Primo Tavolo di Lavoro Think Tank Basilicata 2021-2022

Potenza, Regione Basilicata
29 novembre 2021 (10.00 - 12.30)

PRESENTAZIONE DI GIORGIO VENTRE

TotalEnergies

The European House
Ambrosetti

THINK TANK BASILICATA 2021/2022

I Tavolo di lavoro
"Il sistema competitivo della Regione nel nuovo quadro delineato dal PNRR"
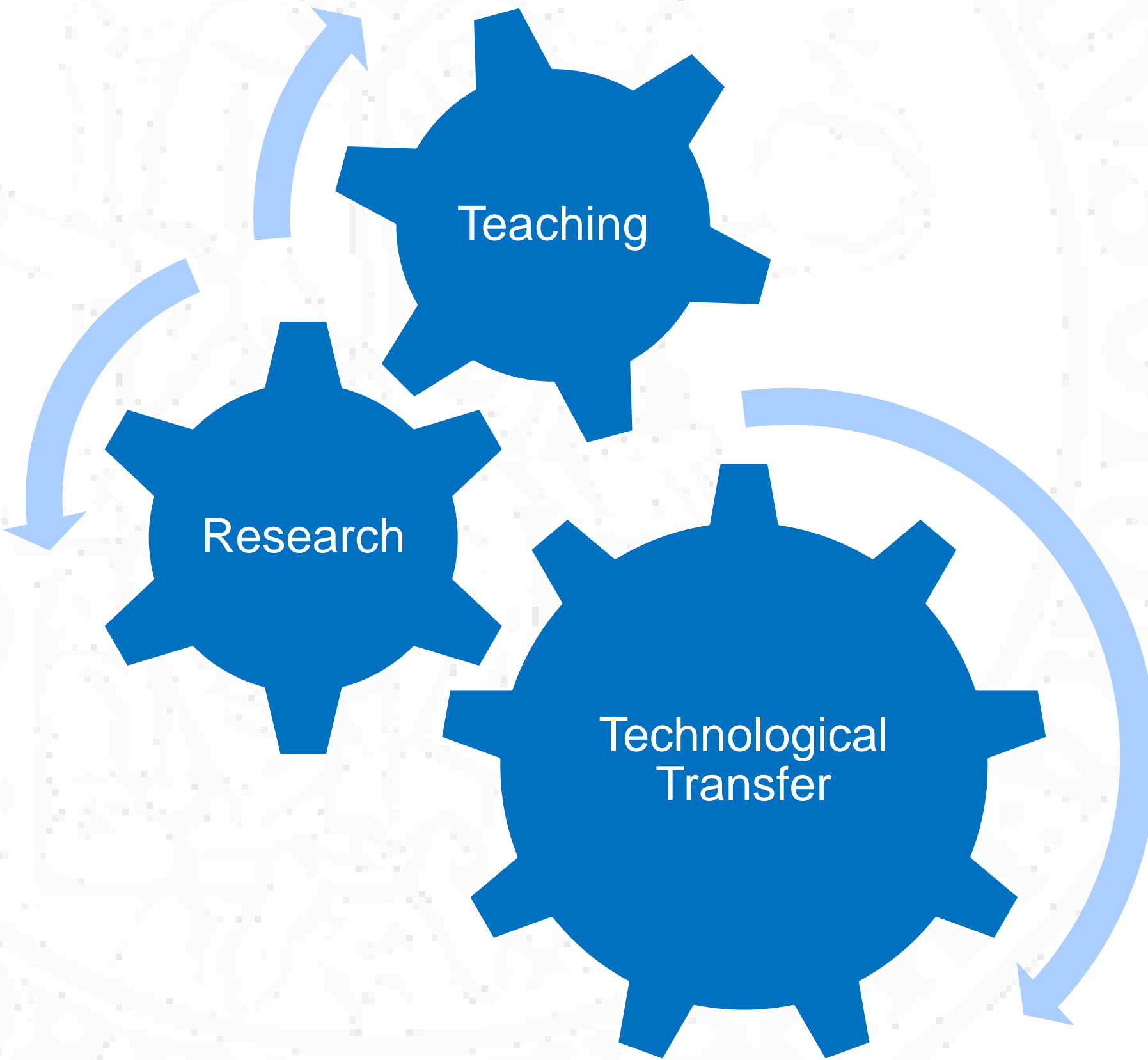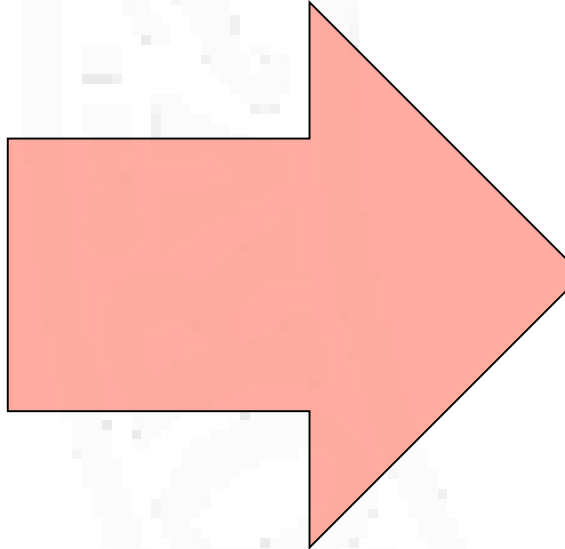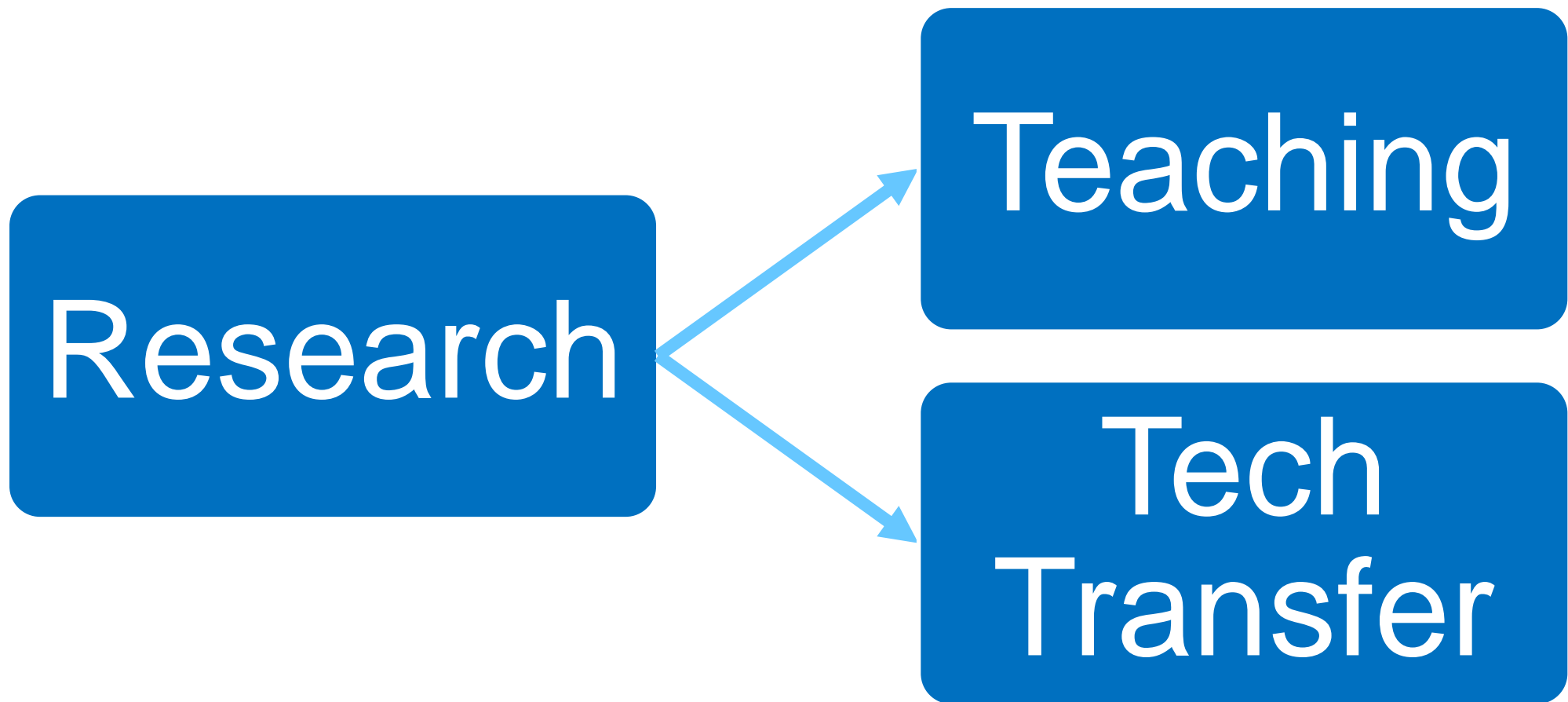
Potenza, Regione Basilicata (Sala Inguscio)
Lunedì 29 novembre

