

TALK TO US!

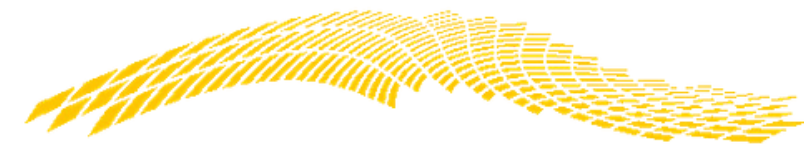
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POWER



Ports as driving Wheels of Entrepreneurial Realm

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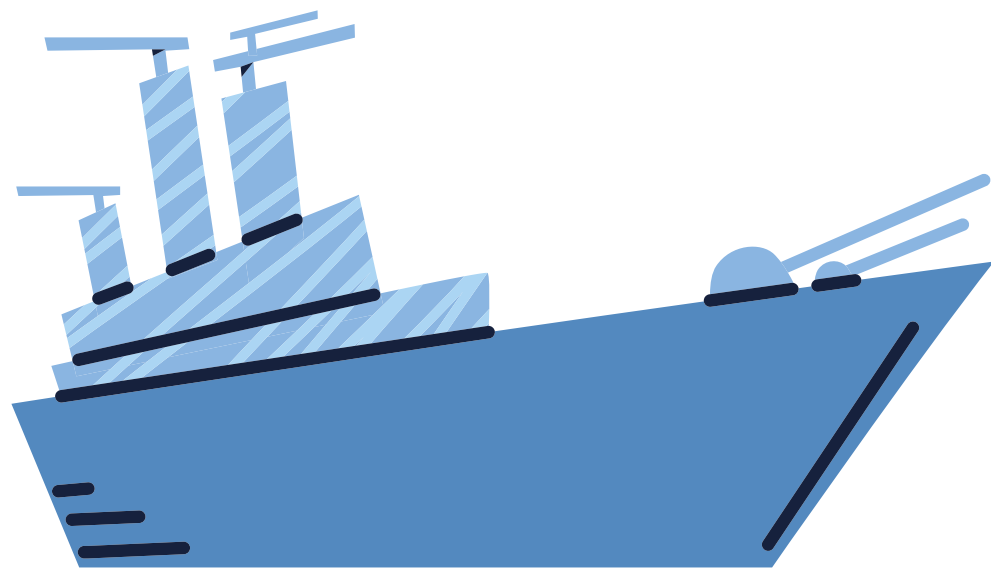
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THE PROJECT AT A GLANCE

Project acronym	PoWER
Project name	Ports as driving Wheels of Entrepreneurial Realm
Project number	109
Funding programme	Adriatic –Ionian Programme INTERREG V-B Transnational 2014-2020
Call for proposals	1
Programme priority	1 Innovative and smart region
Project duration	36 months
Start date	01.01.2018
End date	31.12.2020
Total budget	EUR 1'436'405,20
ERDF funds	EUR 1'041'045,20
IPA II funds	EUR 395'600,00



THE OPERATIONAL STRUCTURE

6 Nations Involved

- Italy
- Croatia
- Bosnia and Herzegovina
- Serbia
- Albania
- Greece

6 Pilot Cases

- Ravenna
- Bari
- Rijeka
- Brčko
- Durrës
- Igoumenitsa



...1 team made of more than 40 people!

HOW DID WE WORK?

ACCORDING TO THREE TECHNICAL WORKPACKAGES...

Co-creation
of energy-oriented
needs maps

Entrepreneurial
Gaming and
Scouting

Scenarios
Foresight

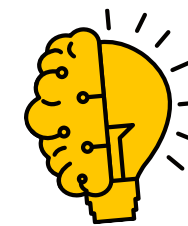
...WHICH MATCH THE MAIN PHASES
OF OUR VALIDATED METHODOLOGY

OUR OBJECTIVES



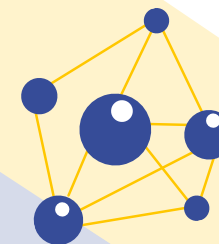
Developing and testing a **METHODOLOGY** and **STRATEGY** supporting the evolution of ADRION Ports into "Innovation Hubs"

Fostering the cooperation among the key-stakeholders of the **INNOVATION SUPPLY CHAIN**" (Research / Educational Institutions – Enterprises – Public Administration)



Creating a **HOLISTIC INNOVATION ENVIRONMENT** capitalising ongoing experiences and going beyond their state of the art

Triggering **CIRCULAR COLLABORATIVE PROCESSES** at the local and transnational level addressing the challenges of port cities and turning them into new opportunities



Evolving ADRION ports into **INNOVATION HUBS** interlinked in a dedicated **NETWORK (IHN)** to joint cooperation and development

Fostering the rise of an **ADRION-SIZED INNOVATION SYSTEM** deeply rooted in local realities



