊞ Start-ups, etc.



(EOCIC, 2019)

Italian national cluster support programme

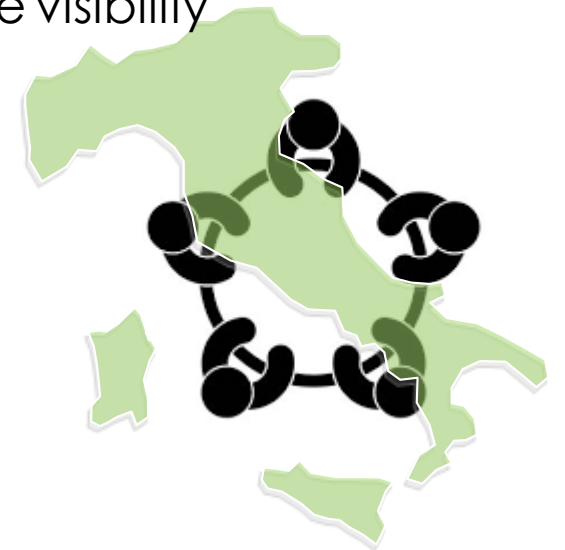


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Support Programme is **focused** on the following:

- ⇒ **Strengthening cooperation** structures between companies or between industry and science/research;
- ⇒ **Fostering innovation capacity and research** and development activities;
- ⇒ technology development and implementation;
- ⇒ **Strengthening innovation ecosystems** in specific regions and enhancing the visibility of clusters.

Beside national programmes, there are as well regional strategies to support cluster initiatives.



(EOCIC, 2019)

Italian model of clusters

“Confidi”

- ⇒ Created in the late 1950s, aiming to increase negotiation power of the members with the financial institutions;
- ⇒ Represent highly-developed system of local *Mutual Guarantee Schemes*;
- ⇒ Mostly operating among groups of interconnected SMEs in particular sector or value-chain clusters

“Distretti industriali”

- ⇒ Nowadays, clusters widespread in Italy are known as **Industrial (technological) districts**;
- ⇒ **Local concentrations of SMEs** that adopt different **specialisations** within the various production phases of a particular industry;
- ⇒ In 2018, there was around **150 industrial districts in Italy**.



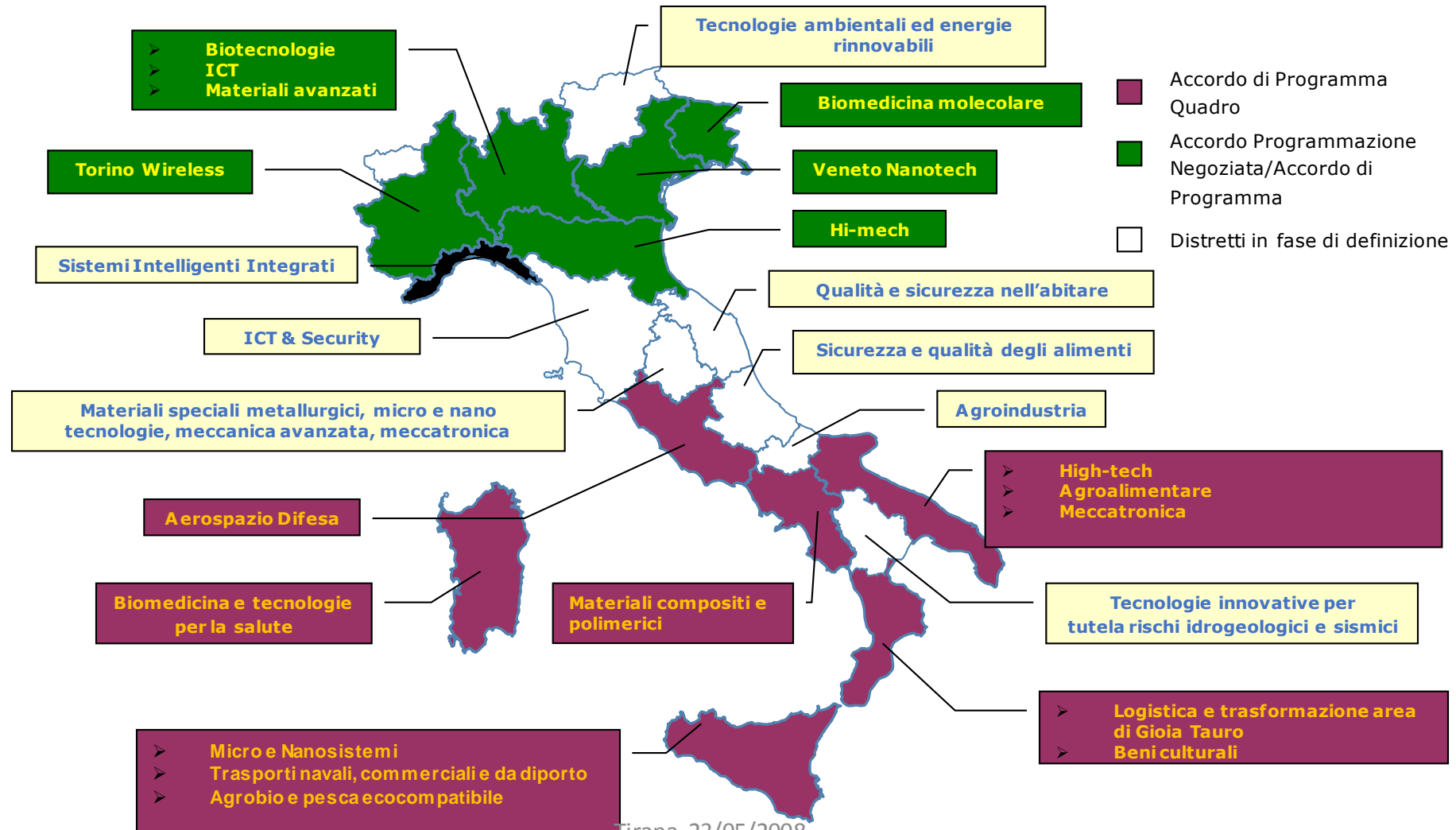
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(OECD, 2014; ISTAT, 2018)



