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Overview on Lombardy Region and Chamber System

Unioncamere Lombardia
October 2020



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Lombardy region





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The Italian Chambers' System



- The Italian Chambers of Commerce, Industry, Agriculture and Craft are functionally independent **public bodies** that, within the territorial boundaries they are responsible for, carry out functions of general interest for the business system, dealing with its development within the local economies. (*Legislative Decree No. 23 - 15 February 2010, modified by Law No. 580 - 29 December 1993*)
- One of the main activities assigned by law to the Chambers is the upkeep of the **Italian Business Register**. Membership is compulsory for Italian companies.
- Since 2014, the Italian Chambers' System is undergoing a **reform**, which has redefined their functions and duties and is reducing their total number from 105 to 60 (through their merging).



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The Italian Chambers' System



- The **Italian Chambers' System** consists of provincial Chambers of Commerce, Regional Associations, Special Agencies, Italian Overseas Chambers, Mixed Chambers in Italy, Chambers of Conciliation, Chambers of Arbitration, Commodity exchanges and trading rooms, plus more than a thousand holdings in infrastructure, companies, consortia and other organizations.
- **Unioncamere**, the Italian Union of Chambers of Commerce, is the umbrella organization. It represents the Italian Chambers' System at European level and within Eurochambres.



- Unioncamere Lombardia (Unione Regionale delle Camere di Commercio della Lombardia) is the **association of the nine public Chambers of Commerce**, Industry, Agriculture and Crafts of Lombardy.
- The **macro-areas of intervention** are:
 - internationalisation
 - digitalisation and Industry 4.0
 - promotion of the territory
 - economic information for local development
 - competitiveness of small and medium-sized enterprises
 - representation, coordination and assistance to the Chambers of Commerce

- Unioncamere Lombardia (UCL) has a Framework agreement for competitiveness with **Lombardy Region**.
- Since 1995, UCL has a **liaison office in Brussels** with the aim of providing support services in the field of EU legislation, financing programmes and partner search (also through Eurodesk Lombardy). The office manages the online platform **Eurodesk Lombardy** (<http://eurodesk.lom.camcom.it/>).
- Since 2015, UCL is partner of **Enterprise Europe Network** within SIMPLER Consortium (covering Lombardy and Emilia-Romagna).
- UCL is currently participating in various **EU projects**.

Unioncamere Lombardia's experience as **EU project partner** refers to:

- **STEEEP** (2014-2017), funded by Intelligent Energy Europe, in order to support SMEs to measure their energy consumption;
- **SME ORGANICS** (2016-2020), funded by Interreg Europe, with the aim to enhance the competitiveness and sustainability of SMEs in the organic sector;
- **SIMPLER - EEN** (2015-2021), funded by COSME, with the aim to provide support for business, innovation and technology transfer within EEN;
- **SCALER - EEN** (2017-2018), funded by COSME, in order to provide support services to scale-up companies;
- **KAMINLER - EEN** (2019-2021), funded by Horizon 2020, with the aim to enhance innovation management capacity of SMEs;
- **STICH** (2018-2020), funded by Interreg Italia-Svizzera, for cross-border mobility information management;
- **Turkey-EU Business Dialogue - TEBD/043** (2019-2020), funded by IPA II EuropeAid, for the transfer of best practices in the fields of digitalisation, industry-university collaboration and internationalisation;
- **INTER VENTURES** (2019-2022), funded by Interreg Europe, with aim of developing policies to promote the internationalisation of SMEs for more competitive regional ecosystems in border areas of the EU;
- **BE-READI ALPS** (2019-2022), funded by Interreg Alpine Space, with the aim of designing and piloting a living lab for the Alpine ecosystem where mature SMEs might have a second life.



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The role of the Italian (and Lombardy) Chamber System for the digitalisation of mSMEs

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Industry 4.0 enabling technologies





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National «Impresa 4.0 Plan»



DEFINITION:

an economic development plan implemented by the Italian Ministry of Economic Development started in 2017

OBJECTIVES:

1. to spread the knowledge on the real advantages deriving from investments in technologies within the Industry 4.0 sector and from the national “Impresa 4.0 Plan”
2. to support companies in understanding their digital maturity and identifying priority areas of intervention
3. to strengthen and spread the skills on technologies in the Industry 4.0 sector
4. to orientate companies towards digital transformation support structures and technology transfer centers
5. to stimulate and support companies in carrying out industrial research and experimental development projects



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Actors involved in «Impresa 4.0 Plan»



PID (Punti Impresa Digitale)

Their aim is to spread awareness and basic knowledge of Impresa 4.0 technologies.