OUR RESULTS

6 LOCAL STRATEGIES PRODUCED

for fostering the evolution of the local ports into Innovation Hubs

1 JOINT STRATEGY DEVELOPED

as a framework for the future actions of the Innovation Hubs Network

1 METHODOLOGY VALIDATED

for supporting ADRION ports in the establishment of local Innovation Supply Chains

1 ICT PLATFORM DEVELOPED

to showcase the results achieved during the test implementation of the Methodology and provide the tools for its replication

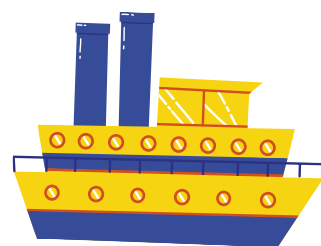
+ 50 LOCAL ENTITIES ACTIVELY ENGAGED

in the implementation of the test innovation process

6 INNOVATION SUPPLY CHAINS ACTIVATED

whose stakeholders are members of the Innovation Hubs Network

1 TRANSNATIONAL NETWORK ACTIVATED



4

what's the aim?
EXTEND THE LOCAL COLLABORATIVE PROCESSES TRIGGERED AT THE TRANSNATIONAL SCALE

THE INNOVATION HUBS NETWORK

The Innovation Hubs Network is a network of ports in the ADRION area willing to pursue the establishment of collaborative processes between key local actors of the innovation.

Their joint objective is turning the multi-faceted challenges of ports into opportunities for triggering a sustainable development, thus becoming Innovation Hubs.

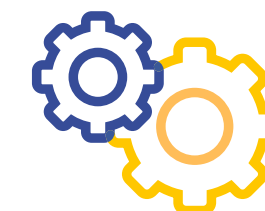


The construction of the Network will enable ADRION ports to extend such local collaborative processes at the transnational scale, so to draw on higher level opportunities connected to sharing challenges, solutions and strategies, and to cooperate in their joint implementation.

The Innovation Hubs Network will thus foster the rise of an ADRION-sized innovation ecosystem deeply rooted in local realities, and the increase of cohesion and competitiveness of the ADRION area as a whole.

To this extent, PoWER has supported the development of local strategies for fostering ports' evolution into Innovation Hubs, and then has synthesised them into one joint strategy, which constitutes the Network's action framework.

The Network is organised according to a Charter, describing its basic structure, mission and governance rules, and is based on a Memorandum of Understanding which ports are asked to sign, in order to adhere to the Network. By signing the Memorandum, a port expresses the intention of becoming an Innovation Hub by supporting the uptake of collaborative processes among the key local actors of the innovation, according to the PoWER methodology, and by cooperating with the other ports of the Network, in the direction of pursuing the joint implementation of the PoWER Strategy.



5

THE PoWER STRATEGY

what's the aim?
 PROVIDING THE INNOVATION HUBS NETWORK WITH A SHARED STEERING INSTRUMENT FOR PURSUING THE EVOLUTION OF ADRION PORTS INTO INNOVATION HUBS!

The PoWER Strategy for the evolution of ADRION ports into Innovation Hubs consists in **FOUR EVOLUTION PATHWAYS**, in which the shared strategic topics individuated by the PoWER ports have been grouped and synthesized as follows.



THE PORT AS A LOGISTIC HUB

ENHANCEMENT OF LOGISTIC SERVICES to increase port operations' efficiency, e.g. increase of the productivity of current transport services and facilities, enhancement of multi-modal services, greening of transport operation and provision of dedicated services (such as the "freight village" concept).

ENHANCEMENT OF PORT OPERATIONAL SPACES: leading either to the optimisation or to the extension of available spaces and facilities. This includes also the reuse or regeneration of dismissed port areas, upgrade and integration of current infrastructures (e.g. transport, energy and ICT) for increasing multi-modal transport capacity and connectivity from and to the port.

THE PORT AS A DIGITAL HUB

Digital Transition is considered as an enabler and fertiliser for the uptake of development actions across all the other pathways. ICT services and systems would offer a decisive contribution on two different lines of innovation: **ENHANCEMENT OF EXISTING PROCESSES**, such as ports logistics and communication, and **LAUNCH OF NEW ACTIONS** addressing further topics, such as waste management, energy efficiency, automation and 4.0 industry.

THE PORT AS A SUSTAINABILITY HUB

SHOWCASE of available technologies connected to energy efficiency and sustainability (from RES to alternative fuels, from waste management, including sea waste, to recycling, from EE measures, including smart grids, nZEB standards and lighting, to pollution reduction measures, etc.)

TESTBED of innovative technologies and processes in EE and sustainability topics (from hydrogen power to bio-fuels, from innovative RES to circular models, from green transport to green shipping, etc.), so to pave the ground for a competitive advantage to be gained. Construction of energy infrastructures (connected to the Logistic Hub) s. a. LNG terminals, for stimulating the activation of high level services and businesses.