Minds, Skills, Open Innovation: three pillars for true economic development

UNIVERSITÀ DEGLI STUDI
DI NAPOLI FEDERICO II

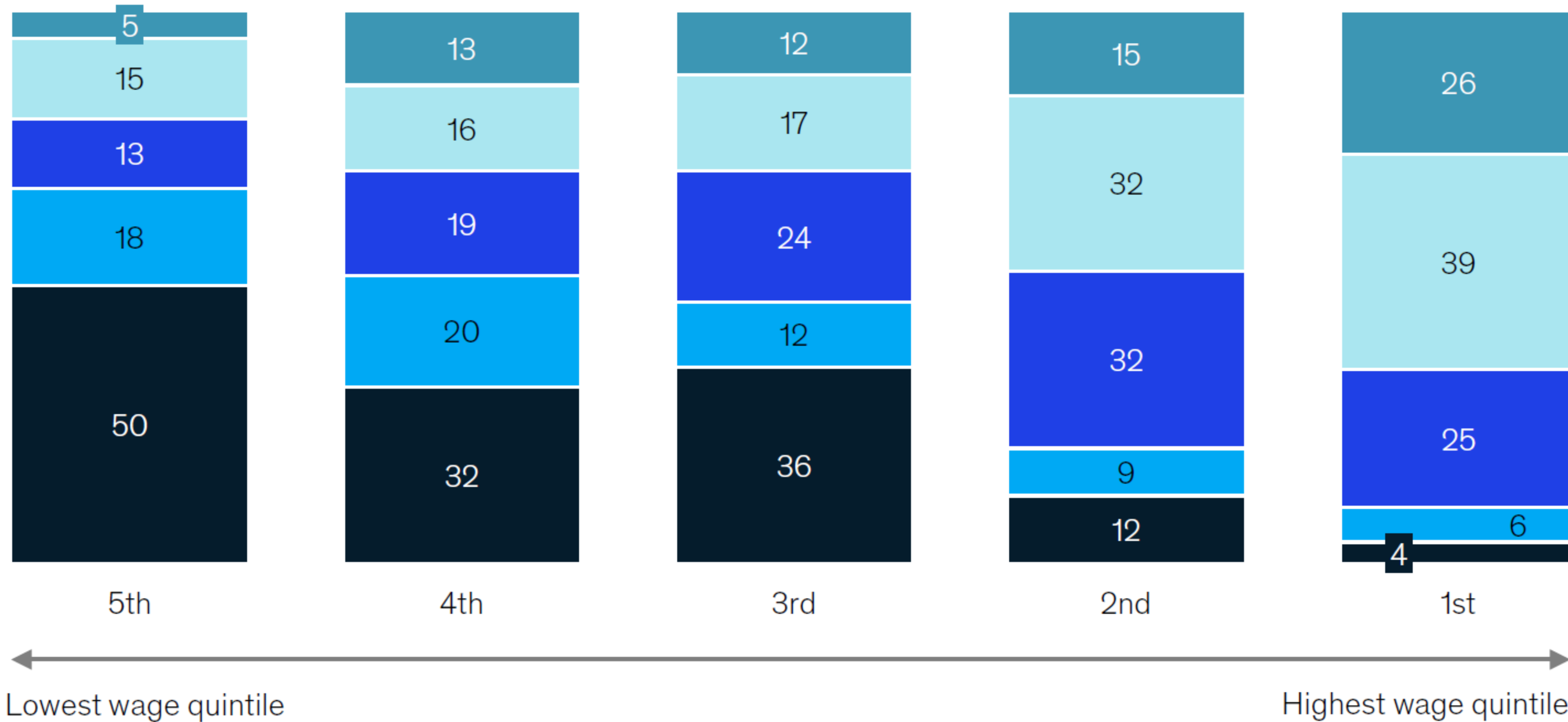# In a fast changing world, University must change as well

