



LOMBARDY'S PRESIDENCY OF THE FOUR MOTORS FOR EUROPE 2019-2020

Work Programme Proposal

“Four Motors for Europe: blazing the trail”

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Premise

The work programme of the Presidency of the Lombardy Region is developed in continuity with the Presidency of Baden Wuerttemberg and within the context of the renewed vision of the Association, which is shared by the four regions through the document “Strategy for an Enhanced Governance”. Lombardy embraces its fundamental principles and orientations in order to reinforce the importance of the Association, which celebrated the 30th anniversary of its establishment in 2018.

Said strategic document enshrines the meaning of the collaboration among the four regions and the scope of their shared commitment to the reinforcement of the role and demands of leading European regions.

By taking over the Presidency of the Association, Lombardy aims at highlighting features that are innate in the history and nature of the Four Motors: the four regions are determined to do their best in order to maintain the primacy with respect to competitiveness and innovation that has made them stand out both in their countries and within the context of EU. The Four Motors are able to set up innovative partnerships in different fields. They are open to the mutual exchange of information with regard to innovative experiments and solutions enabling the furthering of the development – both economic and social – of their respective territories.

The Four Motors for Europe are already regarded as examples of leadership and excellence in Europe, which is why Lombardy wants to prompt the Association to further expedite the ability of the four regions to share innovations.

Therefore, innovation and **the ability to make future projections** have been put at the centre of the lines of collaboration proposed for Lombardy’s period of presidency of the Association. **The four regions will work together and learn from each in order so as to anticipate future challenges and properly address the emerging needs of their respective societies.**

In their capacity of drivers of development and catalysers of the competencies enshrined in their respective territorial systems, the four regions are able to **seize and undertake changes, thereby experimenting with new development paradigms** that will enable the Four Motors to shape the future.

The six thematic areas for collaboration are the following:

1. The quality and future of care services
2. Answers to emerging needs and policies for improving governance efficiency
3. Eco-innovative production chains and Manufacturing 4.0
4. Agri-food chains and innovative platforms

5. The jobs of the future: innovation lies in training
6. New forms of relationship with Millennials and actions against bullying

The themes of **Big Data, which is often distributed in an open manner (Open Data), and the development of data analysis also by use of Artificial Intelligence** are transversal to said areas.

Data is intended as the basis for knowledge, the analysis of needs, the support for decisions and the subsequent development of innovative responses and strategic choices.

Each line of collaboration will see the organisation of an event for partner regions, with the involvement of experts from local administrations as well as stakeholders of the Lombardy region and the Four Motors.

Lombardy will shape the programme of activities by enhancing:

- Relations: the four regions have built a wealth of relations that currently serves as a valuable means for the abilities and demands of the regions to be made manifest and taken into account when dialoguing with various institutions, both in Europe and other international bodies and platforms;
- The collaboration model: before regionalism and the Committee of Regions were officially recognised within EU Treaties, the Four Motors gave life to a network-based collaboration model operating in accordance with criteria of flexibility, organisational streamlining and openness to the building of thematic partnerships, also of variable geometry;
- Working methods: the Lombardy Region plans on promoting working methods centred around projects and favouring the transversal aggregation of competencies that are either international (i.e. those of the members of the Regional Forum for Research and Innovation) or typical of entities such as science and innovation parks, technology clusters, universities and the hubs that help turn the ideas and results of research into business projects. Informal, flexible meeting and dialogue methods will be favoured by building upon those relationships established within working groups that are functional to the setting up of partnerships for pilot initiatives and projects, also by use of open-innovation platforms;
- Wider platforms: over the course of Lombardy's Presidency of the Association, proposals for debate arising from emerging global events and circumstances with respect to which the Regions can share ideas and experiences will be made. Lombardy regards the Four Motors as a stable, consolidated core of Regions that

can enhance the European dimension of wider international networks and platforms which the four regions have already joined.

At a European level, opportunities for **networking and dialogue with European institutions** will yet again be sought over the course of a year that will probably witness changes from an electoral and institutional standpoint. Indeed, the Four Motors have consolidated their ability to bring common demands to the attention of the European Parliament and the European Commission with one voice.

With respect to the **EU programme for the period 2021-2027**, the current year is an opportunity for European regions to collaborate with European institutions in order to adopt an integrated approach to investments and values, as could be done with regard to the funds and programmes of the Cohesion Policy beyond 2020.