UNIONCAMERE

DIH (Digital Innovation Hubs)

Advanced training on solutions specific of the area of expertise of the promoter organization.

They coordinate digital transformation and tech transfer structures.



etc.

CC (Competence Centers)

Advanced training and development of research projects on industrial research and experimental development.

8 acknowledged centers for now. Among them:



Sanat'Anna
Scuola Universitaria Superiore Pisa



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Different roles of Impresa 4.0 actors



Activity	PID	DIH	Competence Center
Dissemination of knowledge on Industry 4.0 technologies	✓	✓	
Digital maturity mapping of companies	✓	✓	✓
Training courses on basic competences	✓		
Orientation towards Innovation Hubs Competence Centers	✓		
Training on specific advanced skills by sector		✓	
Orientation towards digital transformation structures, technology transfer centers and Competence Centers		✓	
Higher education through demonstrative production lines			✓
Development of industrial research and experimental development projects			✓

Source: Ministry of Economic Development's website



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Impresa 4.0 tools



≈ €9bn concern measures valid
for 2018 and affecting cash flow
for multiple years

Consolidate
investments
in innovation

Strengthen
investments
in human
capital

Measures of Impresa 4.0 Plan ¹		2018	2019	2020	2021-2028	Total
Consolidate investments in innovation	Hyper- and Super-depreciation	-	903	1.712	5.211	7,826
	Nuova Sabatini	33	66	66	165	330
	SME Guarantee Fund	823	-	-	-	823
	Extraordinary plan for Made in Italy	130	50	50	-	230
Strengthen investments in human capital	Tax Credit on Training 4.0	-	250	-	-	250
	Fund for intangible capital	5	125	125 ²	-	255
	Istituti Tecnici Superiori – Current expenses	10	20	35 ³	-	65
	Istituti Tecnici Superiori – Capital expenditures	-	15	15	-	30
Total Impresa 4.0 Plan		1,001	1,429	2,003	5,376	9,809

Data in € billions. Source: Ministry of Economic Development's website



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Chambers of Commerce of Lombardy and the PIDs (1 of 2)



- With 9 Chambers, over 800.000 companies and one fifth of Italian GDP, **Lombardy** would be a suitable example of the implementation of this plan.
- Since 2017 Unioncamere Lombardia has played a **role of coordination and support in the development of “Punti Impresa Digitale” (PIDs) in the region**, where every Chamber has a dedicated department acting as a PID. Unioncamere Lombardia is currently coordinating a regional working group (composed of Chamber representatives) on the services and functions of PIDs. Meetings regularly take place at the presence of at least one representative per Chamber.
- For this purpose, with the help of experienced consultants, Unioncamere Lombardia has developed an **organization and operating model**, which will provide Chamber staff with a clear definition of key responsibilities and technical capabilities required in order to support companies effectively.

Chambers of Commerce of Lombardy and the PIDs (2 of 2)



- Based on its previous experience related to “innovation vouchers” with Lombardy Region, Unioncamere Lombardia has contributed to the **drafting of the calls for “digital vouchers”** at national level and then has coordinated the local versions at regional level.
- Unioncamere Lombardia maintains **relations with trade associations** (acting as Digital Innovation Hubs) and universities (acting as Competence Centers) involved in the “Industry 4.0 Plan” in order to coordinate, develop synergies and avoid duplications. These actors are intended to intervene at a second stage in order to provide more in-depth consultancy services.
- Unioncamere Lombardia, with the help of experienced consultants, has implemented other two actions: **“Digital Experience Center”** and **“Focus I4.0 in Lombardy”**.

