



Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements

Project Web Site

D4.1 – Project Web Site

Abstract:

AD-ASTRA aims to develop a connected, competitive and inter-regional innovation ecosystem between 5 major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna). To reach this, one of the first activities of the project has been to create a brand identity, with a logo, a communication Kit and, of course a Project Web-site, that is a lively result that will be managed and updated along the project and after its conclusion.

Keywords:

Innovation, aerospace, international cooperation, dissemination, brand identity

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Acronyms and Terminology

Term	Definition
AD-ASTRA	Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements



1. Introduction to the project

AD-ASTRA (Aerospace Districts: Acceleration of the Strategic Transfer of Regional Advancements) is a project about the positive interconnection among innovation ecosystems, with a focus on aerospace sectors.

The project aims at the development of a connected, competitive, interregional innovation ecosystem between 5 EU regions (Toulouse, South Holland, Madrid, Puglia, Emilia-Romagna) with:

- A shared interest in fostering aerospace sectors, enhancing the cross-contamination to and from other innovative sectors (e.g., automotive, biomedical, agri-food, big data);
- Different innovation readiness levels;
- Aerospace districts with different levels of maturity and consolidation.

“Diversity generates wealth”: the collaboration of these markedly diverse regions, furthermore represented by partners from different spheres of the quadruple-helix, will be a growth opportunity. The establishment of a solid and long-lasting collaborative EU network, able to exploit complementary skills, experiences, territorial and industrial vocations, will contribute to create a “critical mass” in EU strategic sectors such as innovation and aerospace, where global competition leads to a confrontation with actors of increasing size and requires innovative models and approaches.

This ambitious goal will be achieved through an iterative process:

- Starting from the collection, analysis and systematization of the experiences (competencies, technologies, networks) of the partner regions with reference to their aerospace districts;
- Analyzing the future evolutions of the ecosystems, in response to technological, economic, political, and social megatrends;
- Correcting or validating hypotheses and evolution models with the support of stakeholder groups;
- Defining an action plan for the development of each of the regional aerospace ecosystems, valuing experiences and good practices stemming from other regions and strengthening spin-in and spin-out processes to and from other industrial sectors and territories.

1.1. Consortium

AD-ASTRA brings together five partners from five major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna), with diversified experiences and expertises in the aerospace sector and in other related sectors.

In particular the partnership is composed by:

- ART-ER
- Toulouse Metropole
- Universidad Politecnica de Madrid
- DTA – Distretto Tecnologico Aerospaziale
- Innovation Quarter



2. Results

2.1. Project website

The main communication and dissemination means of the projects will be its website. It will provide information and will guarantee the project wide visibility. The AD-ASTRA website was developed by UPM and will be officially launched by the end of November 2022. It contains information about the objectives, the activities and the expected impact of the project, but also information about the partners, the latest project news, events and also the dissemination activities.

To ensure maximum visibility it has been registered in the “eu” domain with a suggestive URL: www.aerospacedistricts.eu. A screenshot of the project home page can be seen in Figure 1. Screenshots of other representative pages of the web are shown in Figures 2, 3 and 4.