During Lombardy's Presidency of the Association, **the focus should be on practices that, if extended to all the territories of the Union, could trigger positive dynamics at a social and economic level**. Lombardy proposes to take action in two regards:

- a) the search for synergies with the initiatives promoted by the Italian Presidency of the EU Strategy for the Alpine Region (**EUSALP**), the guiding theme of which is the competitiveness of the macro-regional system in terms of green economy and the development of innovative technologies. In this context, Lombardy specifically coordinates the Action Group "Innovation and research as drivers of economic development";
- b) policies **conciliating working and family needs as well as policies on access to credit for young people, promotion and support for maternity**. Targeted policies and specific resources allocated to these three frameworks can make room for **economic growth** (a higher per-capita GDP growth and better company performance due to a higher number of female employees) and an increase in **birth rates**. The Four Motors could raise the new European Parliament's awareness of the importance of the regional dimension in the implementation of the **Work-Life Balance Directive**. Moreover, in continuity with the results of the event on equal opportunities in the next Multiannual Financial Framework that the Four Motors organised in October 2018 together with the European Commission (DG Justice), partner regions will have the opportunity to actively participate in the consultation of the European Commission on the new Strategic Engagement for Gender Equality.

Personalised medicine: the quality and future of care services

The Lombardy Region wants to enhance the relations and collaboration established during the presidency of Baden Wuerttemberg, which saw the creation of the *E-health and care* working group.

Indeed, the role of digital technology in healthcare systems was analysed with specific reference to equality aspects within contexts of demographic change. This new line of collaboration among the Four Motors has seen the regions take action in order to build project partnerships and gather the reflections that emerged during the works conducted in 2018 in the joint document proposal “*Equity in a digital health and care system – Bridging social and digital divide in times of demographic change*”.

The Lombardy Region will promote the exchange of experiences with respect to innovation in the field of health ecosystems. **The Personalised medicine development area enshrines themes such as the management of big data, instruments for genome analysis, innovative methods for an early diagnosis of pathologies and new forms of care and assistance enabled by technology.** The Lombardy Region regards personalised medicine as a paramount development area underlying its vision of the future, which can evolve through virtuous exchanges, both within Europe and with other countries of the world.

Policies and lines of experimentation will be proposed with regard to the following themes: **chronicity, fragility and vulnerability; management and technological innovation aimed at generating social value for citizens and economic value for the regional area; the quality of healthcare systems and services.**

The building of expert networks and project initiatives based on the acknowledging of the primacy of the regions of the Four Motors as **leading data-driven regions in the healthcare sector** will be endorsed. In this regard, opportunities for building and reinforcing partnerships for pilot projects in response to European calls will be shared, starting from the consolidation and future enlargement of the partnership core that was experimentally set up through the ChronicPerCare project.

The active participation of experts from the regions of the Four Motors in specific events and in the 2019 edition of the **Annual Congress of the European Alliance for Personalised Medicine (EAPM)**, the goal of which is to integrate personalised medicine into European healthcare systems, will be promoted.

From a research standpoint, the Lombardy Region has been investing increasing resources in industrial research, technology transfer and the use of new technologies for supporting innovation processes. In late 2018, the regional government of Lombardy approved the proposal for the **Three-year Strategic Plan for Research, Innovation and Technology Transfer**, which is the result of a long consultation process with the stakeholders and international experts who are part of the Regional Forum for Research and Innovation¹.

The Strategic Plan divides the territory into **ecosystems**, intended as groups of public and private actors as well as associations that operate in a given territory, the activities and resources of which contribute to satisfying an individual or collective need.

Since needs slowly change over time, so do the modalities whereby said needs are to be met, which means that the very ecosystems are constantly evolving. Therefore, research and innovation serve as transversal leverages whereby to improve governance efficiency.

One of the ecosystems that lie at the heart of the Three-year Strategic Plan is **that of health and life science**. In this regard, the next months will see the Lombardy Region develop an initiative aimed at deepening **scientific, clinical, social and ethical aspects** in order to identify the modalities whereby to provide the different levels of the social and healthcare system with information on the **genomic sequencing of new-borns**.

