

# European Network on New Sensing Technologies for Air Pollution Control and Environmental Sustainability - *EuNetAir*

COST Action TD1105

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## A Success Case of Synergy and Knowledge Transfer from Academia to Enterprise



**DEMARINIS LOIOTILE ANNAMARIA**  
Scientific Secretary and Core Group Member  
University of Bari Aldo Moro - ITALY

 **cost**  
EUROPEAN COOPERATION IN SCIENCE AND TECHNOLOGY





Over the last few years government reports and policy have highlighted the importance of KT from universities for social and economic benefit. Knowledge Transfer has been identified by academics and policy makers as an essential ingredient for innovation and enterprise development, which in turn are important drivers for a competitive and thriving knowledge economy.

**Knowledge Transfer: ‘the iterative cycle of sharing ideas, research results, expertise or skills between interested parties that enables the creation, transfer, adoption and exploitation of new knowledge in order to develop new products, processes or services and influence public policy’**

**KT has an impact on innovation and growth in the individual and in firms, at regional and national levels, resulting in economic growth and national competitive advantages.**

**The THIRD MISSION OF THE UNIVERSITY: the bridge between research, industry and society  
... the mutual responsibility of training and production world in the evolution and integration of knowledge**

# IS IT POSSIBLE TO GENERATE INNOVATION WITHOUT COLLABORATION



## THE RELATIONSHIP

Everything derives from this, as it allows connection between those who have innovative idea and those who have the technology to "actually" develop the idea.

Today, the concept of innovation has become OPEN, including a plurality of actors, who often end up becoming protagonists.

**A way to meet each other is essential...**

**the matching between innovation demand and supply**

Communication, which is not always efficient between the world of research and that of the enterprise, does not guarantee a successful transfer of knowledge and innovation to the territory. Therefore, it is crucial to invest in the development of a close relationship between academia and industry, with the aim of adapting the knowledge and academic research to market and society needs.

The prosperity of regional economies increasingly depends on the development of knowledge clusters, where a number of actors from different sectors and disciplines are connected together and continuously interact to advance knowledge and innovation.

In each of these ecosystems, universities play a substantial role in creating new knowledge and its dissemination to society.

## Innovation at the service of the territory



**Priority: Strengthening research, technological development and innovation**

Cohesion Policy 2014-2020 will go even further in terms of concentrating funding on research and innovation:



**Supporting innovation actors** (especially research centres and SMEs) which are directly engaged in developing innovative solutions and the economic exploitation of new ideas

Investing in infrastructure, equipment, pilot product lines, and advanced manufacturing necessary for applied research and innovation activities, including technologies that create capabilities for further innovation in a range of other sectors.



**Facilitating the cooperation, networking activities and partnerships among different innovation actors working in the same field – universities, research and technological centres, SMEs and large firms – to achieve synergies and technology transfers.**



