



*Policy Forum of the IKINET project:
Regional “competence centres”
and European knowledge and innovation networks:
an international comparison of innovation cluster policies
Roma, 19th and 20th September 2007*

Etruria Innovazione SCpA

KNOCK – KNOWledge Centre network

**Network for knowledge management in the
regional production system**

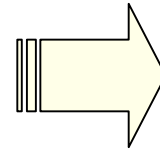
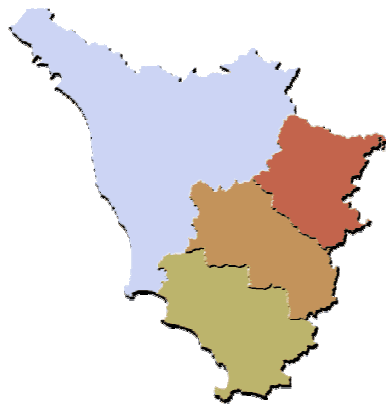
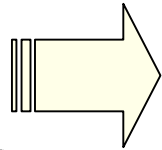


REGIONE TOSCANA
Giunta Regionale





KNOCK aimed to create a **network** of service centres for coordination and knowledge management in SMEs, thus promoting innovation, technology transfer and decision making support in south Tuscany



Partners:
Province of Arezzo,
Grosseto, Siena



Coordinator: **Etruria**
innovazione

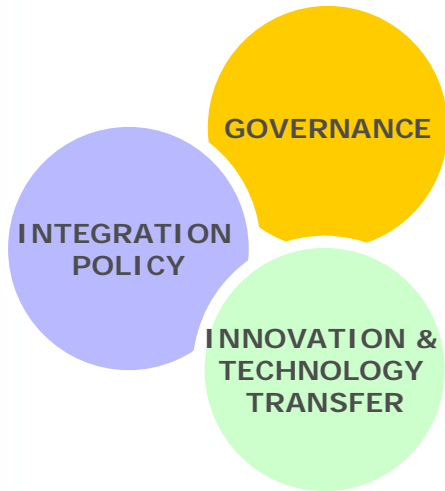
Etruria Innovazione is a publicly owned, non-profit company formed in 1997.

Mission: To promote **innovation** and **technology transfer** to SMEs in central-southern Tuscany

Activities: Consultancy and awareness-raising on new technology and finance opportunities for enterprises, collaboration with public administrations to connect innovation to real **territorial needs and governance**, collaboration networks....



MAIN OBJECTIVES



Support regional policy / programmes through knowledge management



Promote integrated wide scale governance for sustainable development paying particular attention to specific geographical circumstances.



Enhance innovation and competences exchange between industries and R&D institutions