In this regard, the Lombardy Region will implement a **multidisciplinary investigation strategy** on the theme, with specific reference to the following aspects:

1. **Ethical aspects:** the so-called “incidental findings” (mutations that can lead to a disease that wasn’t being looked for), for which there are no therapeutic solutions, the information inferable from the sequencing of a new-born, which reveals information on the health of its relatives, and the best interest of the new-born;
2. **Public perception aspects:** the monitoring of the public perception of the possible introduction of this technology, which can be perceived as a form of social control or coercion or, on the contrary, as a means for educating people on healthy lifestyles and early prevention, which is thus to be provided and valued by the healthcare system;
3. **Social aspects:** the management of the data generated by sequencing must not pave the way for forms of genetic discrimination. On the contrary, it should equalise access to care and is undertaken on the part of the public healthcare system;
4. **Scientific and clinical aspects:** the technique of choice (whole genome or exome sequencing) and the reliability of the results, which are of course linked to the

¹ The Forum for Research and Innovation was established based on Regional Law no. 29 of 23rd November 2016 “*Lombardia è Ricerca e Innovazione*”. The Forum has advisory, propositive and reporting functions and is composed of ten experts specialising in scientific and social disciplines as well as humanities, who have been selected through an international call for bids. The Forum contributes to monitoring and assessing technological-scientific developments at international level, thereby posing targeted interventions for the transfer of research results.

information one wants to obtain from DNA sequencing, are currently being discussed by the scientific community;

5. **Privacy aspects:** data access and control as well as cybersecurity: the results of sequencing could have an immediate application (in case of diagnoses and the subsequent therapies) but also provide information on one's genetic predisposition to diseases that are more less serious. This information is to be properly managed and stored in specific repositories, which should be accessible by patients and legal guardians but not violable by external agents;

6. **Responsibility aspects:** the involvement of patients in a transparent decision process on the use of data through the promotion of informed and aware (as well as dynamic, namely modifiable) consent mechanisms;

7. **Aspects regarding the management of information and the updating of the competencies of current healthcare professionals:** an easier management of genetic information and the subsequent repercussions (meaning of the test, interpretation, implementation of prevention plans and therapies, genetic counselling) on the part of the social-healthcare system and healthcare professionals (first and foremost family paediatricians, who are the first point of contact for the relatives of new-borns);

8. **Economic aspects:** the costs of this technological and healthcare option are to be assessed in accordance with the previous aspects, in terms of: the balancing of potential cost savings in the case of patients who are genetically predisposed to preventable and/or curable diseases and the actual costs ensuing from the offered population screening; the need to introduce incentivisation schemes in order to endorse the development of a market offer supporting personalised care; the evaluation of data storage management (with high cyber security standards), albeit with different access, sharing and recruitment levels on the part of the owner of health data over time; the evaluation of the costs ensuing from the training of the healthcare personnel and the introduction of the management, interpretation and transmission of the results of these tests to the family.

The multidisciplinary investigation will be conducted by developing activities that will range from the consultation of the members of the **Forum for Research and Innovation** to **public consultations on the Open Innovation Platform and the analysis of the results**. The activities and instruments of this multidisciplinary process will also be at the disposal of the dialogue and collaboration with the regions of the Four Motors for Europe.

Predictive tools: answers to emerging needs and policies for improving governance efficiency

Artificial Intelligence (AI) technologies are simplifying and improving the quality of our lives in different areas. We would like to add to our key goals the **spread and adoption of AI technologies in the main activities and functions of our Administrations.**

In the last year, the Lombardy Region has established a focus group in order to study and assess the impact of AI and predictive technologies in various areas.

The initial hypothesis was that the link between citizens and public administrations could be tightened only by combining digital transformation and artificial intelligence. In fact, we have glaring proof of the fact that digitalising traditional processes and procedures is not enough for enabling better accessibility to public services. Only the complete redesigning of our processes can lead to a substantial decrease in the costs of bureaucracy and a concurrent increase in its benefits in terms of social efficiency.

The Lombardy Region wants to include this important theme in the agenda for the Presidency of the Four Motors for Europe. We believe that it will be possible to **improve many procedures thanks to proper automatisation and the support provided by data- and information-extracting algorithms.**

The starting point is the adoption of AI methods and technologies in order to support the rationalisation and integration of our databases and sources of information, thereby obtaining actual interoperability and rendering easier the circulation of information among our administrations, which would benefit both our policymakers and our “final users”, namely citizens.