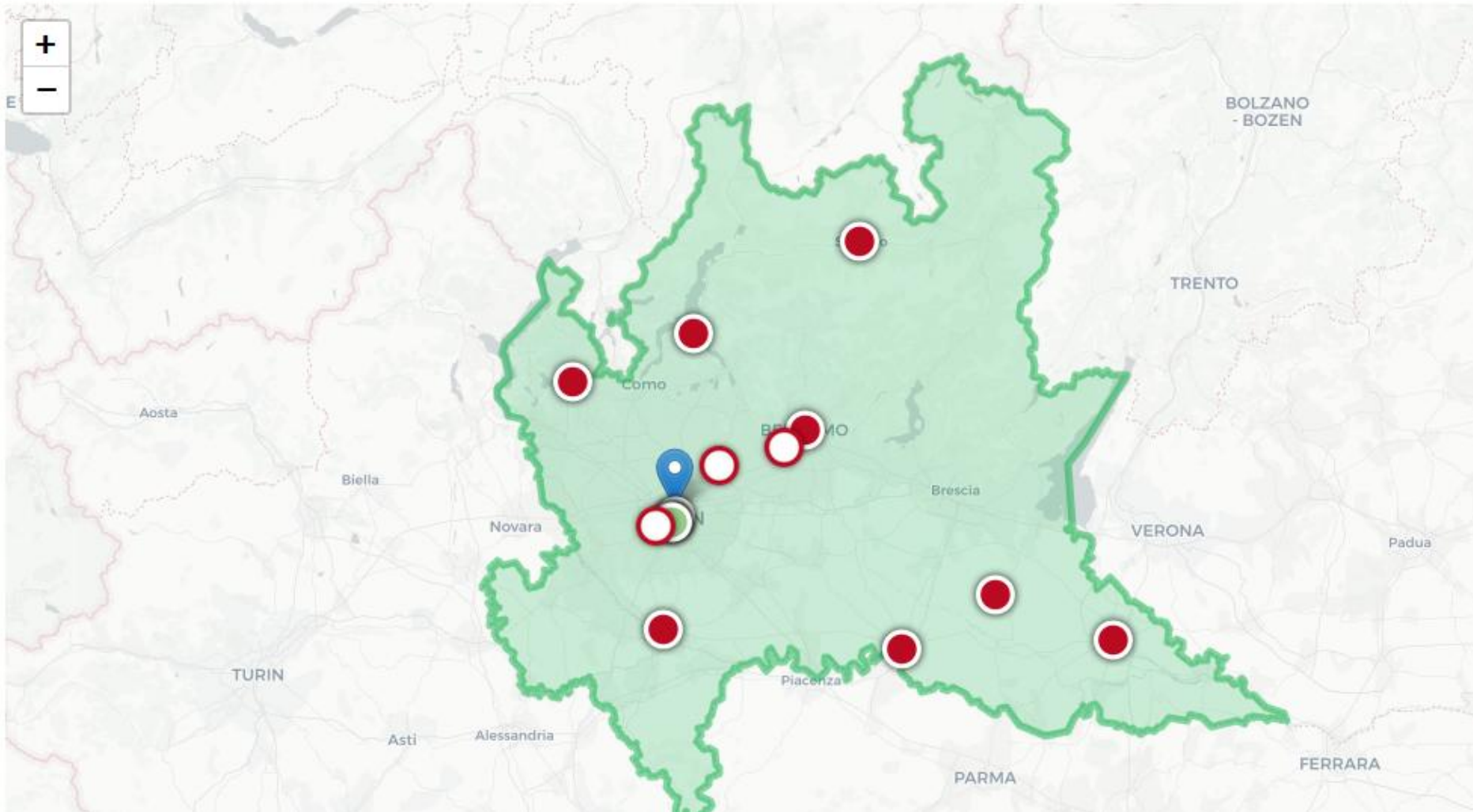


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Experience Centers in Lombardy



● Camera di Commercio ○ Experience Center ● Associazione di Categoria ● Centro di Innovazione delle Imprese





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Digital Experience Center



Create connections, exchange ideas,
identifying opportunities, open innovation

- **“Community”** section: to collaborate, generate ideas, share content, experiences and solutions.
- **“Project Proposals”**: to propose and publish your idea.
- **“News and Events”**: stay up to date on institutional communications and events organized at regional and national level.
- **“I4.0 Observatory”**: to access interviews and corporate testimonials, the Chamber of Commerce Reports and the Investigations carried out by Unioncamere Lombardia regarding the development and innovation of the Italian business world.