SPECIFIC ACTIONS

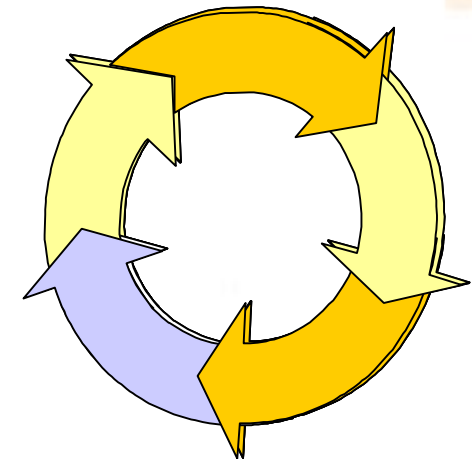
Analysis and knowledge of the territory

Integration of existing realities, services and competencies

Realisation network for integration knowledge

Implementation of the KNOCK coordination centre model

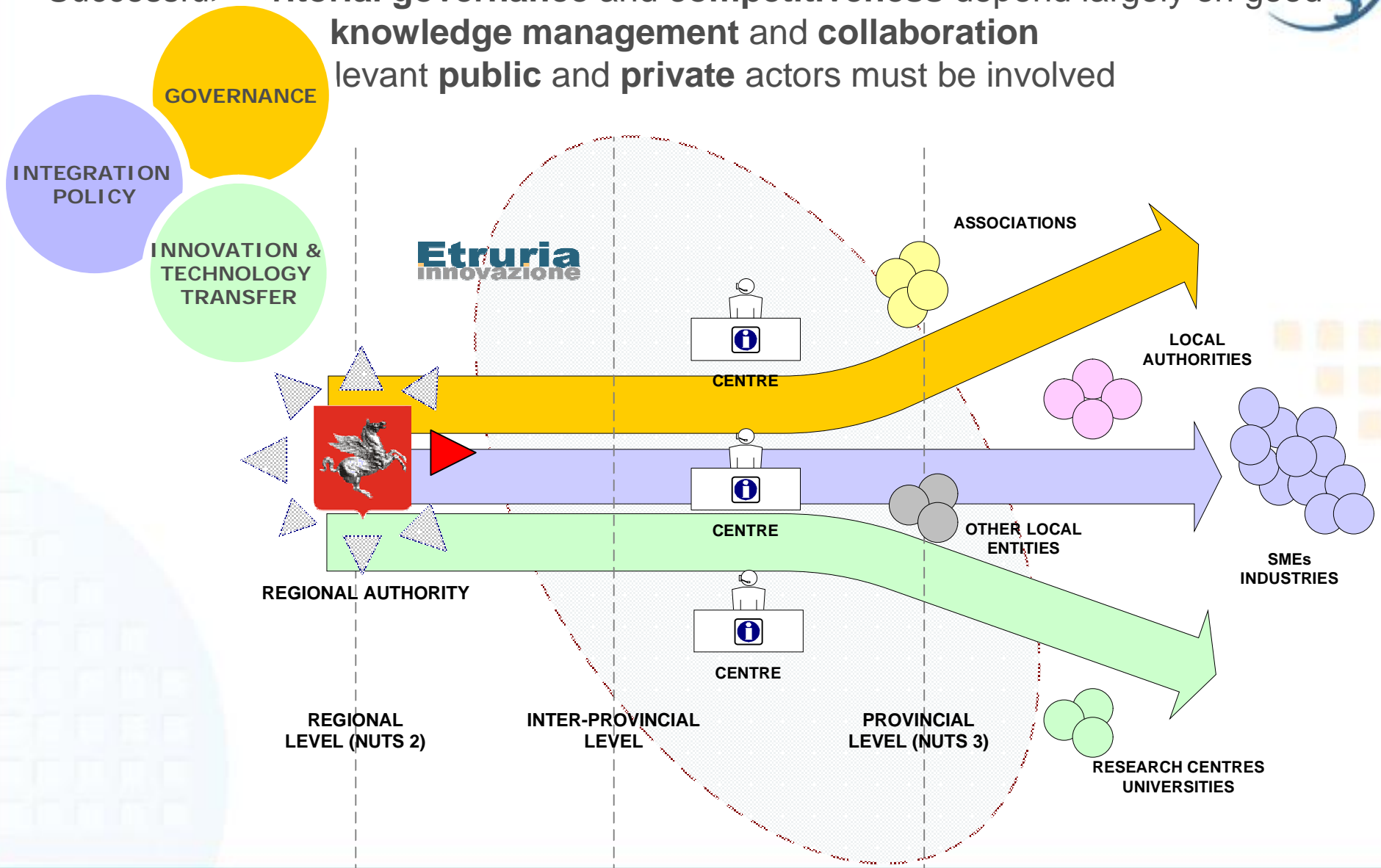