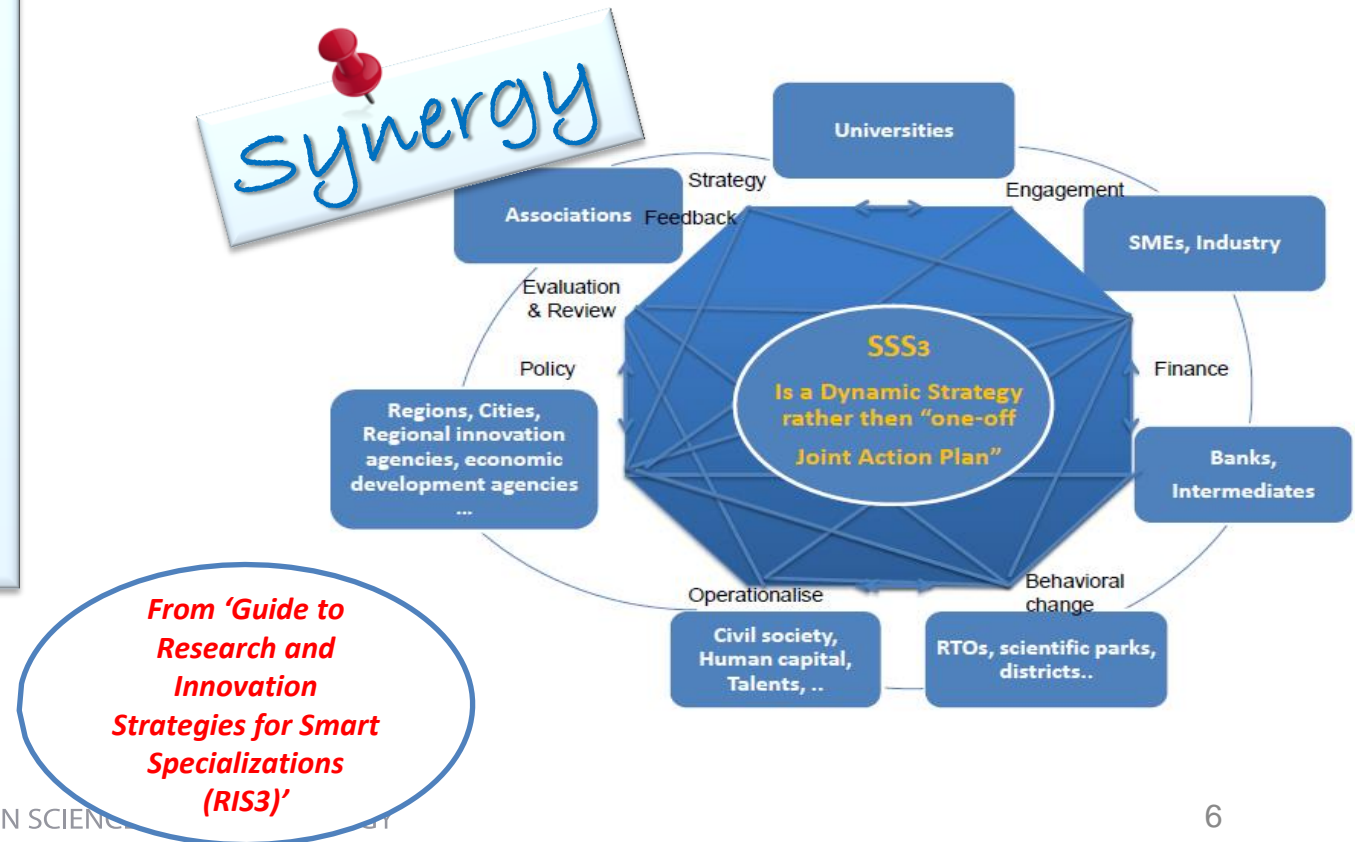
Investing in **innovation by SMEs** in order to increase their competitiveness.

Focusing on the training of researchers, development of post-graduate courses of study and entrepreneurial skills.

# A new strategic approach

The Smart Specialization Strategy (RIS3) also requires a close collaboration between the key stakeholders: researchers, businesses, the innovation community, and public authorities, so that it can identify the **real needs of the local economy for a greater impact on regional development, focusing on a limited set of priority areas**, in which it already has a competitive advantage.

Before the European Structural and Investment Funds (ESIF) are allocated to research and innovation, Member States and regions will need to draw up so-called smart specialization strategies, by means of a process of 'entrepreneurial discovery'.



### Box 3 - The four Cs of smart specialization

- *(Tough) Choices and Critical mass*: limited number of priorities on the basis of own strengths and international specialisation – avoid duplication and fragmentation in the European Research Area – concentrate funding sources ensuring more effective budgetary management
- *Competitive Advantage*: mobilise talent by matching RTD + I capacities and business needs through an entrepreneurial discovery process
- *Connectivity and Clusters*: develop world class clusters and provide arenas for related variety/cross-sector links internally in the region and externally, which drive specialised technological diversification – match what you have with what the rest of the world has
- *Collaborative Leadership*: efficient innovation systems as a collective endeavour based on public-private partnership (quadruple helix) – experimental platform to give voice to unusual suspects



The Commission services requires also **synergies** by combining ESIF, Horizon 2020 and other EU instruments in a cohesion-oriented manner in order to **amplify the research and innovation investments and their impact on competitiveness, jobs and growth** in the EU.



*In this context of cooperation, integration, synergy, regional smart specialization, the need to bridge the gap between academia and enterprises comes to link these two worlds*

# HOW ????

By opening the doors of the Universities to the territory...

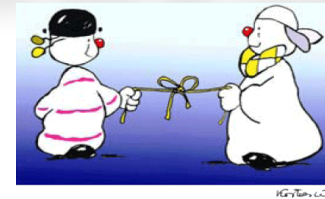
...by paying attention to the territories and companies' needs and not only by presenting the technological offer of the researchers...

Universities have been asked to optimise their roles as key players within society...



