

The proposed Quadruple Helix-QH model is based on the awareness that of the Four Helices (government, industry, academia and citizens), by joining forces, will be able to align goals, amplify resources, attenuate risk and accelerate progress.

The model offers a huge opportunity, but the 4 components need to acquire competences for stimulating long-run endogenous economic growth.

The Four Helices, in order to cooperate, need to find and to build up, a place where discuss the problems and propose the possible solutions as well as a methodology for implementing the activities identified as those capable to stimulate and exploit the innovation potential

The concrete activities proposed in MED-QUAD, will adopt the principles of Embedded Innovation 3.0 that clearly highlight how SMEs, in order to survive, need to establish trusted relations to the other components, by means arrangements that may be implicit (trust culture) or explicit (formal contracts), but in any case, resulting from a people-to-people cooperation.

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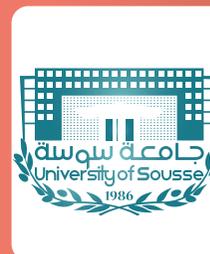
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MED-QUAD

MEDiterranean QUadruple helix
Approach to Digitalisation

“The core aim of the project is to nurture the innovation potential of the region, by building up a crossborder cooperation scheme of the Quadruple Helix.”

"The project is **90%** funded by **EU** with budget of **3.3 million euros**"

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The MED-QUAD project intends to create knowledge, awareness and competence in the 4 Quadruple Helix- QH components so that innovation policies recognize that the linear research-and-development model is outpaced by a nonlinear, open and collaborative innovation process.

The expected Output concerns the creation of a human capital, encompassing the Quadruple Helix- QH components, with the capacities to establish the new environment for innovation promotion by combining research, education, transfer, innovative learning and teaching, social issues, citizens' demand.

Thus, the model the MED-QUAD project intends to build, foresees the cooperation of the 4 components (University, Enterprises, Cities and Citizens) for planning and implementing a development strategy that contributes to the achievement of all the 17 Sustainable Development Goals established by the United Nations.



The QH approach and Embedded Innovation

MED-QUAD intends to adopt the "Embedded Innovation 3.0" paradigm in order to create the right environment for a balanced and equally committed cooperation among the 4 helices (University, Enterprises, Cities and Citizens).

The territory is characterized by small and very small sized companies, so Open Innovation 2.0, mainly discussed in large-scale companies, is not suitable. However, the twelve principles of Innovation 2.0 will be adopted as well.

- 1 Innovative approaches, strategies and tools for the creation of a proper innovation ecosystem that, tailored on the specific characteristics of each territory, is able to boost innovation.
- 2 Methodologies and means for enhancing competencies, capacities and skills of decision and policy makers in the local and national governmental departments in charge of territorial and economic development.
- 3 Concrete examples of methodologies and tools application.

In the first category there is the proposed Quadruple Helix- QH model that integrates different approaches.

In the second category there are the Training activities and the Thematic Seminars aiming to provide new indicators for measuring innovation.

In the third category there are the two Living Labs and the City co-working spaces where real life problems are analysed and solved.



All of them are sustainable and replicable and provide suitable and efficient tools for addressing the development priorities of Universities, Governments, Enterprises and Citizens, thus:

1. the Institutional sustainability is granted by the established network of Universities with converging strategic plans.
2. the Political sustainability is ensured by the strong interest of policy-makers to cope with poverty and social exclusion.
3. Financial sustainability is ensured by the national and EU policies in support of innovation. Finally, the foreseen joint Action Plan will design a roadmap for short and long term sustainability.