Research, Education and Technological Transfer as the cornerstones of economic development

Time spent using skills in each skill category by wage quintile in the United States[1]

%

Legend: ■ Physical and manual skills   ■ Basic cognitive skills   ■ Higher cognitive skills   ■ Social and emotional skills   ■ Technological skills

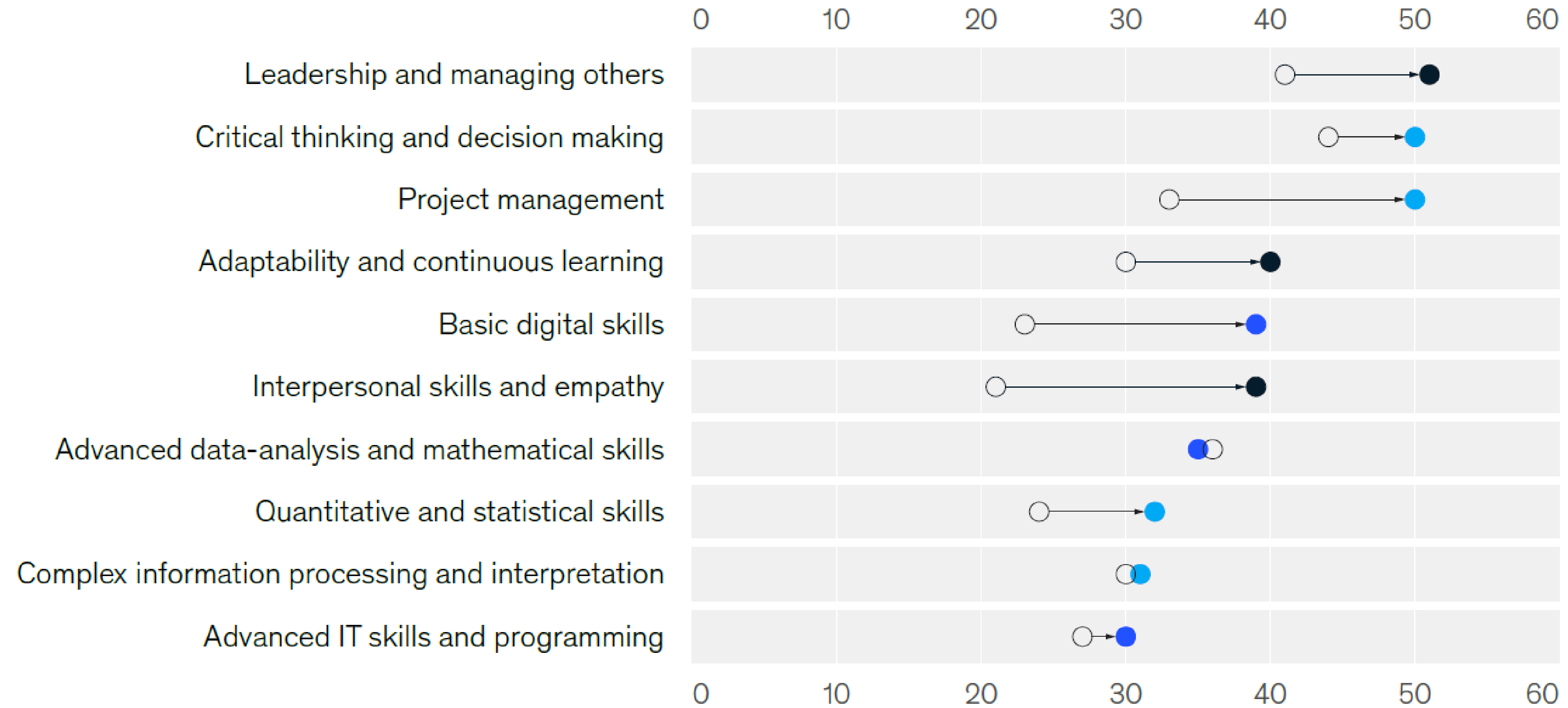|	5th	4th	3rd	2nd	1st
Technological skills	5	13	12	15	26
Social and emotional skills	15	16	17	32	39
Higher cognitive skills	13	19	24	32	25
Basic cognitive skills	18	20	12	9	6
Physical and manual skills	50	32	36	12	4