As a matter of fact, the huge wealth of knowledge that we generate and store in our databases is “invisible” and “underused” owing to its being unstructured and scattered around various archives. Real knowledge does indeed lie in the “hearts of the people” who take care of the specific processes.

The Lombardy Region is working hard in order to develop instruments able to tap artificial intelligence and the blockchain and change the way the value of digital data is created.

We have introduced an innovative approach for making use of the quantitative indications of data in order to understand the needs of the territory and identify the leverages that can be taken advantage of so as to reach specific goals.

Therefore, specific policies can be devised, implemented and assessed in some of the more strategic areas. **This innovative method was first applied to the analysis of the context and priorities of the regional implementation of the future community programme for 2021-2027.** Said methodology based on artificial intelligence has

enabled **the descriptive and predictive analysis of data emerging from the comparison among various benchmark territories, starting from the Four Motors for Europe**. The analysis of the data shared by different benchmark regions enabled the pinpointing of the factors that influence, whether it be positively or negatively, the achievement of specific results. **Establishing a dialogue with benchmark regions is the key to identifying, based on data, the leverages to take advantage of with respect to a series of performance indicators**. At the same time, it proved paramount for assessing whether the current value of each leverage is regarded as satisfying.

The Lombardy Region proposes to show the three partner regions the potential of the predictive instrument in view of a pilot project able to promote the possibility of carrying out “real time” dynamic analyses that are constantly updated with respect to the new available data. Moreover, the availability of historical data will enable a deepening of the analysis of future scenarios based on trends.

Eco-innovative production chains and Manufacturing 4.0

Both at a global level and within the respective territories of the regions of the Four Motors, the level of awareness of factors such as the unprecedented global scale of climate change and its close connection with an economic system based on fossil fuels has increased. Said factors, together with a growth in expectations with regard to everyone's well-being, make a linear, high-consumption, environmentally-damaging economic growth model unsustainable.

However, this framework can provide territories that are able to innovate with great opportunities: **nowadays, speaking about environmental policies means speaking about industrial and growth policies too**, not only because reducing environmental impact and the consumption of resources on the part of production activities is fundamental, but also because it can become a new **competitiveness factor**.

The Four Motors can be at the forefront of this growth in competitiveness in Europe by engaging local stakeholders in the building of a shared path aimed at addressing the two main challenges that will characterise our development model in the next decades: **the decarbonisation of the economy and the transition towards a circular economy. Innovation, which should be applied both to production chains for business models, products and process and the governance of relations with economic and civil society actors** in order to promote a change in consumption and behavioural models. **is key** also in this context.

Given the features of the production systems of the four regions, **the manufacturing sector** is a particularly important area.

The **World Manufacturing Forum, to be held from 25th to 27th September 2019 in Cernobbio**, will be the first important event in this regard. Since the next edition will revolve around "**New skills for the future manufacturing**", the Lombardy Region would like to organise a session dedicated to the competencies required for the transition towards a circular economy in the manufacturing sector, with specific reference to the key chains of the respective production systems.

Moreover, early October will see Lombardy host, in collaboration with the Milan Polytechnic, the "**World Remanufacturing Summit 2019**", the thematic focus of which will be "Towards Smart and Advanced Remanufacturing for a Sustainable Future". The remanufacturing process enables a lower production of waste a reduced use of materials and energy by incorporating the technological advancements that enable a regeneration process able to restore the functionality of goods in an efficient manner. Therefore, the remanufacturing process is not only a new production

paradigm, but also a new business model based on the “second life” of materials, which can render the production of goods more advantageous both in economic and environmental terms. In manufacturing regions par excellence such as those of the Four Motors, the potential of remanufacturing has already been understood, which leads to an increase in good practices to be shared and transmitted when interacting with international players (especially the USA and Japan).

When speaking about manufacturing in highly-industrialised regions such as the Four Motors, one cannot but reflect on the **productive investments** of businesses, which serve as the main channel whereby to introduce technology and innovation into industrial processes and thus adopt production systems that are more sustainable and environmentally-friendly from the standpoint of energy and resource consumption, waste and the reuse of materials.

In this sense, the Lombardy Region wants to promote a dialogue and the exchange of good practices with respect to the role of public policies in supporting and steering said investments also by acting upon enabling factors, with special regard to **small and medium-sized enterprises**, which are a fundamental part of the productive fabric of our territories but have trouble keeping up with technological progress owing to their limited economic and financial size.