Planning of Technological Clusters



National Technology Clusters (NTCs)

- ⇒ Established in **2012**, the **national technological clusters** are active instruments created by the **Ministry of Education, Universities and Research** (MIUR);
- ⇒ The objective of **NTCs** is to coordinate and manage national and international projects; to spread the developing policy of local enterprises, to maintain a direct contact with local administration, etc.
- ⇒ Each NTCs focuses on a **specific technology and application area** of strategic interest to Italy, of which it represents **excellence** in terms of **skills, knowledge, facilities, networks and potential**.



**Cluster Tecnologici
Nazionali**

Currently there are **12 NTCs**, among which **agri-food sector** is one of the strategic areas

(MIUR, 2020)



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Clusters and Italian agri-food sector

Italy stands among world leaders in agri-food sector, where “**Made in Italy**” tradition and quality are associated with scientific research, innovation and development.



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Agri-food value chain is one of the country's leading economic assets

58,000 enterprises

EUR 100 billion turnover

400,000 employees

EUR 31 billion of exports

Clusters in agri-food sector intend to capitalize on the natural conditions which allow the **production of goods with peculiar characteristics**, a local production based on **tradition, experience and know-how**, and an image related to the area or the country of origin.



(Musso and Francioni, 2015; Invitalia, 2017)

CIHEAM Bari Participation in Cluster



THE CLUSTER A.GRIFOOD N.AZIONALE CL.A.N.

Born on October 2, 2013 as an unrecognized association (coordination: Federalimentare Servizi and Aster Emilia Romagna).



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- Promoted by MIUR in 2012 in order to generate permanent dialogue platforms between the public research system and businesses, consistent with the priorities of the European Horizon 2020 program.
- Today they represent **intermediate infrastructures** which are entrusted with the tasks of:

44 enterprises, 48 academic and research institutions, and other different institutions from 14 Italian regions.

