

Innovation: the key for competitiveness

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The first element to guarantee the development of a territory is coherence of means and objectives, in line with the ethic of responsibility. Innovation has to be a driving force of any public or private intellectual activity, in our daily life, in the methods, in the paces and in the objectives that influence decisions. The best enterprises, the ones that are open to the international market, are changing by relocating and internationalising their reference markets and by developing new skills within their management.

The activities of “Innovation Europe” should include three main fields;

- Communication
- Regulation
- Funding

Small enterprises need to grow exploiting innovative solutions and aggregating on a local basis. The research system of SMEs should advert to research and technological transfer centres where they can find the proper environment, skilled people and verified competences. Public funds should be allocated to comprehensive activities while the support to the single SME has to focus on the product development stage and on the process that precede production. This should not happen only through financial aid but, above all, by offering managerial instruments.

In the same way the direction of research and of support policies have to be defined taking into particular consideration the originality of the proposals, the usefulness of the results by the European economical sector regaining the central role of universities.

Technological transfer is the fundamental element to implement innovation through the practical contribution of enterprises. This process involves the presence on the territory of:

- Competence centres within universities and research centres;
- Research and innovation centres that represent the physical meeting point between the research sector and the enterprise.

At the base of the entrepreneurial subsidies system there should always be a mechanism of support focused on initiatives.

In conclusion, actions should go hand in hand with a multiannual communication programme that will foresee, as a key event, the awarding of a prize to the most innovative enterprise.