THE PORT AS A ECONOMIC HUB

Enhancing **TOURISTIC FACILITIES** (e.g. marina, restaurants, passenger terminals, etc.); touristic offer and services (e.g. fostering nautical tourism, connections with inland or onshore touristic destinations, cruise ships stops, also in view of deseasonalisation, etc.); tourism logistics (optimisation of touristic flows).

Promoting the **TERRITORIAL ECONOMY** (at a regional-scale level), by boosting the export potentialities of local supply chains and favouring the setting up of joint initiatives, and by favouring the increase in demand of local goods. To this extent, the relevance in the future of the cultural and creative businesses in close connection with evolved tourism and integrated branding strategies has to be underlined.

what's the aim?
 FOSTER AND FACILITATE THE REPLICATION OF THE PoWER INNOVATION PROCESS IN NEW PORT AREAS!



THE PoWER METHODOLOGY

The PoWER Methodology is a manual describing the whole innovation process implemented and validated by the PoWER Consortium equipped with practical examples and dedicated templates to facilitate the replication the PoWER Innovation Process in other ports of the ADRION area.

In the longer term, the replication of the PoWER Methodology shall promote the establishment of Innovation Supply Chains (ISC) connecting Schools, Universities, Research Centres, Enterprises and Public Administrations at local level.

ISC are cooperative innovation environments based on the triple Helix paradigm and devoted to the construction of the future innovation scenarios of port areas.



NEEDS MAPPING



Gathering and analysing different ports' needs in relation to a specific challenge

This goes through 4 steps:

- **DATA GATHERING:** collection of quantitative, qualitative and behavioural data related to the challenge
- **FOCUSING:** settlement of "Local Thematic Needs" according to the data gathered
- **CLUSTERING:** definition of a list of "G-Local Needs" (needs shared among all the ports participating in the process, clean from geographical information)
- **E-MAPPING:** transfer of the detected needs in a GIS database open to the public

SOLUTIONS SCOUTING

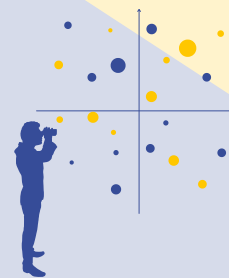


Finding innovative solutions and ideas addressing the detected needs

This phase foresees 3 steps:

- **CALL FOR SOLUTIONS:** launch of open calls targeting entrepreneurs and researchers to detect new solutions and patents and have them assessed by a jury of experts
- **GAMING SESSIONS:** implementation of a simulation game with high school and university students in order to draft new business ideas and have them assessed by a jury of experts
- **MATCHMAKING:** organisation of structured networking sessions to have the members of the Innovation Supply Chain meet and consolidate and widen their relationship as well as participate in the fine-tuning of Local Thematic Scenarios (see next Phase)

SCENARIOS FORESIGHT



Co-designing short-to-mid-term and long-term innovation scenarios

This iterative process goes through 5 steps:

- **PREPARING THE GROUND:** performance of a benchmark analysis on the key-topic
- **HORIZON SCANNING:** describing a possibly undisturbed evolution of the port areas involved based on the cross-referencing of a SWOT analysis on each port area with the results of Horizon questionnaires filled-in by Local Stakeholders
- **ENVISIONING:** development preliminary visions on the potential scenarios on port's future and assessment through a ranking method by a dedicated panel of experts
- **LOCAL THEMATIC SCENARIOS DEVELOPMENT:** elaboration of short-mid-term scenarios related to the expected evolution of involved port areas into Innovation Hubs
- **LONG-TERM SCENARIOS DEVELOPMENT:** production of a long-term scenario in which all the local thematic visions are addressed to contribute to the evolution of ports into Innovation Hubs

WHAT'S NEXT?

Final step of the project implementation has been the **SIGNATURE OF PROTOCOLS AND AGREEMENTS** sealing the stakeholders' intention to pursue the transformation of their port area into innovation Hubs according to the framework provided by PoWER and to join the Innovation Hubs Network.



Starting from 2021, the members of the Innovation Hubs Network will meet at least once a year to develop their annual action plan, update their joint visibility programme, share information on possible follow-up activities, share ideas for new joint projects.

In 2021 the Network Management will be in the hands of the PoWER project Lead Partner, ITC-CNR. The management will then rotate among the members.

what has been signed?

22 LOCAL AGREEMENTS
23 LOCAL PROTOCOLS
6 PoWER PROTOCOLS

*Want to join
the network?*

SEND YOUR APPLICATION
TO
PADULA@ITC.CNR.IT



THE PROJECT CONSORTIUM

Lead Partner



Project Partners