Coordination at inter-provincial level



Actors Involved

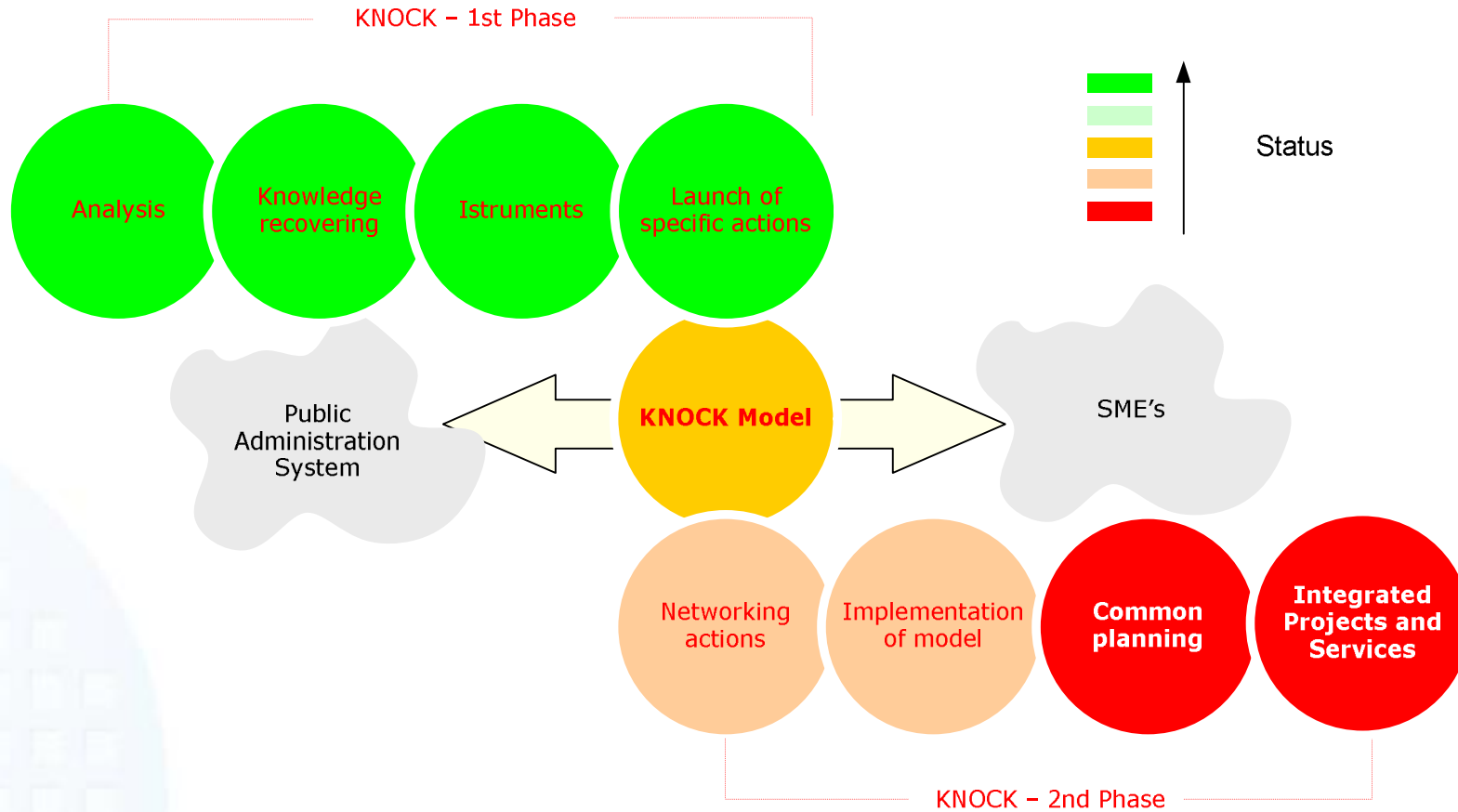


Successful territorial governance and competitiveness depend largely on good knowledge management and collaboration
levant public and private actors must be involved





KNOCK is divided into different project phases:

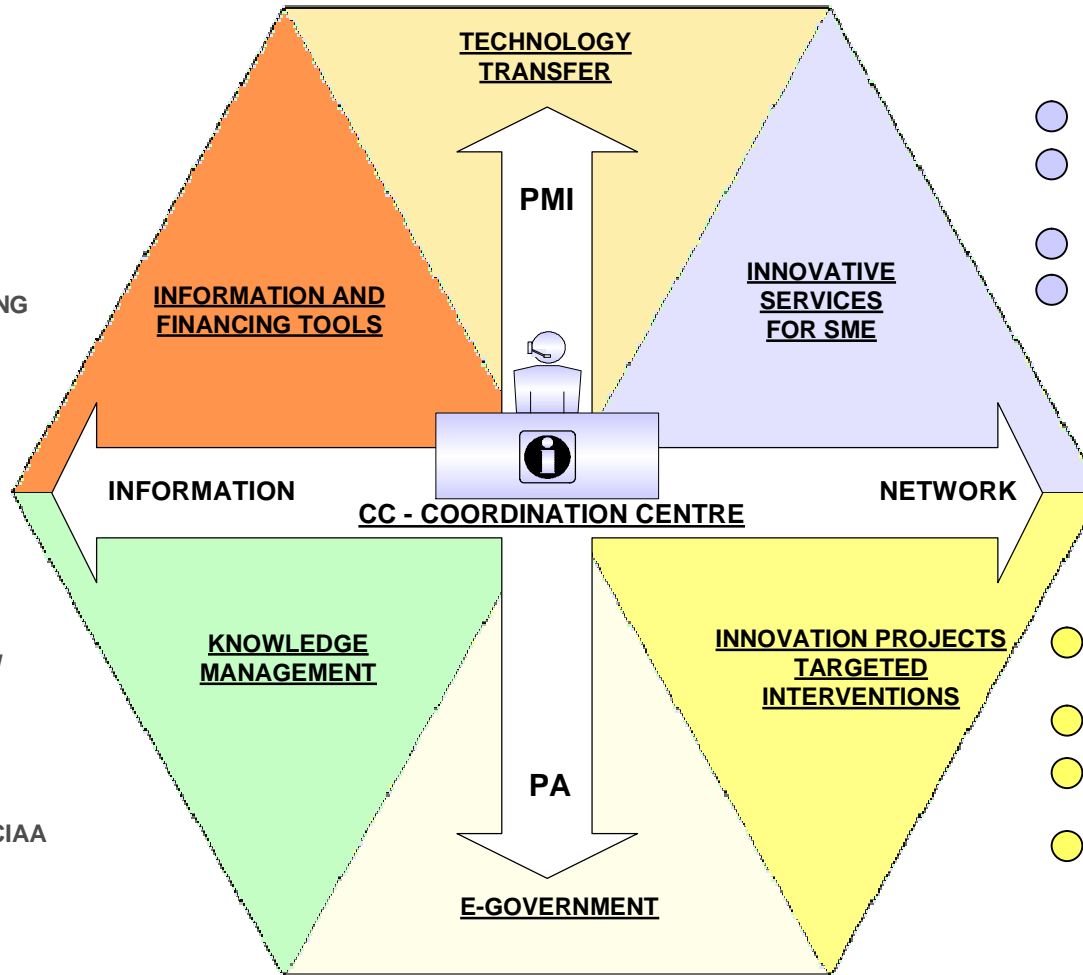




- RESEARCH COLLABORATION - SME
- TT NETWORKS
- MEETINGS - SEMINARS
- COMPANY VISIT - AUDIT
- ICT INSTRUMENTS
- AWARENESS RAISING