The most significant topics to be debated in this regard are:

- **Access to credit**, with specific reference to two aspects: on one hand, the opportunities offered by the rapid increase in digital innovations in the field of finance and the success of the so-called **Fintech**, as well as the actions that public authorities can implement in order to help smaller enterprises avail themselves of complementary financing; on the other, building upon Lombardy’s experience with Confidi, the role of the public in supporting the functioning of the systems whereby **guarantees** are issued to enterprises, especially small and medium-sized ones, in order to facilitate access to bank loans;
- The system of **public incentives to investments**, which are aimed at favouring the modernisation of the physical capital and the introduction of technological innovation into productive processes, also by fostering the collaboration of research bodies such as Universities;
- Support for enterprises **during their entire life-cycle**, which requires an approach that is differentiated based on the different needs of enterprises, with specific reference to the most delicate phases of said cycle, such as the **Start-Up** of an enterprise and the creation of innovative enterprises (0-2 years), the **consolidation**

of new entrepreneurial initiatives (2-5 years) and **generational handover**, which is particularly critical for family-run businesses and requires training in order for consolidated businesses to be passed on to a new generation of entrepreneurs who are predisposed towards making use of technology and innovation.

The link between economy and territory and the role that enterprises play in ensuring the **liveability and sustainability of rural environments** are also interesting topics.

Local realities such as artisans, service businesses, commercial activities and public establishments play an important role in the **preservation of urban areas**, since they improve cleanness and decorum, ensure safety and counter degradation. However, they are also experiencing a structural crisis owing to the changes in the purchasing behaviours of consumers and the competitive pressure not only of Large Supermarket Chains, but also e-commerce.

Therefore, the Lombardy Region wants to compare the urban experiences of the Four Motors in order to better understand the instruments that public authorities can use in order to support local economic activities, with specific reference to three items:

- Governance systems and systems entailing the collaboration between the private and public sector for the purposes of developing **Commercial Districts**, intended as urban areas with a high density of economic and commercial activities that can benefit from the collective management of resources and shared services, with the long-term goal of turning them into fully-fledged “scattered shopping centres”;
- Support for the **introduction of innovation and digital technologies** into local small-sized economic and commercial activities, with the purpose of developing and modernising their offer to the final user and countering the competition of e-commerce;
- The role of local economic activities in major **urban regeneration** operations involving suburban districts or former industrial areas subject to functional reconversion, which is a field where the role that commerce and service businesses play in preserving and enlivening the territory strongly emerges.

Climate is second key theme of the collaboration in the environmental field, which has always been the object of debate and common action. The “European strategic long-term vision for a prosperous, modern, competitive and climate neutral economy” launched by the European commission at the end of 2018 highlights the leading role that Europe could play in achieving a climate neutral impact by investing in achievable technological solutions, engaging citizens and harmonising interventions in fundamental sectors such as industrial policies, finance or research. This path cannot

but be paved by the more advanced territories, where investments can have a greater impact.

One of the goals of the year of Lombardy's presidency of the Four Motors is to revamp the role of regions in pursuing global climate goals also through the support and echo chamber provided by the Under 2 Coalition. The **UN Climate Change Conference**, which will deal with crucial questions for the implementation of the Paris Agreement over the course of the next two years, is the main context where to present shared initiatives and proposals. The Lombardy region offers to coordinate the efforts for the participation in the **COP25, to be held in Chile in November 2019**, and to build a **political-technical path for COP26, which Italy has applied to host**. Of course, said path will be included within the context of the dialogue with the renewed community bodies that will most certainly ensue and provide the space for interlocution for the new 2021-2027 programme, where the goals of climate policies play a very important role.

Agri-food chains and innovative platforms

Opening a new line of collaboration in 2018 enabled the Four Motors to discuss and give visibility to the heritage that each territorial system enshrines in terms of typical, high-quality products. In this regard, the four partner regions were able to focus on common features and demands with respect to the building of shared policies aimed at the **safeguarding of quality, food safety and the fight against counterfeiting**, both within the EU and in areas outside the EU.

Lombardy's presidency of the Four Motors wants to focus on the **theme of innovation in the entire agri-food chain, without forgetting the role of innovation in supporting tradition**.

