



CONFINDUSTRIA  
Veneto



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Veneto **SIAV** S.P.A.

# ENTREPRENEURSHIP & INNOVATION

## Knowledge transfer & learning support

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Confindustria Veneto SIAV SpA  
Knowledge&Innovation Unit

# THE REGION of VENETO

## the context where Confindustria operates



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**Total Enterprises:** 506,453 – **Active Enterprises:** 457.225 (manufacturing industries 58,260, building 74.466) 95% SMEs

**Population:** 4,937,854 inhabs. - positive demographic trend due to immigration  
In 2010 the Immigrants were 10%.

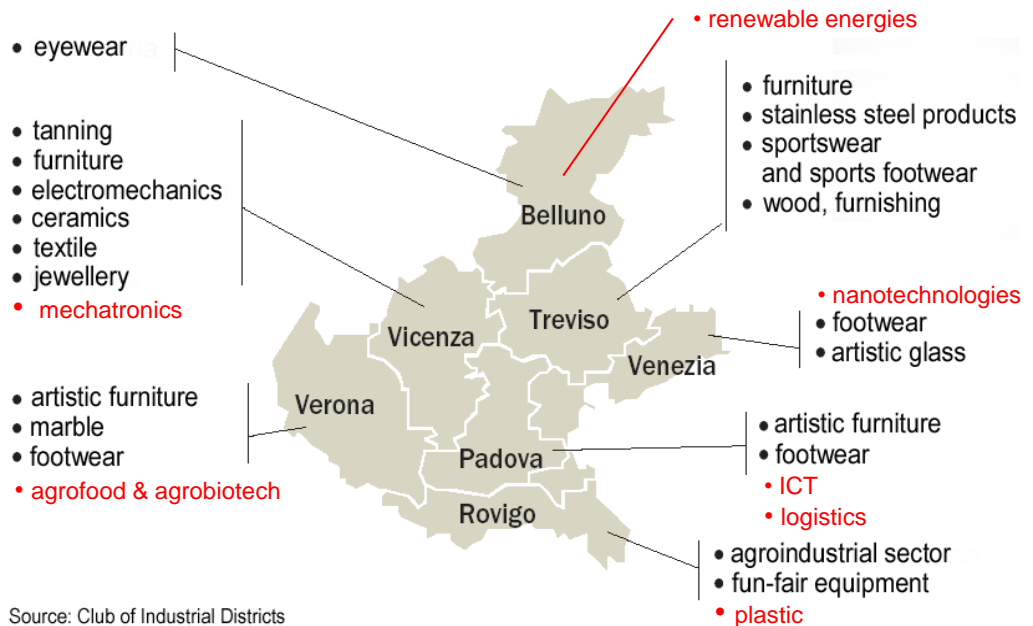
**Unemployment rate (September 2013):** Italy 12,5 - Veneto: 6,5 (male: 5.5%, female 7.5%)

**3 Universities 3 Scientific Parks**

**88 Technology Transfer Centres**



### Veneto production districts



Source: Club of Industrial Districts





# CONFINDUSTRIA

A key player in the Italian economy, society and institutions

Founded in 1910 Confindustria is the lead organization representing the manufacturing, construction, energy, transportation, ITC, tourism and services industries in Italy.

It brings together more than 120,000 voluntary member companies of all sizes, amounting to 4,500,000 employees.

The organization consists in 105 local Associations established in 18 Regional Confindustria locations, 104 Sectorial Associations, 18 National Sector Federations, and 14 Associated Members.





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CONFINDUSTRIA  
Veneto

Founded in 1971

We represent more than 12,000 companies of all sizes  
(mainly Sme) and about 350,000 employees

Main relationship with: Local Confindustria Association,  
Regione Veneto, trade unions and main entrepreneurial  
organisations at regional level



# CONFINDUSTRIA VENETO and SIAV



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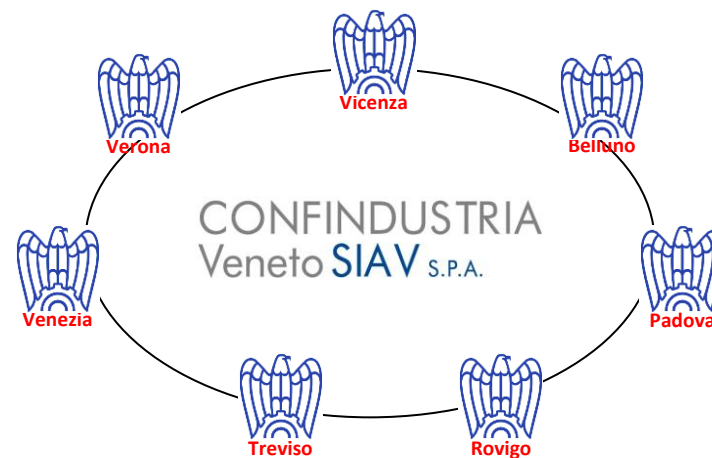
**CONFINDUSTRIA VENETO** is the leading organization coordinating Confindustria's (Italian Manufacturers' Association) offices in the seven provinces of the Veneto region.

It groups together more than **12,000 enterprises** with over **350,000 employees in total**.

It relies on valuable "resources" of Confindustria Veneto SIAV S.p.A, Nordestimpresa, Fondazione Nordest and Campiello Foundation.

Its current activities are focused on several outstanding issues related to the **development of industrial districts** and to the **quality and size growth** of small enterprises and microenterprises, in order to favour a suitable organizational development.

In the current crisis, the engagement especially regarding the relationship with the **credit and finance system**, fiscal systems and active policies and **innovation**.



Confindustria Veneto SIAV Spa promoted and coordinated a large number of projects about different issues. Namely, SIAV was involved and worked in the field of: competences, internationalization, cross-culture, company growth and lately successfully developed **innovation and industrial change**. More of **700 companies** participated to the **research and development activities** promoted by SIAV, involving in vocational training and learning different levels and types of Human Resources, such as, unemployed, employees, managers and entrepreneurs.