- CALLS
- INFORMATION
- PROJECTS
- CONSULTANCY
- TECHNOLOGY SCOUTING

- NEEDS ANALYSIS
- IDENTIFICATION AND PLANNING OF SERVICES
- DEVELOPMENT OF TOOLS
- SERVICE MANAGEMENT



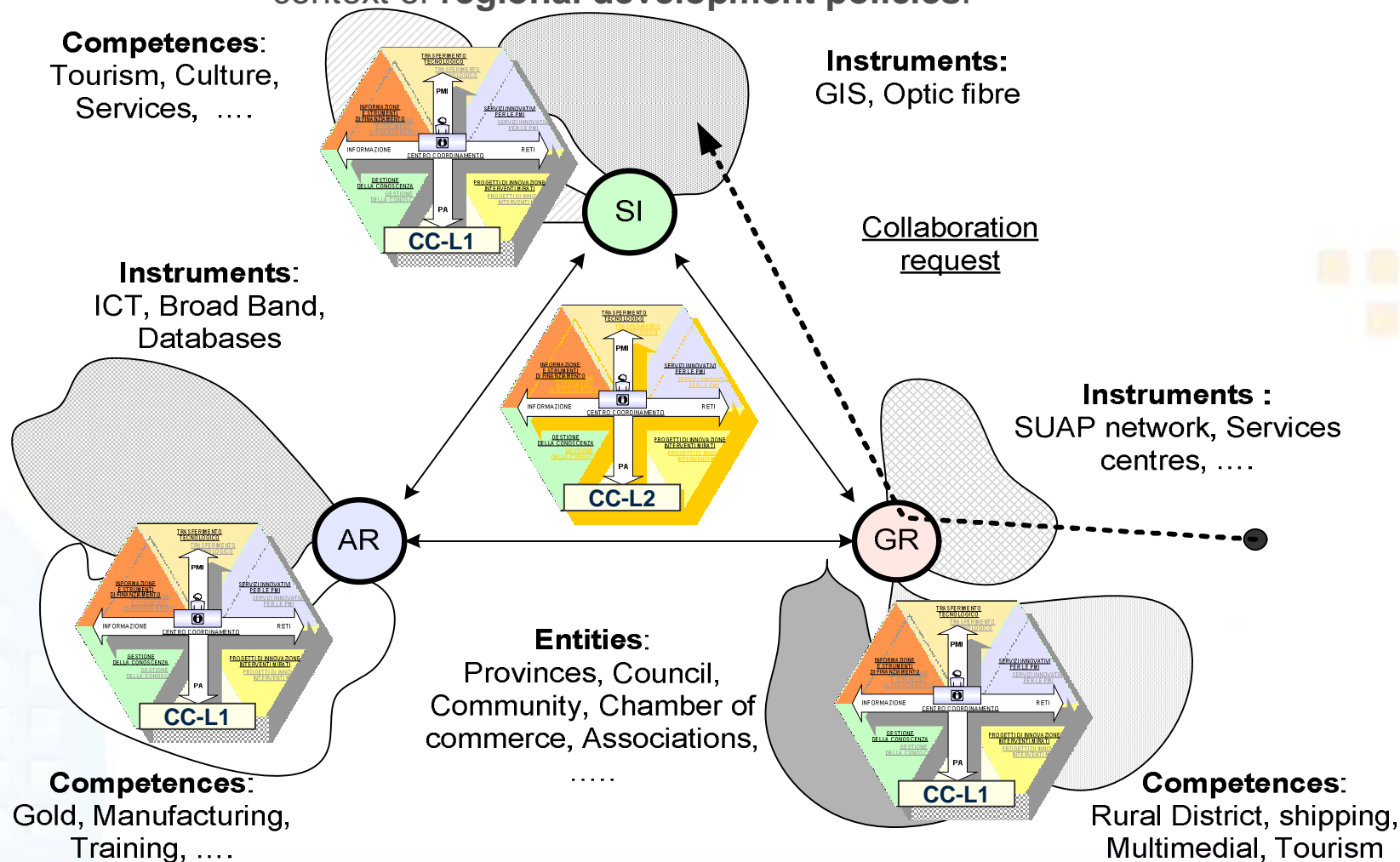
- INFORMATION FLOW
- TIS
- GEO-REFERENCED COMPANIES
- NETWORKS WITH CCIAA AND ASSOCIATIONS

- INNOVATIVE PROJECTS AT PRODUCTION LINE LEVEL
- SHARED PROGRAMMING
- STRATEGIES AND TERRITORIAL MARKETING
- NICHE PROJECTS

- SUAP
- INTEGRATION CNIPA - E.TOSCANA
- DIGITAL DIVIDE
- E. [PROCUREMENT, DEMOCRACY, INCLUDE, ...]



The model created by KNOCK is based on a **2 level structure**. The 1st, at **provincial level**, guarantees widespread **knowledge of local production characteristics**. The 2nd, at **inter-provincial level**, creates a network system which offers **technical-operational support** in the context of **regional development policies**.





KNOCK has successfully identified and developed a structure which can **simplify** and **rationalise** the **provision of services to SMEs** by providing **one single node** at through which SMEs can access services and information.

The project achieved the following results:



POLITICAL



Protocol of Agreement between Provincial Administrations.
KNOCK “*responds to needs expressed in the field of transfer of technological innovation*”



TECHNICAL - ANALITICAL



Pilot activities for the planning and development of studies and ICT instruments which are now “heritage” of the network. Some example:

q Analysis of needs
q Territorial Analysis

q CMS and Databases
q Workflow System

q GeoWeb Portal
q Mapping Hi-tech Companies





PROCEDURAL - METHODOLOGICAL






Planning and sharing a model of Coordination and Knowledge Centre (CC)





-  The KNOCK model can easily be repeated on a wider geographical scale or in a different geographical area
-  Successful implementation is independent of specific economic / production vocation of the territory

FOR EXAMPLE, KNOCK REPRESENTS:

-  3 different provincial administrations
-  3 different geographical conformations
-  Various different production sectors:
 - Arezzo - textile and manufacturing
 - Grosseto - ship building, tourism and agriculture
 - Siena - tourism and services

-  Detailed documents produced in KNOCK increase chances of transferability



Thank you for your attention

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