The regions of the Four Motors are not only territories with great food and wine traditions, but also areas where the **link among the agri-food sector, resides and business is very strong**. At the same time, the need to innovate the agri-food chain is one of the most important challenges for both humanity and territories such as the four regions, which are innovation hubs both at a national and an international level. Such territories can give a fundamental contribution to the **building and spreading of models and solutions that can be implemented in order to achieve the Sustainable Development Goals**.

The development of sustainable and integrated agri-food chains through the promotion of advanced agriculture is a priority for Lombardy, which hosted the "Feeding the Planet, Energy for Life" Expo in 2015 and has all the resources required to play a leading role within the global context.

Research aimed at the development of (socially, environmentally and economically) **sustainable, proximity, efficient, traceable and transparent agri-food chains**, together with the widespread adoption of the already available instruments/practices (precision agriculture) within the context of a circular economy (which should also include aspects linked to the packaging of products and the possibility of working on the reduction of food wasting dynamics) is the **future of the food industry**. Moreover, the **collection, analysis and management of large quantities of data can have a positive impact on the entire agri-food and nutrition chain** from a standpoint of relations, economy, sustainability and the efficient use of resources.

The territory of the Lombardy Region also hosts many research bodies and institutions as well as regional clusters that are interesting for the agricultural system in the broadest sense, namely the sectors of agri-food, agri-environment, forestry and territory. All these bodies, which are comprised of many qualified individuals, also constitute a wealth of potential for the carrying out of experimental activities.

Most Lombardy-based farms are characterised by intensive production, professionalism and an aptitude for innovation as well as typical products. This plethora of highly-specialised firms coexists with companies located in disadvantaged areas (such as mountain ones) that have been able to innovate by use of diversification processes.

This context favours the birth and carrying out of projects through partnerships between entrepreneurial actors and the research system, which the Four Motors for Europe will have the opportunity to deepen and share.

Several ongoing projects have been funded with the resources of the Rural Development Programme within the framework of the measures dedicated to innovation. In particular, witness the **Operational groups of the European Partnership for Innovation**, namely projects carried out through a partnership composed of farms and entities dealing with transformation processes and research. The Operational Group aims at seizing new opportunities and/or solving specific problems faced by the participating enterprises. Operational Groups are also found in many Member Regions/States of Europe, and make part of the European Innovation Partnership, which is coordinated at a community level.

Other projects carried out through partnerships between enterprises and the research system have been financed with regional funds, and more specifically through a call dedicated to the theme of innovation in the agricultural and forestry sectors.

Based on the interests of partner regions, **experiences with new technologies and management models will be exchanged in areas such as:**

- **precision agriculture and farming models, implemented also with the support of data collected through remote sensing** (the monitoring of rice and poplar crops; genomics in the field of farming)
- **the production of energy in the agricultural sector by use of new technologies;**
- **biodiversity and agricultural production:** the rediscovery of old plant varieties and the creation of food communities;
- **irrigation and water management through remote sensing and sensors at large;**
- **successful innovative productions (fourth range products in horticulture);**
- **issues linked to plant protection** (pathogens and quarantine pests).

These areas can be structured in order to cater to different needs and promote the updating of both the operators in the sector and the institutional subjects that want to share similar experiences and good practices.

The **2019 edition of Seeds&Chips - The Global Food Innovation Summit** (Milan, 6th-9th May 2019) is an event that Lombardy will host in May and would like the Four Motors for Europe to take part in. Seeds&Chips reaps the benefits of and builds upon the legacy of Expo2015 and serves both as a global platform that looks at the agri-food chain in a holistic manner and as a focal point able to link the processes and institutions of the international system. Said open platform has two main actors: solutions and young people (the so-called *Teenovators*). Agriculture 4.0 platforms combining IoT devices, artificial intelligence and big data put themselves at the service of virtuous mechanisms supporting new business models and a culture of value able to translate into programs aimed at distributing wealth under the banner of sustainable development.

The central themes of Seeds&Chips 2019 include: the potential of the food blockchain for the traceability of production chains and the accurate, safe and unmodifiable certification of products; recycling and the circular economy as solutions to food waste; the role of smart homes and smart kitchens. Moreover, the event attaches great importance to young people: each conference opens with a speech by a Teenovator who shares their experience and vision with the audience.