# CONFINDUSTRIA VENETO SIAV

# CONFINDUSTRIA VENETO SIAV: about us

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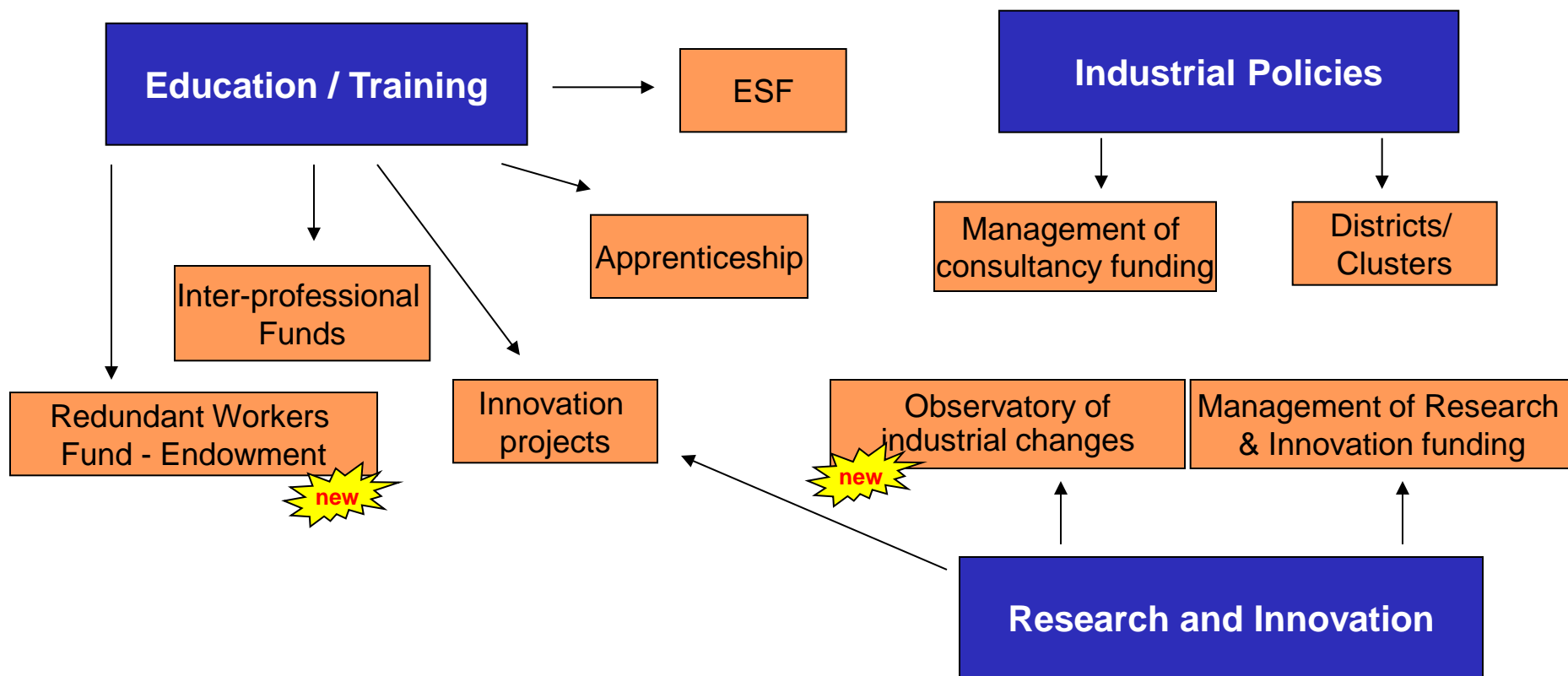
## 2012 DATA

- TURNOVER VALUE: 3M Euro
- PERMANENT STAFF: 25



# ACTIVITIES AREAS OF CONFINDUSTRIA VENETO

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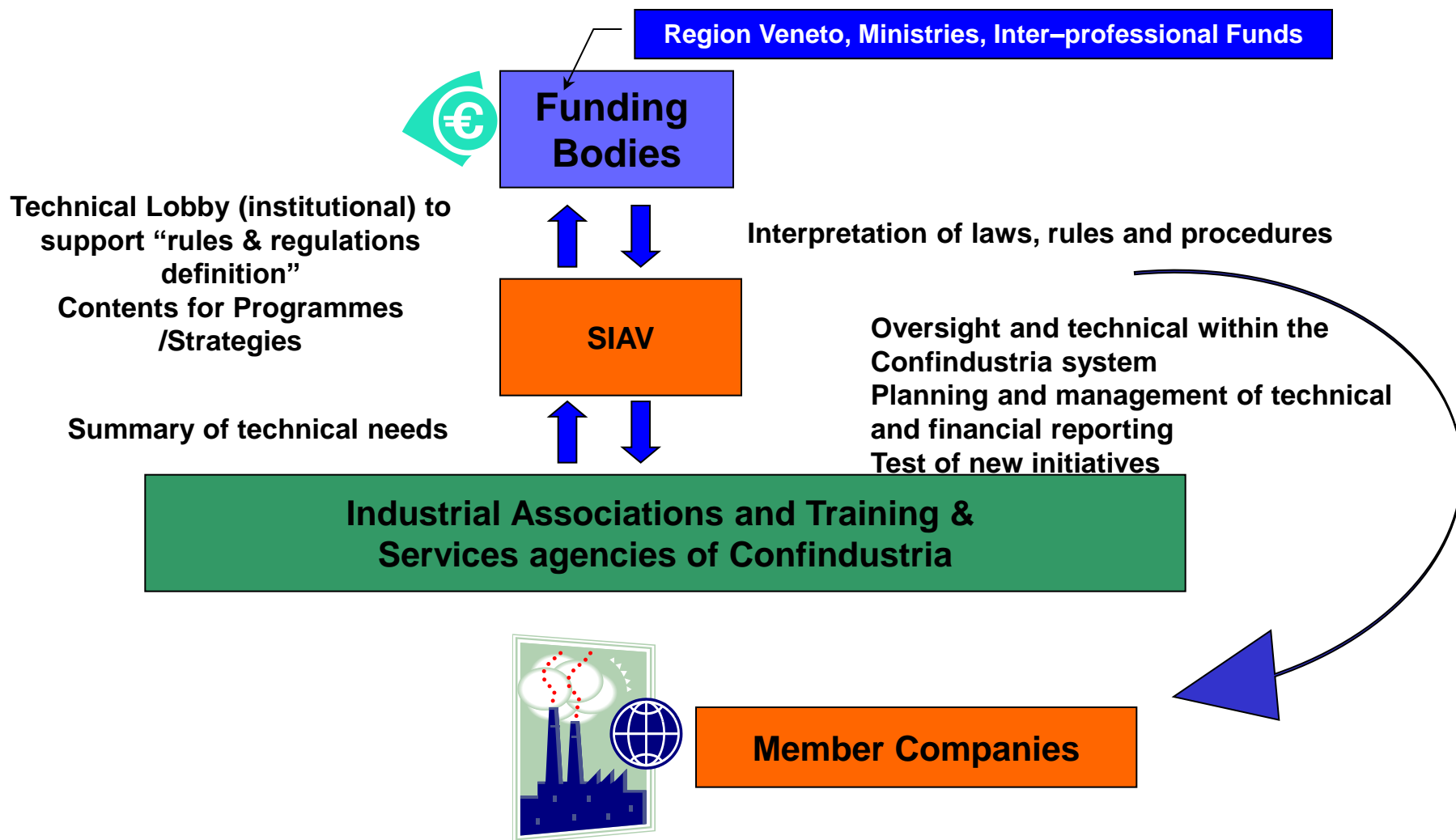