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Focus I4.0 in Lombardy



- The Observatory is a report that allows us to make a point about this first phase of PID activity by **monitoring the "response" that companies have given with respect to the multiplicity of services** offered: from calls for the supply of "digital vouchers" to participation in training and information events organized by individual PIDs, up to the Digital Assessment, the Digital Maturity Level test prepared by the national chamber system and supported by local PIDs.
- The quantitative elements outlined in the analyzes contained in this Observatory allow us to outline a context of the role of PIDs in the development of the digitalisation of Lombard companies, with particular reference to Micro, Small and Medium Enterprises. Through these elements it will be easier to **address the activities of PIDs** by reviewing and focusing its training, information assistance and economic support towards the Lombard production companies.



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Digital Vouchers for enterprise networks (2018)



- **Brief description:** Digitalisation projects presented by a group of companies as a response to a specific economic sector or business process with the help of qualified subjects (Research and technology transfer centers, Universities, Digital Innovation Hubs...)
- **Funding body:** Chambers of Commerce of Lombardy
- **Financed companies:** 179 (41 company networks)
- **Total non-repayable grants awarded:** € 2.000.000
- **Activated investments:** € 2.950.000
- **Grant average amount:** around € 11.000



- **Brief description:** Projects presented by SMEs for the development (testing, prototyping and marketing) of I4.0 solutions, applications, innovative products/ services that can go readily to the market
- **Funding body:** Chambers of Commerce of Lombardy and Lombardy Region
- **Applications received:** 287
- **Grants requested:** € 11.716.000
- **Financed companies:** 52 → **146**
- **Total non-repayable grants awarded:** € 2.035.000 → **€ 5.615.000**
- **Activated investments:** € 4.780.000 → **€ 12.000.000**
- **Grant average amount:** around € 39.000

REFINANCED FOR € 3.580.000

- **NEW FOCUS IN 2020:**

- fostering eco-sustainability and green-driven economy
- encouraging the development of digital solutions in response to the health emergency due to the COVID-19 epidemic, in particular regarding prototyping or development of medical devices and components, safety at work, innovation of emergency management processes

- **Funding body:** Chambers of Commerce of Lombardy and Lombardy Region

- **Applications received:** 375

- **Grants requested:** around € 15.000.000

- **Financed companies:** 51

**RESULTS PUBLISHED ON
THE 30 SEPTEMBER 2020**

- **Total non-repayable grants awarded:** € 2.000.000

(further refinancing could be possible)

- **Activated investments:** € 5.179.000

- **Grant average amount:** around € 39.000



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E-commerce Call for proposals (2020)



- **Brief description:** Projects presented by SMEs that intend to develop and consolidate their position on the markets through the E-commerce tool, by encouraging access to cross-border platforms (B2B and/or B2C) and/or proprietary e-commerce systems (websites and/or mobile apps)
- **Examples of financeable investments:** registration fees for cross-border platforms, development of e-commerce websites, feasibility study, digital marketing, SEO, communication strategy, design/development/maintenance of AR Business commerce platforms
- **Funding body:** Chambers of Commerce of Lombardy and Lombardy Region
- **Applications received:** 1650
- **Grants requested:** around € 14.000.000
- **Total non-repayable grants to be awarded:** € 2.618.000
(further refinancing could be possible)
- **Grant average amount:** around € 8.500



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Industry-University collaboration in Lombardy Region



Some **Industry-University collaboration** best practices in Lombardy region are:

- AFIL (Lombardy Cluster for the Advanced Manufacturing)
- Speed MI Up
- Open Innovation Platform of Lombardy Region
- S3Lab on Emerging Industries
- Regional Technology Clusters in Lombardy
- POINT and Business Incubator of Bergamo Sviluppo
- Ecosistema Innovazione Lecco
- ComoNext Incubator and Digital Innovation Hub



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AFIL (Lombardy Cluster for the Advanced Manufacturing)



AFIL (Lombardy Intelligent Factory Association) is a no-profit organisation, which groups more than 130 members among enterprises, universities, public research centers and professional associations.

AFIL is the outcome of a process driven by the Lombardy Region, aimed at creating a network of actors that favor the aggregation of the various regional players active in the field of Research & Innovation within the priority areas identified in the Regional Smart Specialization Strategy (S3).