Lowest wage quintile ⟶ Highest wage quintile

1. Using O*NET data, more than 2,000 work activities for more than 800 occupations were classified according to the primary skill used.

Source: Employment and Training Administration, US Department of Labor; O*NETOnLine; US Bureau of Labor Statistics; McKinsey Global Institute analysis

Skills that companies have prioritized to address through reskilling,[1] % of respondents

● Social and emotional skills   ● Advanced cognitive skills   ● Technological skills   2019 ○——●︎ 2020

Skill	2019	2020
Leadership and managing others	41	51
Critical thinking and decision making	44	50
Project management	33	50
Adaptability and continuous learning	30	40
Basic digital skills	23	39
Interpersonal skills and empathy	21	40
Advanced data-analysis and mathematical skills	36	35
Quantitative and statistical skills	24	32
Complex information processing and interpretation	30	31
Advanced IT skills and programming	27	30

[1]Out of 25 skills that were offered as answer choices; n = 700.

Knowledge, in times

Middle Age
- Knowledge = Scriptures x Logic

Scientific Revolution
- Knowledge = Empirical Data x Math

Tomorrow
- Knowledge = Knowledge x Humanity

A personal adaptation from «Homo Deus – A Brief History of Tomorrow», Yuval Harari

Human vs Machine: war or coexhistence

Two possible approaches towards a coexistence:

- Substitution: Machines outplace Humans that will be relegated to the role of technology designers/controllers

- Collaboration: Machines will cooperate with Humans in completing tasks/jobs and will act as extensions of human capabilties

Substitution is very fascinating but very complex and costly. And also quite scary from an evolutionary and ethical viewpoint.

Collaboration is more substainable and furthermore more fitted to the main human characteristics: critical thinking, creativity, empathy. However more investments are needed here in education.

Which Skills We need

The more we have autonomous entities working for us or with us, the more we need to understand how these «things» work.
The Lion Air crash is a dramatic example on how things can go horribly wrong when people do not understand machines and viceversa:

- Trust – I know how you operate

- Understanding – I understand what you do

- Interoperation – I can interwork with you

A new meaning to the concept of Human Centric Design:
«Systems should be designed specifically so their actions are interpretable by humans»

Can we make Southern Italy more attractive?

We need to make our communities more attractive:

- To Talents: we need to keep our talents and to attract more from abroad

- To Industry: we need to convince companies to settle here

- To Capital: we need financial institutions to invest in our areas

We need to work on all three factors together but the starting point is
INVESTING IN TALENTS AND SKILLS

The cultural background that our students own is perfectly in line with what is required in digital and green transformation

San Giovanni: the Technology Hub for Federico II

- **The University of Napoli Federico II has opened in the brand new Campus in San Giovanni a Technology Hub for Training, Open Innovation and Startup creation. The area from 1876 to 1980 was a tomato & produce cannery**

- **The Campus was created in an suburban area of Napoli that experienced a major deindustrialization in the '80s with a dramatic impact on the economy and social cohesion of the neighborhood**

- **Today, national and international companies are involved in educational and open innovation programs involving our researchers and spinoffs as well as students from all over the world, bringing new life and new opportunities to the area**