**SERVICE AREAS OF SIAV**



# SIAV STRATEGIC POSITION

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SI

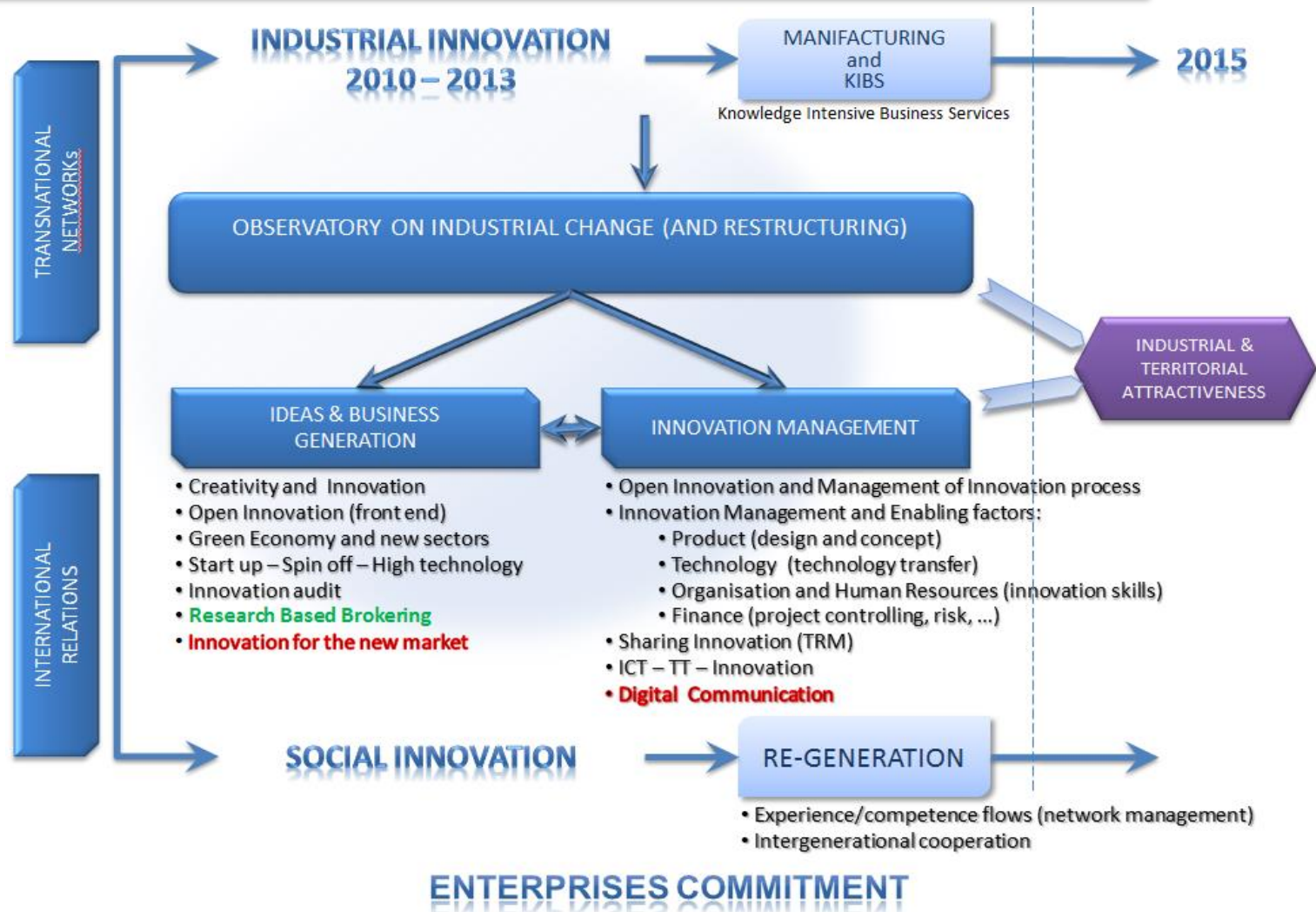
Activity	Resources to the system (iMeuro)	Enterprises involved	Workers involved
Bilateral funds	23	3.500	34.500
Innovative projects	20	730	4.500
Apprentiship	19,5	5.000	13.500
European Social Fund	72	2.000	15.000
Technical Assistance	30	9.000	
Clusters	12	520	
<b>TOTAL</b>	<b>176.5</b>	<b>20.750</b>	<b>64.500</b>



