

## The Veneto Region Innovative Actions Program

The Veneto Region has adopted the Regional Programme of Innovative Actions (RPIA) of ERDF 2000-2006 as "risk space" for the regional actors to respond to the challenges set by the new economy.

In the context of the strategic theme "e-EuropeRegio: the information society and regional development", the Veneto Region has individualized four strategic fields in which setting new projects and planning important investments for experimentation and new applications of the Information Society: 1.E-Government, 2.E-Business, 3.Networking, 4.Netlearning.

Such investment programmes started with the RPIA "Speeding up development and diffusion of on-line services in the Veneto Region" in the period 2001-2003, with an amount of financing of 5,2 Meuro (50% ERDF) aiming at strengthen the Veneto economy competitiveness preparing the passage toward an economy and a society based on massive use of information technologies, improving policies in the field of Information Society and Research and Develop.

The RPIA has started from the analysis of 3 factors that, if not adequately developed, would slow down the diffusion of on-line services both on public and on private sector: 1) on-line reliability; 2) culture and skills for networking; 3) easy web access to local public administration. Three exemplary pilot projects with an innovative approach have been undertaken: S.A.F.E. Commerce; Veneto Net ELTW; My Portal.

The project **SAFE COMMERCE** aims to speed up the integrate development of guarantee and reliability systems for on-line services, in particular for electronic commerce in Internet, to promote and facilitate telematic access to public administration and to multiply negotiations by electronic commerce. It has set up new public and private policies for development and reliability systems in on-line activities with new positive impacts on E-Business.

The project **VENETO NET-ELTW** aims to develop telework possibilities through innovative methodologies both in the public and private sector, and to develop and

consolidate a network of e-learning laboratories to support enterprises and institutions providing lifelong learning activities.

The project **MY PORTAL** created and started a new process for a personalised dialogue among citizens and Public Administration.

In 2004 the Veneto Region launched the 2nd edition of the RPIA “Veneto Net Goal 2006” aiming to strengthen the effects originating from the previous Actions 2001-2003, exploiting synergies, and answering to the actual and significant needs for future development of the economy of the Veneto Region.

The projects “E-Cluster” and “Net Globo” face and experiment new solutions to two main problems:

- a) recent new scenarios as consequence of delocalization processes of production in lower labour cost areas, with negative consequences for enterprises of the Veneto supply chain;
- b) market internationalisation and need of new business infrastructures and human resources to catch new business opportunities.

**NET GLOBO** aims at the development, through experimentation and training, of structural and organizing conditions for the development of a new profession, the “Glob Movers - Glocal business movers –“ connecting local interests and international business opportunities; they should use multimedial platforms and develop market researches and economic contacts - especially P2P (person to person) and P2O (person to organisation) from several parts of the world.

**E-CLUSTER** aims to devise and test an alternative, innovative model of cluster organization: a model that can cope with the new competitive challenges and boost collaboration between clusters of businesses, organized into virtual networks of specialist customers and suppliers.

Furthermore, the Veneto Region aims to operate on tourism and on the valorization of the historical and cultural heritage with the project “**VIVEN OPEN NET**”. This project aims

to design, develop and experiment a dynamic platform model for the connection and the on-line management of the cultural heritage of Veneto Villas and of the cultural, social and economic enterprising realized around them.

Finally, with the project **“CITIZENS I-TV”** the Veneto Region aims to develop and experiment a new connecting channel with citizens, which is the Interactive Television, in the context of the E-Government.