San Giovanni: an international hub
for Digital Innovation

… still growing

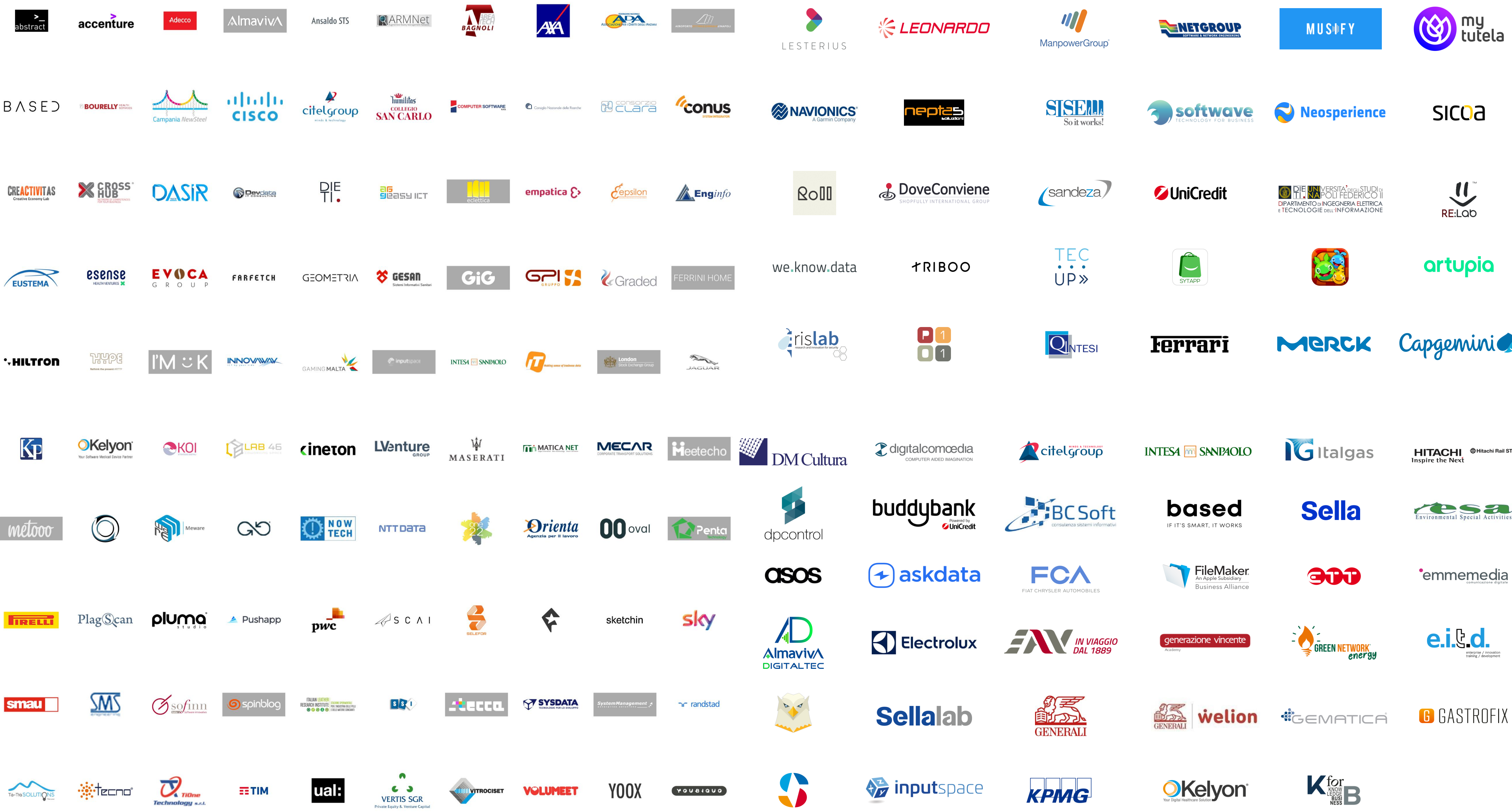# A complete offering for an integrated approach to digital innovation

- **The Campus is the *one stop* solution for companies looking for :**

  - **Training – The Academy System**

  - **Technology Transfer – Co-Innovation Hubs**

  - **Startup Creation and Acceleration – Incubation spaces**

  …in the area of Digital and Green Transformation.