# Knowledge & Innovation Strategy



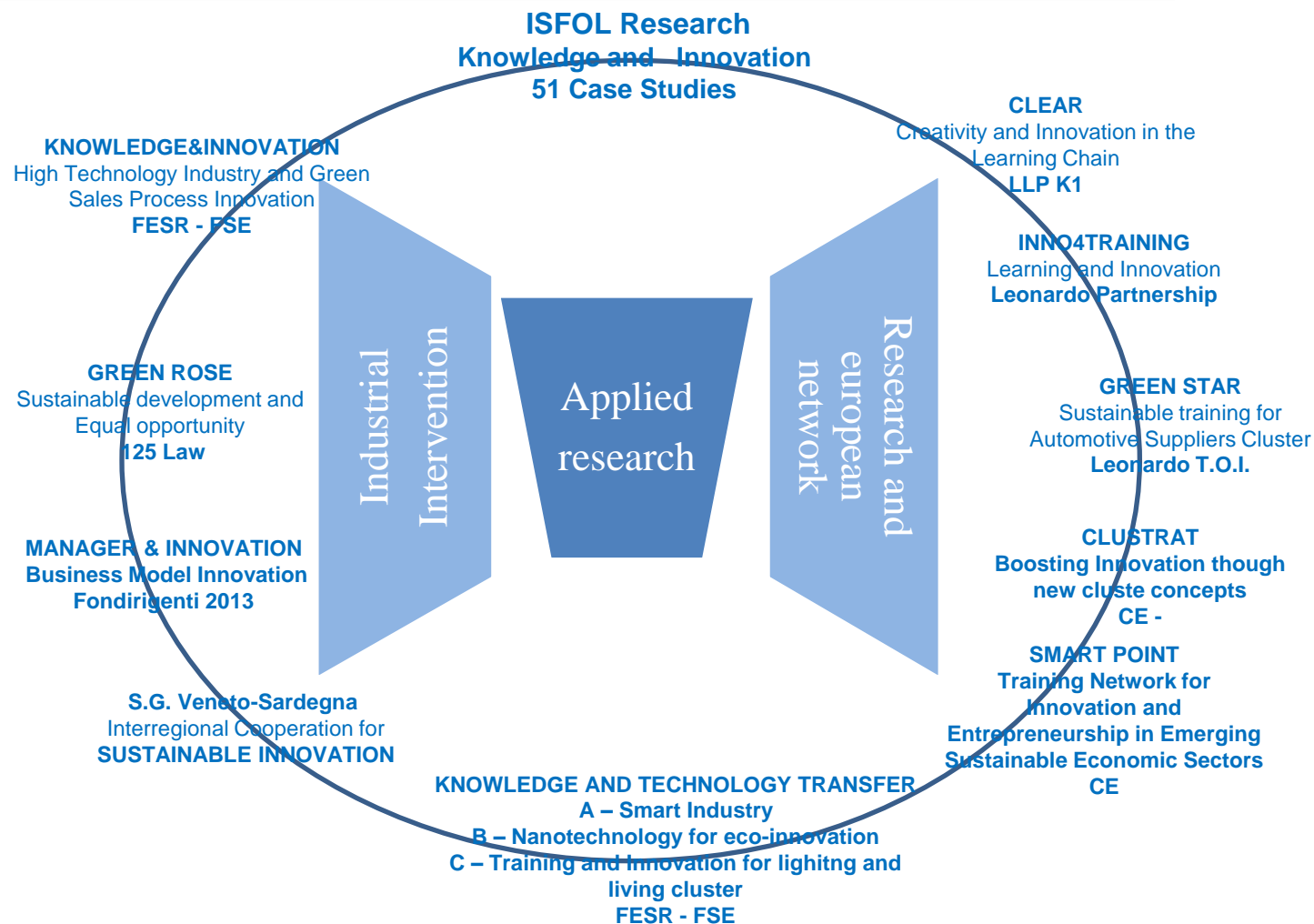
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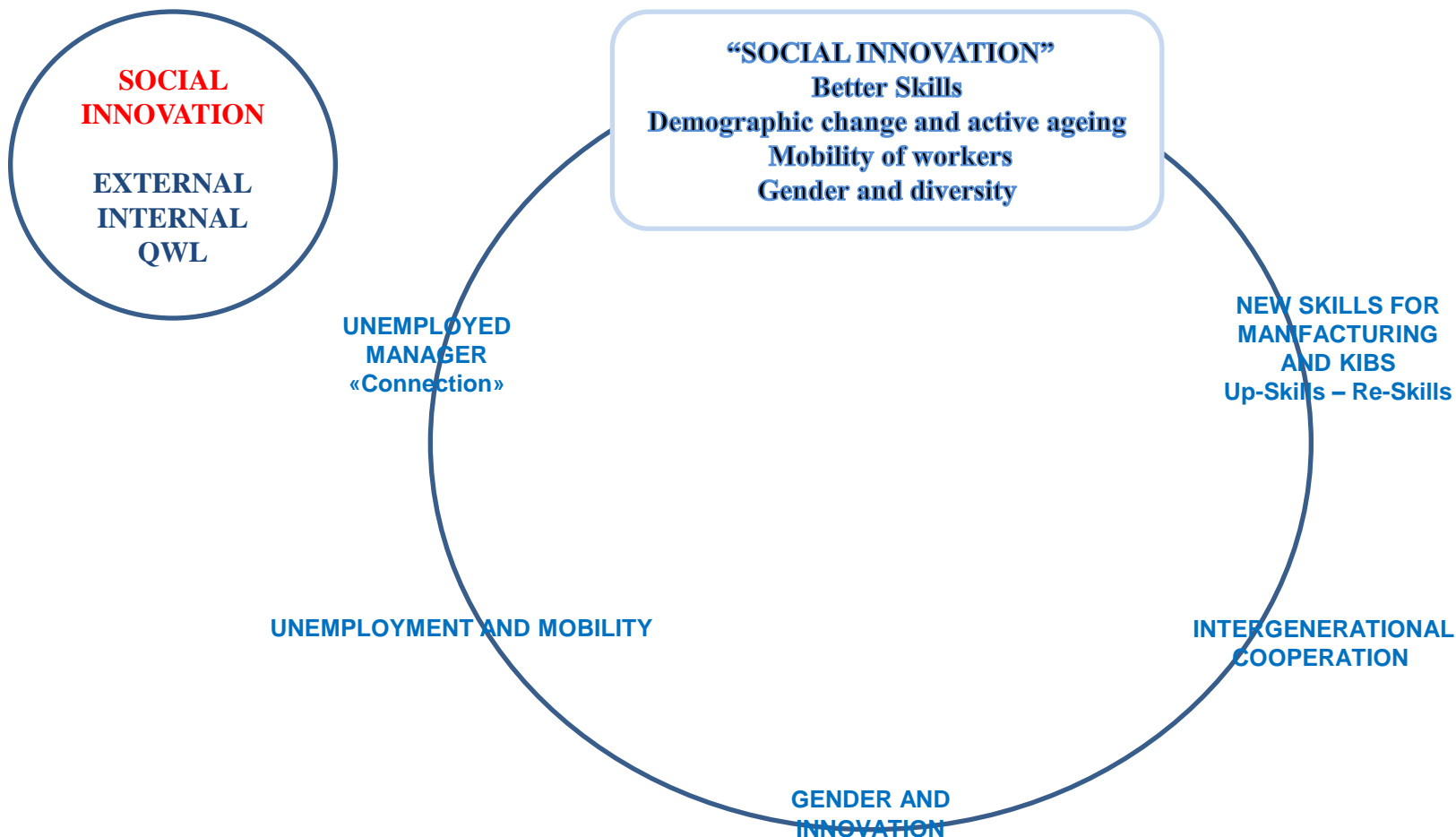


