



***1st Consensus Building Meeting In Italy***  
**HILTON GARDEN INN HOTEL - MATERA**  
**02/10/2009**

*"The importance of Innovation Management in Companies"*

9:00 a.m.

***The I3E project: purposes and aims***

10:30 a.m.

***The state of the art of the major world economies about R&D and  
the role of innovation***

11:30 a.m.

***Coffee break***

12:00 a.m.

***The Italian context***

1:30 p.m.

***Lunch***

3:00 p.m.

***The main perplexities and problems in dealing with research and  
innovation***

4:00 p.m.

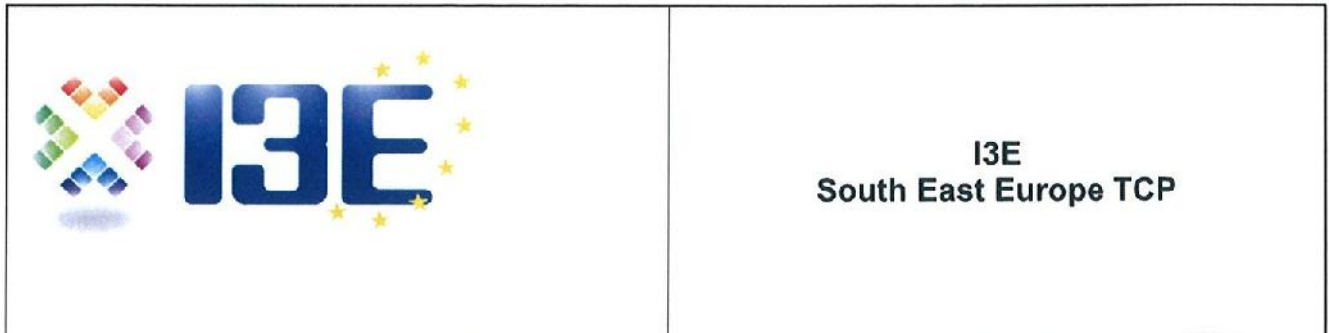
***Brainstorming***

5:00 p.m.

***Conclusions***

6:00 p.m.

***Greetings***



**1st CONSENSUS BUILDING MEETING IN ITALY**  
**REPORT**

The day 02/10/2009 at the Hotel Hilton Garden Inn in Matera, the 1st Consensus Building Meeting was held, with the attendance of the representatives of the companies and bodies listed In the annexed signature sheet.

The title of the meeting was " The importance of innovation management in companies" and had as object the development of the innovation in the embedded systems and industrial informatics fields.

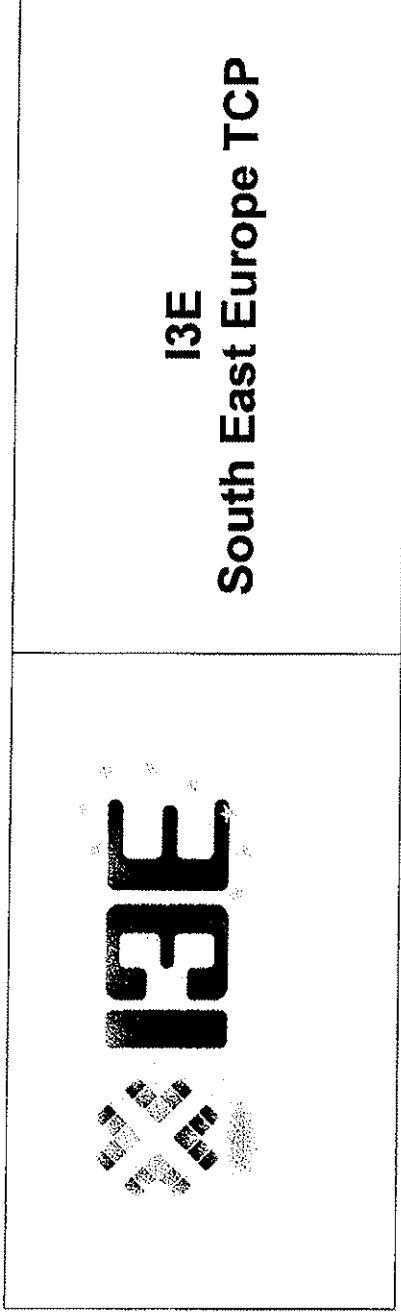
The main topics discussed with the stakeholders were:

- The presentation of the I3E project and its main purposes and aims;
- The discussion of the current state of the art of the major world economies about their research and development activities and the role of innovation;
- The discussion of the particular Italian situation;
- The importance of the creation of a common awareness about the primary role played by innovation and applied research in order to be really competitive in the complex world economy.
- The main perplexities and problems of the stakeholders in dealing with research projects or in creating innovation;
- A brainstorming aimed at collecting ideas and opinions;
- Conclusions.

One of the most important steps of the meeting has been the highlighting of the concrete difficulties in carrying on research projects or innovative products/services development, above all for what concerns the economic and financial aspect.

The participants have expressed a high level of interest in the project and particularly in the elaboration of the good practices, seen as concrete possibility to obtain references and indications about the financing modalities, but also about technical and operative aspects.

The meeting finished at 6:00 p.m. with the participants approval and with the promise to adjourn to a following meeting.



WP 3.1 – Local Consensus Building  
MATERA  
HILTON GARDENN INN  
02 Ottobre 2009

Work and Action Plan WP 3.1 Local Consensus Building

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