• **to foster the cooperation of public / private research on innovation and technological development;**

• **rebuild national policies in sectors of strategic interest;**

• **favor the intelligent specialization of the territories.**

La presenza dei Soci del Cluster CL.A.N. nelle Regioni del Mezzogiorno

Regione Sardegna
Sardegna ricerche; Università degli Studi di Sassari;
Sedi distaccate, istituti e stabilimenti dei Soci:
Granarolo spa; Confagricoltura; CNR; ENEA

Regione Abruzzo
Consorzio di Ricerca per l'Innovazione Tecnologica, la Qualità e la Sicurezza degli Alimenti;
Sedi distaccate, istituti e stabilimenti dei Soci:
Confagricoltura; CNR; ENEA

Regione Campania
Università degli Studi di Napoli Federico II;
Università della Campania Luigi Vanvitelli;
Università Suor Orsola Benincasa; M2Q scari;
Consvip scari; Biogem scari;
Sedi distaccate, istituti e stabilimenti dei Soci:
Ferrarelle Spa; Inalca Spa; Mutti Spa; Barilla G e R.
F.lli Spa; Formamentis soc. coop.; Tecnoalimenti spa; Stazione sperimentale conserve alimentari;
Confagricoltura; CNR; CREA; ENEA

Regione Siciliana
Università degli Studi di Catania;
Distretto Tecnologico Agrobiopesca scari;
Sedi distaccate, istituti e stabilimenti dei Soci:
Inalca Spa; Mediocredito Italiano Spa; EXO Scari; Exprivia Spa;
Accademia dei Georgofili; Confagricoltura; CNR; ENEA

Regione Calabria
AgrifoodNet scari; Gruppo Industriale Alimentari Surgelati Spa;
Sedi distaccate, istituti e stabilimenti dei Soci:
Granarolo spa; Formamentis soc. coop.; CNR; CREA; ENEA

Regione Molise
Università degli Studi del Molise;
Sedi distaccate, istituti e stabilimenti dei Soci:
Confagricoltura; ENEA; Formamentis soc. coop.

Regione Puglia
DA.RE. Distretto Agroalimentare Regione della Puglia scari;
Università degli Studi di Bari Aldo Moro; CIHEAM - International Center for Advanced Mediterranean Agronomic Studies; Valle Fiorita Catering srl; Agrimperiale spa; Exprivia Spa;
Sedi distaccate, istituti e stabilimenti dei Soci:
Barilla G e R. F.lli Spa; Biosresult srl; Granarolo spa; Accademia dei Georgofili; Confagricoltura; Mediocredito Italiano Spa; EXO Scari; Formamentis soc. coop.; Sysman progetti e servizi srl;
CNR; CREA; ENEA;

Regione Basilicata
EXO Scari
Sedi distaccate, istituti e stabilimenti dei Soci:
CNR; ENEA



Technology Agrifood Regional Cluster of Apulia

(Distretto Agroalimentare Regionale - D.A.Re. srl)



Established in 2004, when Memorandum of Understanding is signed with the **Puglia Region** which qualifies the DARE. as the legal **entity - the Agri-food Technology District**.

More than 95 members, including **88 SMEs, 7 larger companies, 12 research organisations/universities/technology centres**, etc.

R&D AND INNOVATION SUPPORT SERVICES

- △ Support for the presentation and management of R&D projects;
- △ Audit and assessment of innovative potential;
- △ Support in defining the product concept;
- △ Support for the management of intellectual property.