# Knowledge & Innovation 2013-2014



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# **TECHNOLOGICAL INNOVATION**

**PRODUCT  
PROCESS  
MATERIALS**

# **STRATEGIC INNOVATION**

**BUSINESS MODEL  
INNOVATION  
ORGANISATIONAL**

# **SOCIAL INNOVATION**

**EXTERNAL  
INTERNAL  
QWL**

# **ECO GREEN INNOVATION**

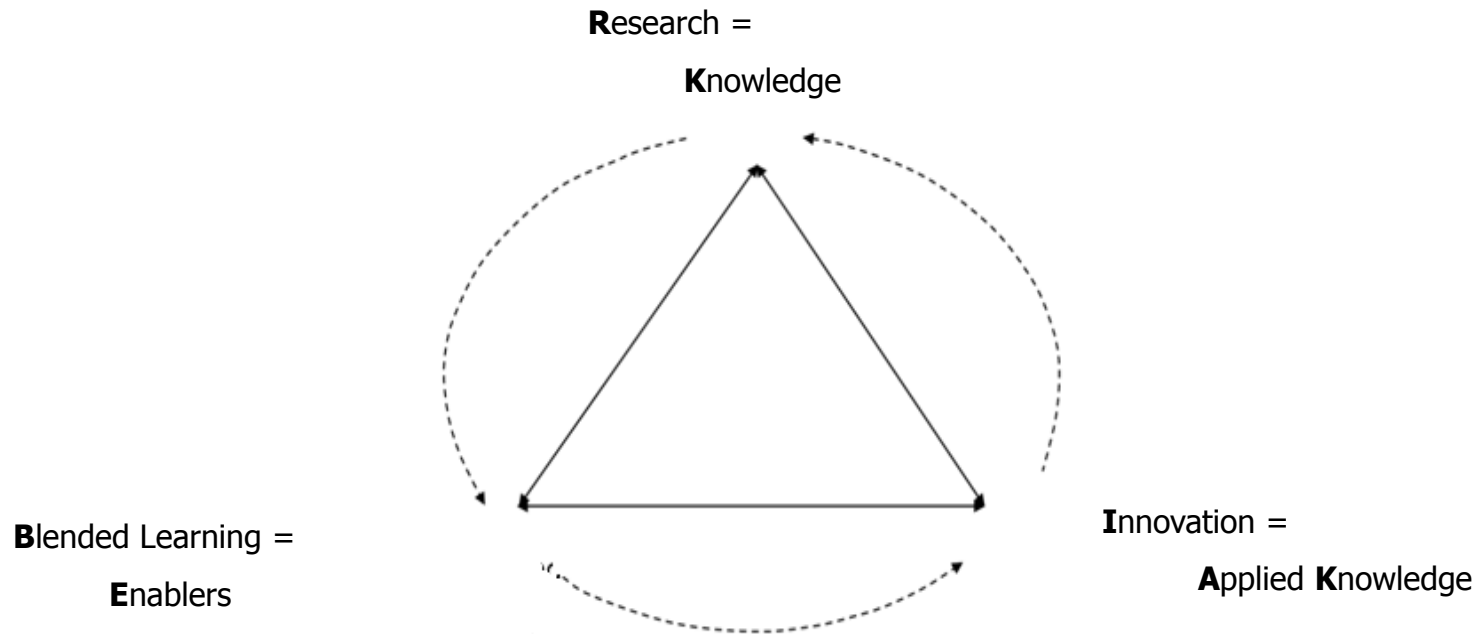
**NEW CLUSTER  
GREEN MANUFACTURING  
POLLUTION**



# Learning and innovation – the knowledge triangle



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Within the EU Communication COM(2205) 118 def. Experts highlight how to become “a competitive knowledge-based economy” EU shall improve its skills in generating **knowledge** through **research**, share it through **education and training** and apply it to **innovation**.