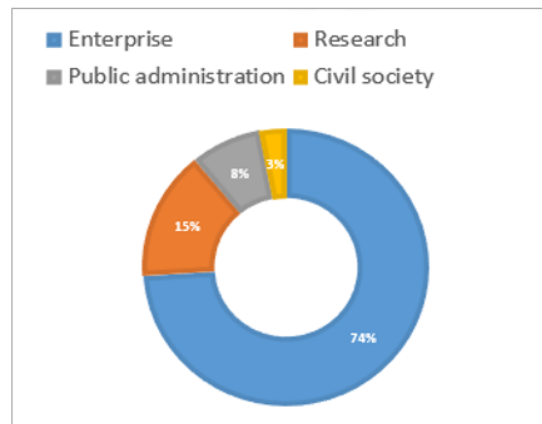
AFIL fosters Research & Innovation in the field of Advanced Manufacturing, promoting best practices and enabling technologies transfers among companies, in order to support and develop the leadership and the competitiveness of the Lombardy productive system.

The Chamber of Commerce of Milan, MonzaBrianza and Lodi, together with Bocconi University and Milan municipality, manages Speed MI Up, that provides support to innovative start-ups, but goes beyond traditional business incubators and accelerators.

Specialized in developing business and management expertise, Speed MI Up is a workshop for businesses and professions which places a great deal of emphasis on the areas of tutoring, networking and synergy creation, and favors virtual spaces for collaboration.

Since Speed MI Up is not involved with the start-ups' capital, it is able to maintain their value and entrepreneurial freedom over time.

Open Innovation is a collaborative environment targeted at research and innovation professionals and concerned citizens, providing tools for information, discussion, idea generation, project management and dissemination.



USERS	ORGANISATIONS	DISCUSSIONS
+ 10.000	+ 2.200	+ 1.800
COMMUNITIES	PROJECTS	OPPORTUNITIES
+ 400	+ 200	+ 600

The S3Lab aims at mapping the evolution and macrodynamics of Emerging Industries in Lombardy and discover a new prospective.

The idea is to involve new actors (such as gazelles, high growth start-ups,...) and to involve usual actors in different ways (clusters, open innovation).

The aim is to foster the establishment of an entirely new industrial value chain or the radical reconfiguration of an existing one, driven by a disruptive idea (or convergence of ideas), leading to turning these ideas/opportunities into new products/services with higher added value.

Lombardy has 9 Regional Technology Clusters, with over 600 members (universities, research bodies, companies, others):

- Aerospace
- Agro-food
- Green Chemistry
- Energy & Environment
- Advanced Manufacturing (AFIL)
- Mobility
- Life science
- Smart Cities & Communities
- Technologies for living environments

Bergamo Sviluppo (Special Agency of the Chamber of Commerce of Bergamo) provides services and advice for SME development, innovation, technology transfer and internationalization, and manages an incubator, called POINT (Polo per l'innovazione tecnologica della provincia di Bergamo). Bergamo Sviluppo has been entrusted the role of Punto Impresa Digitale (PID) within "Impresa 4.0 Plan".

POINT offers not only equipped spaces and adaptation of infrastructures, but also outsourcing of technical and logistical services.

All services offered, integrated by seminar activities carried on innovation in the areas of POINT and managed from Bergamo Sviluppo in cooperation with the network of local associative system, have the following purposes:

- encouraging technological development in enterprises,
- increasing competitiveness,
- facilitating the rise of new companies with innovative technology.

The Chamber of Commerce of Lecco, Lombardy Region, Unioncamere Lombardia and Politecnico di Milano (Lecco campus) cooperated together and launched the call "Ecosistema Innovazione Lecco", aimed at supporting interventions in the field of innovation, economic development and digitalization of local SMEs.

With a project budget of 1,4 Million Euros for 2017-2018, the call for expressions of interest collected 179 innovative ideas coming from mSMEs from Lecco area.

At the end of process, 24 companies had been supported by experts/researchers of Politecnico di Milano in the path of structuring and implementation of their innovation projects.

Ecosistema Innovazione Lecco was awarded a prize as best practice of open innovation by SMAU Milano 2018 (Milan Innovation Fair).

ComoNext (originally a Special Agency of the Chamber of Commerce of Como) acts as an incubator and provides assistance and consulting services for technology transfer and SME development to the companies inside and outside the park. ComoNext has been selected for the task of Digital Innovation Hub (DIH) within “Impresa 4.0 Plan”.

ComoNext is a space for both mature companies, with well-established products, services and markets, as well as innovative startups, selected through targeted calls launched by the Chamber of Commerce or through ad hoc calls for innovation.

Its goals are:

- attracting innovative businesses,
- transferring innovation to the territory,
- encouraging new business development by incubating startups.



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Thanks for your attention