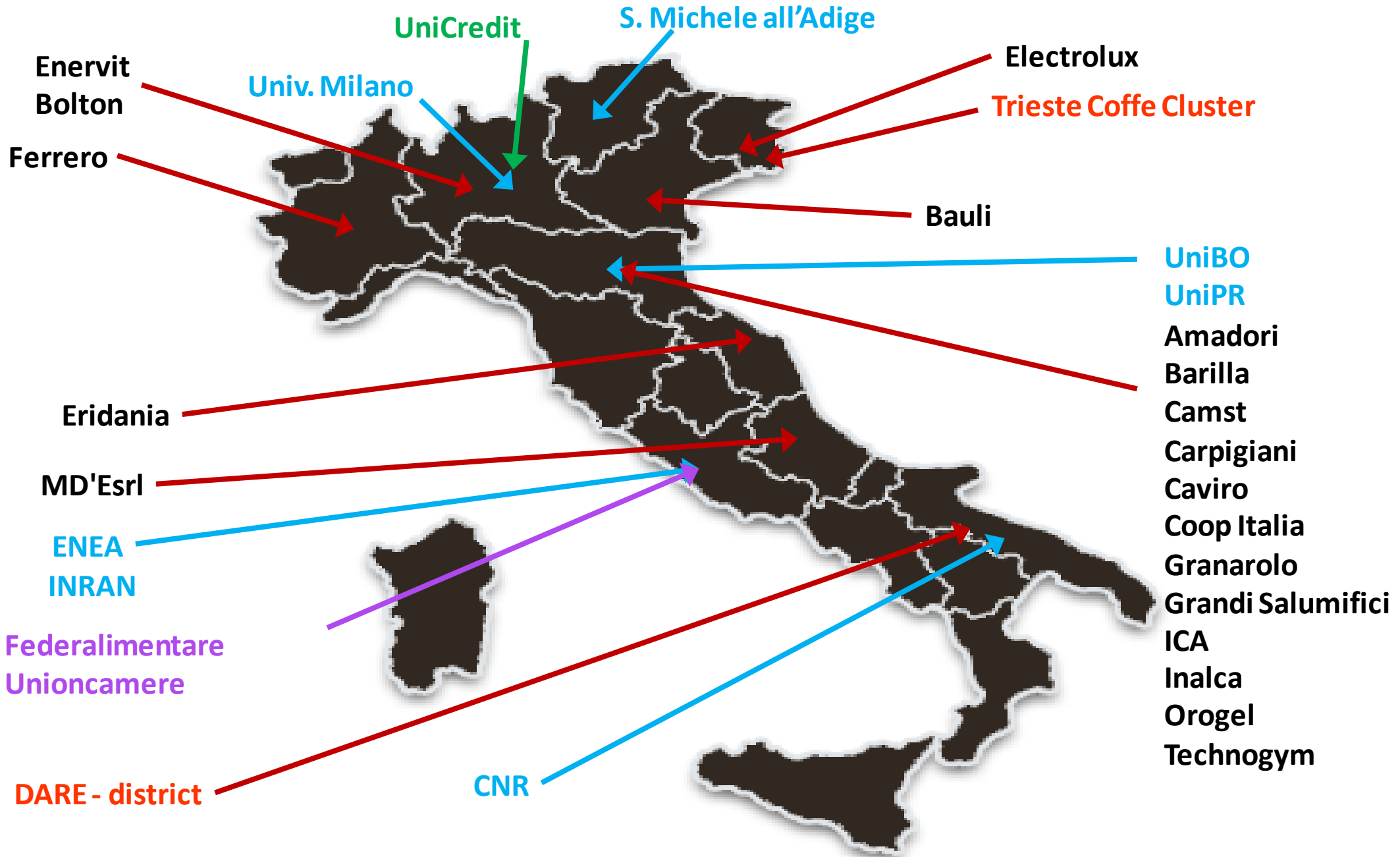
SUPPORT SERVICES FOR NEW INNOVATIVE COMPANIES

- △ Business Plan drafting;
- △ Support in finding venture capital investments.



DISTRICT DEVELOPMENT SUPPORT SERVICES

- △ Mapping of technologies, resources and skills;
- △ Analysis of the demand for innovation;
- △ Monitoring, evaluation and benchmarking;
- △ Marketing and communication.



Take-home messages



THE ADDED VALUE OF THE CLUSTER



- ❑ It is the only **control room for research and innovation in the agri-food** sector to suggest to the Ministries of higher agriculture and to the other competent national and regional institutions the sector's R&I priorities and the related investment needs in research and training.
- ❑ It is a **collaborative and inclusive** environment that favors **synergies between INDUSTRY and RESEARCH** in the agri-food sector and the development of project partnerships.
- ❑ It provides companies/enterprises with the concrete possibility of establishing a permanent relationship with the **best national skills** in the field of agri-food research.
- ❑ It is an opportunity **multiplier**

Take-home messages



WHY JOIN THE CLUSTER?



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- To benefit from an **actor distributed throughout the territory** who is able to interact directly and authoritatively with Central PA and Local PA
- To **face global challenges with greater success** (R&I is essential for the competitiveness of the sector!)
- To **share knowledge**, tools and collaboration opportunities
- To **collaborate on national strategic** guidelines on the Agrifood theme
- To **integrate territorial vocations** into national and international dimensions
- To **help position the country** with greater impact on European tables
- To **improve the possibilities** of participation in complex international projects



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THANK YOU

For more information
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<http://www.iamb.ciheam.org/>

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