# EU2020 – Entrepreneurship – Business Innovation - Social Innovation

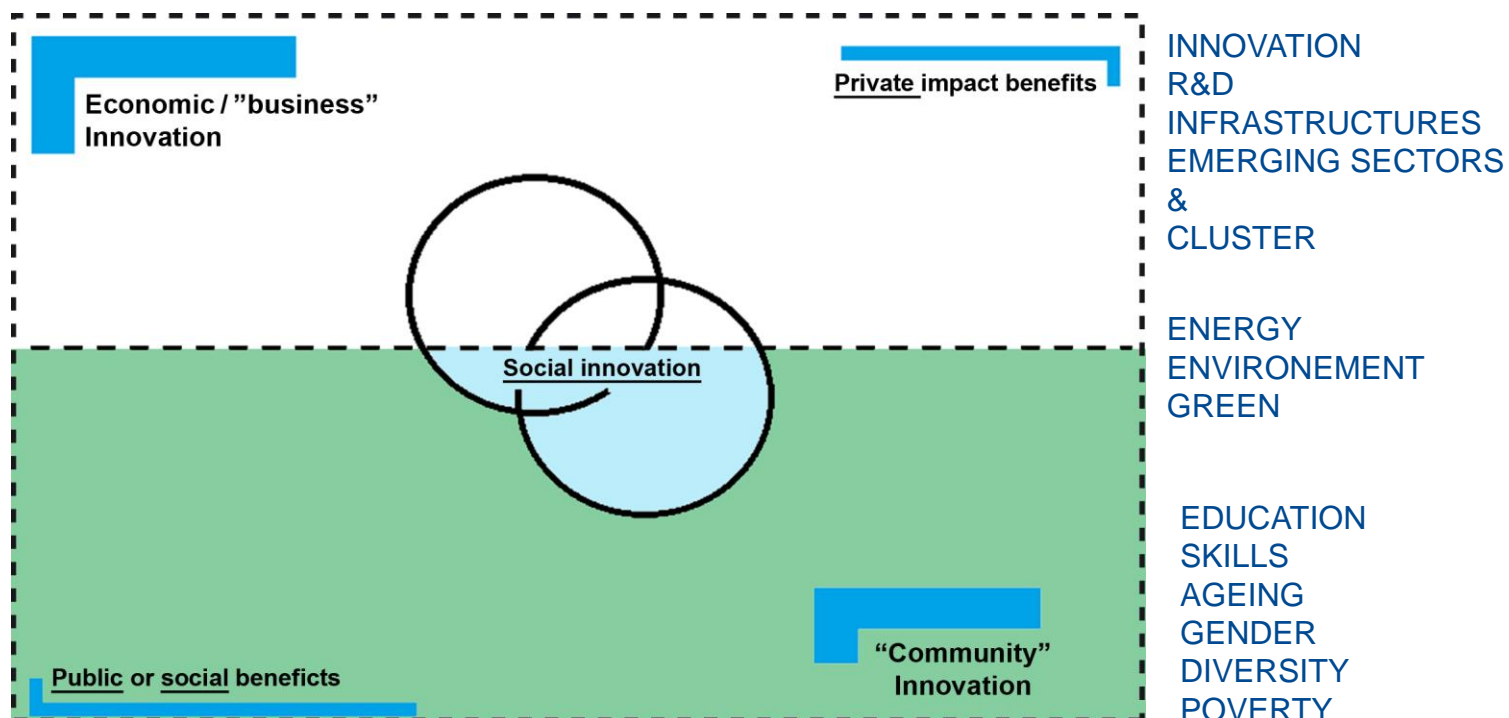


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SMART

SUSTAINABLE

INCLUSIVE



(Mulgan 2006)

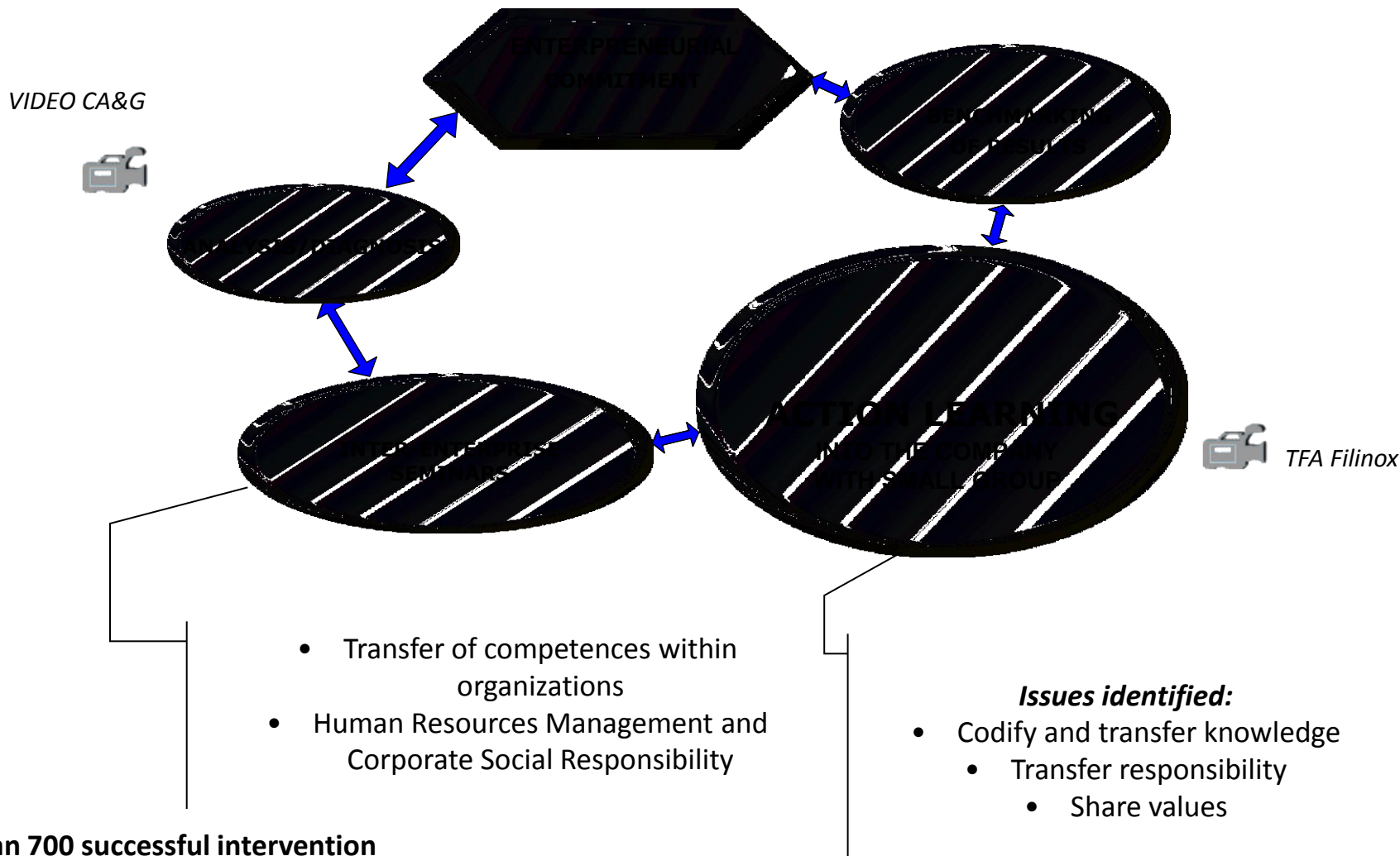
Integration of ESF and ERDF Objectives  
Erasmus for all – Horizon 2020