By trying to create regular and continuous relationships with the companies

*'...I am with the University...'*



By making researcher know-how available in order to create value on our territory



***This is the mission that the staff of the Delegate for the Creativity and Innovation Development of the University of Bari is trying to carry out ...TODAY THE THIRD MISSION OF THE RESEARCH BODY BECOMES AN IMPORTANT INDICATOR IN THE PERFORMANCE EVALUATION***



"I strongly believe that **creativity and innovation** can be a new beginning for Europe because they are areas on which the revival of our economy and our society can be based...  
Culture, creativity and innovation are three separate **factors** that activated with integrated and coordinate policies can become essential for the **growth and competitiveness** of European territories and the **creation of new jobs...**"

From the speech of the President of Apulia Region at the international Conference "Creativity and innovation: the engine of economic growth: the role of culture and territories."



*Culture, creativity, innovation, dreams, the value of ideas and of people, team building capacity and territorial vocation .... These are the main ingredients on which the spin off company LENVIROS is based .....today a successful case... today a story with happy ending...*

*"Laboratory of Environmental Sciences"*

LEnviroS Srl is a spin-off established in 2005 with experience in the environmental field to the territory. The company provides services based on its technological knowledge.

The team is made up of young professionals with continuous professional training.

Its peculiarity lies in the offer of **high value added services** characterized by a meaningful scientific content, a guarantee of competence and versatility, which is difficult to find on the market. The company is a vehicle capable of **transferring its technological know-how, generate innovative and unique products, thanks to its close connection with Academia**, and for this reason it is a great resource for the development of the local and national territory.



... of the University of Bari ... experience acquired in the ... of an high scientific and

... vironmental field through

**LENSVIROS**  
SUSTAINABLE SOLUTIONS

LEGAMBIENTE  
INNOVAZIONE  
AMICA DELL'AMBIENTE  
PREMIO 2010

In sostenibile

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Spin-off dell'Università  
degli Studi di Bari

HOME : CHI SIAMO : PROGETTI : ATTIVITA' : DUO : LEnviland : AMICI : PORTFOLIO : **CI METTO LA FACCIA** : CONTATTI

LAST NEWS	FOCUS	ATTIVITA' & SERVIZI	VIDEO
<p>18-05-2012 <b>GREENING CAMP 2012</b> Magda Brattoli selezionata dal Ministero dell'Ambiente per la sua ricerca</p> <p>25-12-2011 <b>27/12/2011 - Inaugurazione della nuova sede di LEnviroS srl</b></p> <p>30-09-2011 "Tecnologie innovative per l'abbattimento della carica microbica in rifiuti pericolosi"</p>	<p><b>Publicato il libro "PARTICELLE IN ATMOSFERA - Conosciamole meglio"</b> Leggi</p> <p><b>Nel libro sul REACH della Società Chimica Italiana c'è il contributo di LEnviroS</b> Leggi</p> <p><i>archivio</i></p>	<p>Qualità dell'aria Olfattometria Normativa REACH Sistemi di supporto alle decisioni Monitoraggio indoor Trasferimento tecnologico Emissioni da materiali Emissioni in atmosfera Comunicazione ambientale Energia e sostenibilità Outsourcing al trasferimento tecnologico</p>	



Olfactometric monitoring of odorous substances

Outdoor and indoor air quality monitoring



Emission from materials



Spin off company of the Department of Chemistry of the University of Bari



Training and Technology Transfer



Laboratory testing for the characterization of pollutants in the environment and environmental matrices

REACH/CLP regulation and sustainability assessment



# Some selected acknowledgements...

LEnviroS was selected among the realities incubated under the project BOOST, Services for the Promotion of New Businesses in Advanced Technology, funded by the Ministry of Productive Activities.

In 2010 LEnviroS received the "Environmentally Friendly Innovation" Prize from Legambiente for the development of a prototype for measuring emissions from materials.

It was one of the winners, in 2008, the 8th edition of the Award Marrama, organized by the Banco di Napoli Foundation reserved for Italian regions which have distinguished themselves in field of creation and enterprise management.

LEnviroS often benefits from regional funds by winning regional competitions.

## LEnviroS ...

- Is different from the classic start up because it comes from the 'hunger', the ambition and the team building capacity of some young scientists
- Gives great importance to the value of the 'path' and people
- Is a new vision focusing on people's dreams
- Is an engine for the society and territory
- Makes quality and innovative services its hallmark
- Attempts to anticipate new unexpressed market needs
- Offers high added value and unique services thanks to its close connection with Academia

Gracie

**Annamaria Demarinis Loiotile**  
**University of Bari**  
**[annamaria.demarinis@uniba.it](mailto:annamaria.demarinis@uniba.it)**