In continuity with the themes shared by the Four Motors for Europe on the occasion of the *Vertice del Gusto* event organised by Baden Wuerttemberg in Mannheim in November 2018, the Lombardy Region wants to further the collaboration of the four regions also with regard to the **promotion of high-quality agri-food products**. Moreover, it is suggested that the Four Motors jointly participate in the **“Identità Golose” International Chef Congress**, which will take place in Milan in March 2020. Identità Golose, which has reached its 15th edition (2019), was born with a single aim, namely that of being a platform able to develop entertainment, experimentation and research activities around **high-quality cuisine, thereby promoting a new kind of convivial setting that is open new languages and internationally relevant modes of consumption**. The event takes place once a year and includes, on top of an exhibition of top-quality agri-food products, a series of the highly-specialised congresses. Identità Golose is repeated each year also in London, New York, Chicago, Los Angeles and Shanghai, and is the setting where the top professionals in the field of cuisine and pastry-making exchange ideas and opinions. Chefs who are able to give an original touch to their work in the field of tradition, creativity and innovation take part in the event.

The birth of **Identità Golose Milano, namely the first international gastronomy hub, a multifunctional centre for gastronomic and cultural events**, a space dedicated to catering, an area dedicated to training and learning, is the most recent development of the original idea of the Congress is. Indeed, Identità Golose Milano

hosts a laboratory-kitchen, a large hall and a beautiful outdoor space dedicated to catering on top of other areas devoted to learning and dissemination. It is both a great showcase in the centre of Milan and an open window on the world.

The General Directorate for Agriculture, Nutrition and Green Systems of the Lombardy Region has participated in the event for years and offers to host the Regions of the Four Motors for Europe within this international context and to bring together the professionals of the sector.

The jobs of the future: innovation lies in training

According to a recent survey by the European Union², there will be 750,000 job vacancies in the field of automation and digital technologies by 2020.

The world's economic DNA has changed: those who want to be competitive in the labour market need aptitudes and competencies that are completely different from those required ten years ago. The professional profiles of the future will be heavily influenced by digitalisation and the shift towards the complete automation and interconnection of production systems, which will be reshaped and enhanced in different ways.

Of course, one cannot be defensive when facing such unavoidable processes: allegedly, 40% and 50% of the jobs that are currently present in the Italian production system could be automatised in the short term based on the technologies that are already available.

In this view, the artisans and SMEs that characterise the tradition of Lombardy can become an important leverage. **Training programmes that bring closer together artisans and specialised workers can serve as a means to create new forms of entrepreneurship.** The figure of the digital artisan, which was hypothesised a few years ago, is starting to become reality thanks to the work mediated by platforms and the lack of a marked difference between self-employment and regular employment.

In view of these changes, the welfare system will have to adapt to the transformations undergone by the working model, the composition of professions and the management of transitions as well as to the need to strike a new sustainable balance between work and personal life.

This challenge is to be faced also by adapting our role to change: the different entities that operate in the labour and knowledge market will have to become “facilitators” able to offer a plethora of services at different stages of people's lives within the context of a dynamic relationship with the market, demands and the nature of work. **The presence of young digital natives in the labour market also requires a change in interactions, starting from the use of applications and new interaction channels up to the development of languages that are suitable for the experiences of these generations.**

² Cedefop EU28 data

The **European dimension** will have to be enhanced and seen as an opportunity for attracting talents that can more or less permanently enter out local labour markets also as a resource for activating and improving networks.

Focusing on people when devising the strategies for the labour market of the future is the key to actively addressing the change undergone by the role of training, employment services, safeguards, the actions of the State and Administrations and the relationships among young people, citizens, businesses and the public sector.

In this regard, the Lombardy Region has activated a **Working Table called “Lombardia 4.0”**, the aim of which is to **analyse the changes undergone by the labour market and their impact on the educational system**.

The Table sees participation of Universities, members of the working and training world, who are addressing the challenges posed by **tertiary vocational training and higher education and research apprenticeships**, and associations of operators specialising in access to the labour market.

The Lombardy Region is investing in **training programmes focusing on the use of technology for knowledge and the development of people’s creative potential and soft skills** by enhancing the potential of the local economic system and facing the challenges of the four Industrial Revolution.

Indeed, Lombardy’s ITS (“Istituti Tecnici Superiori”, technical schools very similar to Germany’s “Fachhochschule”, France’s “Brevet Technicien Supérieur” and Catalonia’s “Escola Tècnica Superior”) aim at **training highly-specialised technicians with cutting-edge competencies able to cater to the needs of enterprises and the labour market**.