# Some practises: Action learning methodology



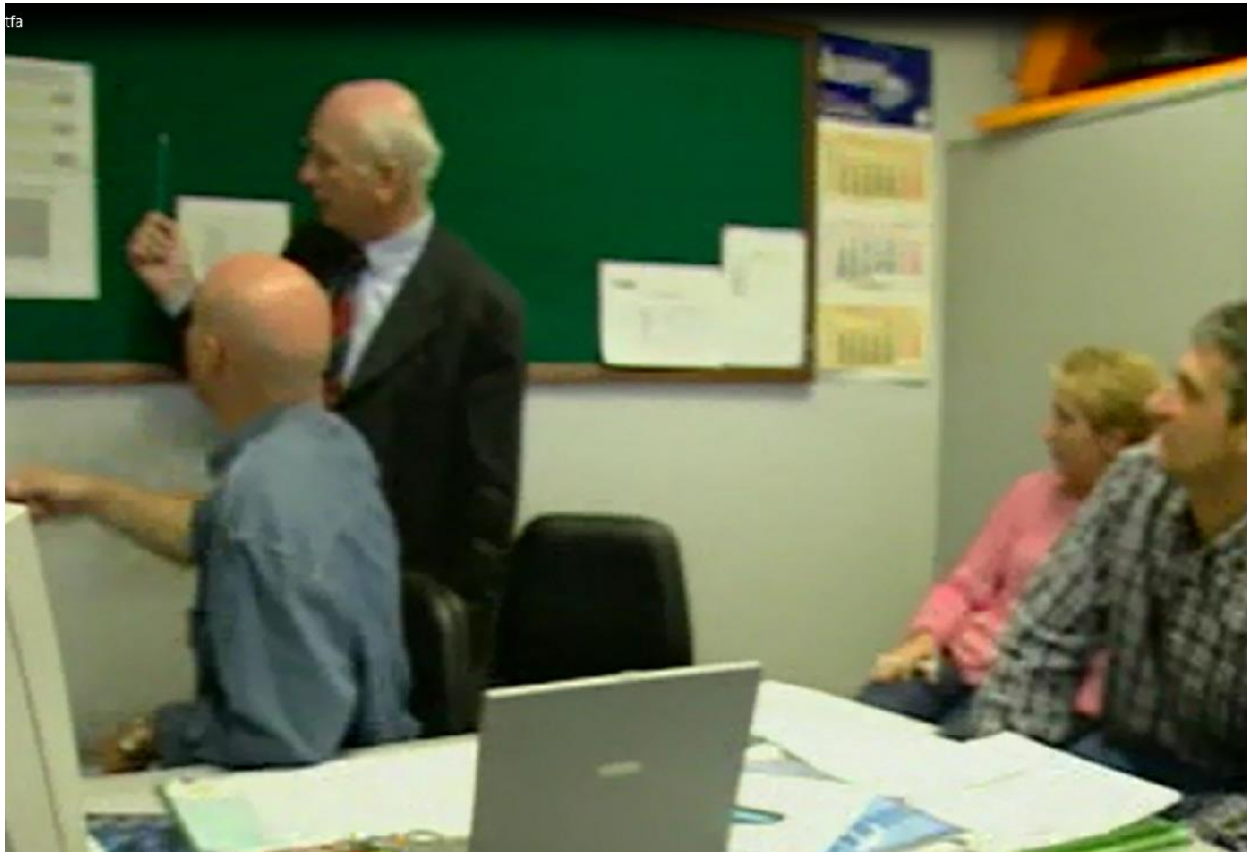
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# Some practises: Action learning methodology



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NEXT BOOK  
 "Creativity  
 Today..."

The innovation  
 PEOPLE

ACTION  
 PLANS

TIP OF  
 THE DAY

LINKS TO GO  
 & DOWNLOADS

CLEA  
 THE PROJECT

CLEA  
 To spread  
 by involving  
 Support

PARTNERS

CONTACT US

MEMBERS  
 ONLY

WHAT'S ON

THE PROJECT

PARTNERSHIP

NEWS & EVENTS

DOWNLOADS



This project has been funded in whole or in part by a grant from the National Science Foundation. The views and opinions expressed herein do not necessarily reflect the views only of the National Science Foundation and are not to be used for any purpose without the written permission of the National Science Foundation.