150+

Partner companies looking for innovation & talents

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Il PNRR: una occasione da non perdere

Il Piano Nazionale Ripresa e Resilienza rappresenta per l'Italia (ed ancora di più per il Mezzogiorno) una occasione da non perdere.

Ma non tanto per la dotazione economica quanto per gli assi strategici intorno ai quali si sviluppa:

- Digitalizzazione e innovazione

- Transizione ecologica

- Inclusione sociale

Gli Assi sono i binari lungo i quali i soggetti attuatori sono OBBLIGATI ad operare in coerenza con le strategie sviluppate a livello EU

IL PNRR - ITALIA: 6 MISSIONI PER 6 PRIORITÀ

Il PNRR contiene un pacchetto coerente di **riforme strutturali e investimenti** per il periodo 2021-2026 articolato in sei **settori d'intervento prioritari** e obiettivi:

TRANSIZIONE DIGITALE

Promuovere e sostenere la trasformazione digitale del Paese e l'innovazione del sistema produttivo e investire in due settori chiave per l'Italia: turismo e cultura

ISTRUZIONE E RICERCA

Rafforzare il sistema educativo, le competenze digitali e STEM, la ricerca e il trasferimento tecnologico

TRANSIZIONE VERDE

Migliorare la sostenibilità e la resilienza del sistema economico assicurando una transizione equa e inclusiva

INCLUSIONE E COESIONE

Facilitare la partecipazione al mercato del lavoro, anche attraverso la formazione, e rafforzare le politiche attive del lavoro; favorire l'inclusione sociale

INFRASTRUTTURE PER LA MOBILITÀ SOSTENIBILE

Sviluppo razionale di una infrastruttura di trasporto moderna sostenibile ed estesa a tutte le aree del Paese
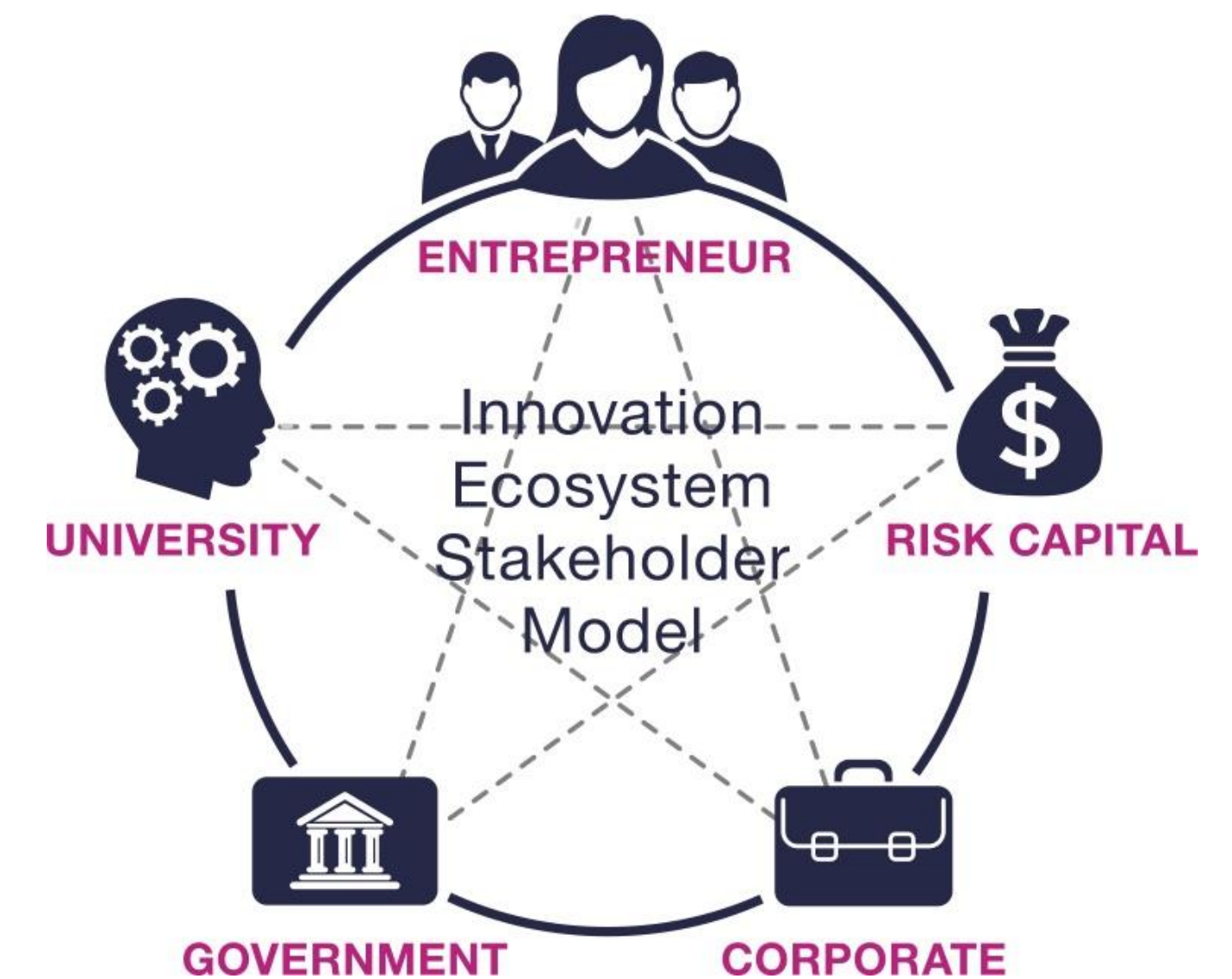
SALUTE E RESILIENZA