Starting from the training year 2018/2019, **11 further training programmes** have been activated with specific reference to the new technical figures that can work in the **leading sectors of “Manufacturing 4.0”, on top of the 50-odd ongoing programmes that are transversally characterised by digitalisation processes**. Said training programmes range from “automation and biomedical mechatronic systems” to “product innovation and mechanical processes”. Moreover, specific programmes are dedicated to the fields of biotechnologies, marketing, smart cities and clean energy.

The Presidency of the Four Motors for Europe will provide the opportunity to continue the work undertaken with reference to this kind of **“future” training courses** while at the same time enhancing the **events dedicated to young people** (conferences, workshops, training and dissemination events) with the aim of raising awareness of the training opportunities available in the different areas.

The Lombardy Region wants to promote opportunities for political and institutional debate among the four regions on the topic of the **transformation of training courses on future jobs** also by institutionally involving universities, training institutes and centres and specialised operators.

Therefore, the debate will include the promotion of the projects that schools and training centres shall develop also in order to support the **mobility of students** (secondary schools and professional training centres) with counterparts from Baden Wuerttemberg, Catalonia and Auvergne Rhone Alpes.

2019 will also see Lombardy take over the Presidency of **Eusalp**: the involvement of the Four Motors in the meetings of **Action Group 3**, namely the group of experts focusing on the improvement of professional training and dual learning, will be promoted.

New forms of relationship with Millennials and actions against bullying

The Lombardy Region wants to promote a wide-ranging debate among the four regions on the **new and possible forms of relationship with Millennials: the impact of new media and actions against bullying in relation to the availability and use of digital media.**

The regional government of Lombardy is committed to combating all manifestations of these phenomena.

Indeed, 2017 saw the Lombardy Region approve the Regional Law “*Disciplina degli interventi regionali in materia di prevenzione e contrasto al fenomeno del bullismo e cyberbullismo*” (Framework on regional interventions with regard to the prevention of and fight against bullying and cyberbullying), which entrusts the Region with the task of promoting and supporting interventions aimed at preventing and countering all forms of bullying and cyberbullying.

The many promoted initiatives have different target demographics: families, schools, associations, institutions dedicated to education, sports and leisure, and professionals of the healthcare sector. Moreover, citizens and the media attach great importance to the topic.

Therefore, the regional government has supported the development of a **network of entities operating in synergy in order to prevent cyberbullying, support victims and rehabilitate the perpetrators of acts of bullying.**

The Lombardy Region has instituted a **dedicated line, called BULLOUT**, which supports partnership projects presented by the entities that are most committed to countering the phenomenon.

As far as Italy is concerned, the data is rather worrying: according to the Italian Society of Paediatrics, 80% of adolescents have expressed severe emotional distress at least once in their lives. 33% have been bullied, 12% have been cyberbullied, and 300,000 young people suffer from depression, with only 10% having asked an adult for help. Therefore, we need to take immediate action before distress turns into a pathology. The benefits of multidisciplinary activities (whether they involve physical activities, games or cultural activities) increase if said activities are carried out based on local needs.

The BULLOUT line has enabled the Lombardy Region to conduct projects centred around:

- the carrying out of **awareness-raising, information and training programmes**, also by use of IT technologies, targeted towards minors and families;

- the carrying out of programmes for **supporting bullied and cyberbullied minors**, also through the support of professionals and the involvement of associations and institutions that are active in the area;
- the promotion of **rehabilitation programmes for the perpetrators of acts of bullying and cyberbullying**, also through support of professionals and the involvement of associations and institutions that are active in the area;
- the **development and consolidation of a policy aimed at countering bullying and cyberbullying within schools and communities**.

From a communication standpoint, the Lombardy Region has deemed it necessary to coordinate and systematise the communication activities that counter bullying at different levels, with specific reference to citizens. Therefore, witness the creation of the **BULLOUT quality mark**, which is present on all the materials containing information of the relevant regional policies.

When establishing a dialogue with the regions of the Four Motors for Europe, the Lombardy Region wants to involve the local entities that have excelled in developing solutions and answers to the need for attention and intervention of citizens as part of a logic of proximity and through networks aimed at the management and treatment of web-correlated pathologies.