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Yamaha S&P Inc.

mindmeeting  UNIVERSITÄT  
DUISBURG ESSEN

 University of Cologne  
Faculty of Administration

 Lifelong  
Learning  
Programme

# NEXT4PA

"Creativity and Innovation  
for Public Administration"

# Creativity and innovation in API



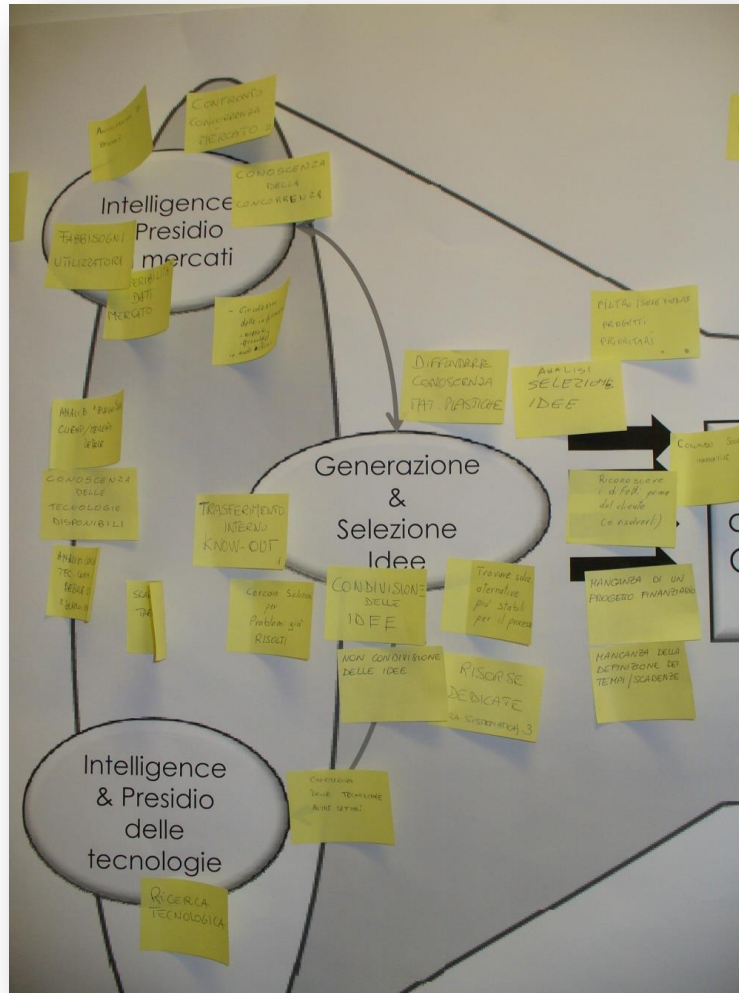
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# Methodologies supporting innovation



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# Methodologies supporting innovation



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**TRM – TECHNOLOGICAL  
ROADMAPPING  
SHARING  
STRATEGIC AND PROCESS  
INNOVATION**





# Blended Learning for Green growth



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Alliances among **Universities, Centers of research, Training organisation and Companies**



## «Greenlab - open innovation in SMEs»

AIM: Support to green process/product innovation in SMEs



Alliances among  
**Universities,**  
**Centers of research,**  
**Training organisation**  
**and Companies**



# Skills for innovation



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SKILL  
INN

IL PROGETTO

I PARTNERS

RISULTATI

AREA  
AZIENDE

AREA RISERVATA

 **IL FONDO  
SOCIALE EUROPEO  
NEL VENETO**  
 Più sai, più vail

Skills per l'innovazione



Sei interessato ad analizzare il potenziale delle **COMPETENZE** per l'**INNOVAZIONE** della TUA AZIENDA?



**bre 2011 Incontro di aggiornamento operatori - 27 Settembre: Convegno Finale, Fondazione CUOA Pross**

Programma evento finale 27 Settembre 2011 [Clicca qui per registrarti all'evento finale](#)



**INVESTIAMO PER IL VOSTRO FUTURO**

INIZIATIVA COFINANZIATA DAL FONDO SOCIALE EUROPEO, NELL'AMBITO DEL PROGRAMMA OPERATIVO 2007-2013 DELLA REGIONE DEL VENETO



# Innovative entrepreneurs and innovative organisations



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Business Model of the  
enterprise:

Product: Digital print

Since 2002, sales only via web  
with advance payment

70,000 customers

Average value of order: 200.00  
Euros

Investments for High Technology

Human Resources and

Organization: trend on the  
increase in 5 years from 80 to  
120 and up to 160 currently



# Innovative entrepreneurs and innovative organisations



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During the interview, the entrepreneur points out the fact that, unlike the policy chosen by many Veneto enterprises, he does not wish to do without workers over 50, as «**technology is no obstacle at all**» and «**older workers are of vital importance in generating self-confidence, for example when faced with production problems that can hardly be managed by a young worker without calm and reason**».



# Thank You!



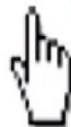
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## WHO WE ARE

The **KNOWLEDGE&INNOVATION UNIT** is the innovative projects area of **Confindustria Veneto SIAV** aiming at identifying and transferring development opportunities for enterprises and employees at any level. This is achieved by carrying out projects included in EU and national Programmes; by disseminating processes affecting organizational development, lean production, product safety, environmental protection, total quality, and continuous training. Methodological studies are carried out through exchanges and cooperation (e.g. partnerships) with Institutions, Enterprises and Universities, at national level and within industrialized countries. The assistance service for enterprises is delivered directly and on-line.

Knowledge&Innovation  
On-line Magazine

[www.knowledgeandinnovation-siav.net](http://www.knowledgeandinnovation-siav.net)



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