Rafforzare la prevenzione e i servizi sanitari sul territorio, modernizzare e digitalizzare il sistema sanitario e garantire equità di accesso alle cure

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Ecosistemi PER l'Innovazione

La risposta operativa affinché il Mezzogiorno esca vincente da questa sfida è creare degli Ecosistemi PER l'Innovazione

- **Ascolto delle Esigenze**

- **Co-design degli Interventi**

- **Supporto alle Eccellenze**

- **Sostegno ai Territori**

- **Semplificazione Amministrativa**

Un vero Ecosistema deve includere tutti gli stakeholder, pubblici e privati

innovation is everywhere

thank you

The Academy System

- Since 2016 the Campus hosts several educational initiatives developed in cooperation with world class companies to couple the academic training with much needed skills on leading edge technologies

  - Developer Academy (Apple): Mobile services & applications
  - DTLab (CISCO): IoT, Networking, Advance Manufactoring
  - Digita (Deloitte Digital): Industry 4.0
  - Cyber Hackademy (Accenture): Cyber Security for Industry
  - CyBORG (TIM, CISCO) : Executive Master in Cyber Security of Business & Organisation
  - 5G Academy (CapGemini, TIM, Nokia): 5G Technologies and Services
  - Smart Mobility (Ferrovie dello Stato): Innovation in Mobility
  - MAKE (Medtronic): Biomedical Technology
  - Autostrade per l'Italia: Smart&Safe Infrastructures

  In 5 years more than 2000 «digital talents» from all over the world have been tranined in our Academies

An Hub for Open Innovation

The Campus hosts also a number of Co-Innovation Hubs, spaces where companies work with us on initiatives in the area of open innovation, technology transfer and startup acceleration:

- **TIM Wcap: technology transfer & startup acceleration**

- **Intesa San Paolo: open innovation & startup acceleration**

- **Ferrovie dello Stato: open innovation & startup acceleration**

- **Oracle Data Lab: technology transfer**

- **Medtronic: open innovation & startup acceleration**

- **Techno Hub Spazio Unicredit: open innovation & startup acceleration**

- **ENI Energizer * : startup acceleration**

- **Terna Innovation Hub *: open innovation & startup acceleration**

The activities are developed in collaboration with researchers and students from the University of Napoli Federico II and with startups incubated by Campania NewSteel.