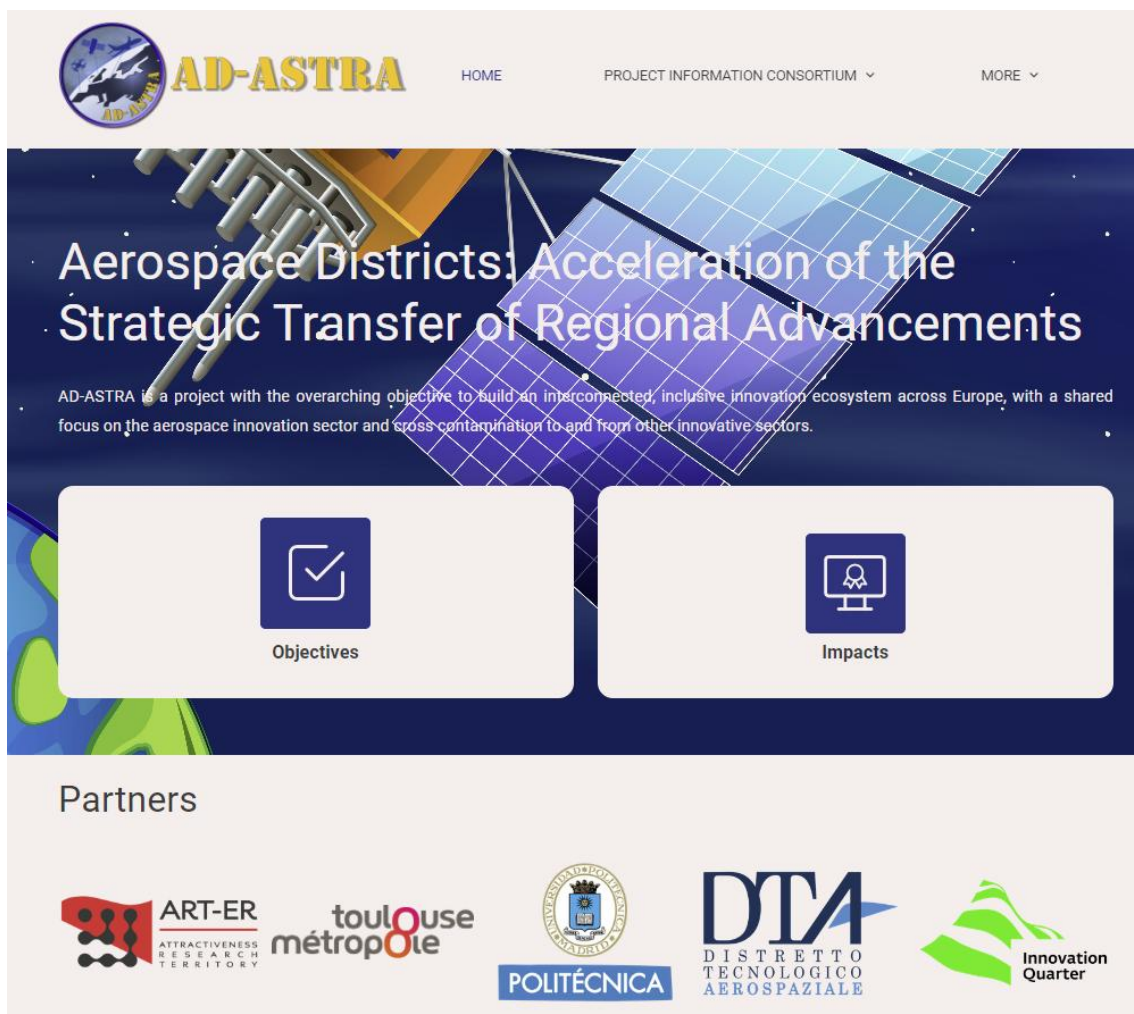


Figure 1. AD-ASTRA website home page.



Objectives

Home > Project Information Consortium > Objectives

AD-ASTRA aims to develop a connected, competitive and inter-regional innovation ecosystem between 5 major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna).

Operative Objectives:

1. Collect, analyse, and systematize the experiences of the partner regions with reference to their aerospace districts (but also analysing ecosystems of innovation in which they are active).
2. Engagement of the stakeholders in the creation of this interregional network (co-creation workshops)
3. Define an action plan for the development of each of the regional aerospace districts.



SO 1. Analysis related to the innovation ecosystems (interconnections, strength and weaknesses, megatrends, and future evolutions)

Actions to achieve the objective

1. Creation of an inventory of the stakeholders' relevant innovation and technical capabilities in each region, the already established inter- and intra-regional connections, and possibly of any international connection.
2. Analysis of former successful experiences in well-established inter-regional interconnections.
3. Identification of future regional development megatrends from a technological, social, economic, and political standpoint, and scenario forecasting development (evolutionary and/or revolutionary).

SO 2. Engagement towards the creation of a network

Actions to achieve the objective

1. Co-creation workshops towards the definition of an integrated ecosystem.
2. Identification of connections to external networks, synergies to potential interconnections, and links of the interconnected regions to the national and European innovation ecosystems.

SO 3. A supra-regional plan towards a fully integrated network of innovation districts

Actions to achieve the objective

1. Action plan (joint long-term programme of activities) for the development of the sector in each region, taking into consideration the interconnectivity.
2. Present and future integration of key innovation players from across the quadruple helix throughout all EU territories.

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Figure 2. AD-ASTRA website Objectives page.



Expected Impact

Home > Project Information Consortium > Expected Impact

AD-ASTRA aims to develop a connected, competitive and inter-regional innovation ecosystem between 5 major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna).

Expected Outcomes:

- Network engagement
- Implementation of joint long-term programme of activities
- Quadruple helix involvement

Longer term Outcomes:

- Co-funded multi-annual programmes
- Enlarge involvement of the quadruple helix
- Innovation procurement
- Involve networks outside the consortium

In particular, the outcomes for the Quadruple Helix actors that can be foreseen in the medium and long term, are:

Academia: Joint aerospace-related programs development, such as PEGASUS. Collaboration and participation to EU projects. Benefits to the academic world thanks to the mobilization of the project on skills, circulation of thoughts and ideas. New education curricula co-development, educational opportunities, and training courses.

Industry: Increased participation to EU or ESA projects; exploitation of future megatrends; good practices exchange; shared interregional policies; business resilience and opportunities; sustain employment and lifelong training; lobbying activities; increasing business visibility and customers. In the medium-long term, new services and technologies connected to the new space economy.

Public bodies: Collecting ideas and suggestions along the quadruple helix, allowing for the identification of key development axes and foresight of future needs, criticalities, and regulations needed to deal with the latest tech. advancements.

Civil society and citizens: Regional ecosystems growth will generate new opportunities and specialized jobs. The technological developments will also spillover to civilian technologies, resulting in the co-design of services and technologies considering societal needs.

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Figure 3. AD-ASTRA website Impacts page.



Activities

Home > Project Information Consortium > Activities

AD-ASTRA aims to develop a connected, competitive and inter-regional innovation ecosystem between 5 major EU regions (Occitania, South Holland, Madrid, Puglia, Emilia-Romagna).

WP01 ECOSYSTEM NETWORKS ANALYSIS

WP02 NETWORKS ENGAGEMENT

WP03 SYNTHESIS TOWARDS THE JOINT ACTION PLAN

WP04 DISSEMINATION, COMMUNICATION, AND IPR

WP05 PROJECT MANAGEMENT

WP1 activities:

- Identification of the existing innovation capabilities and networks
- Analysis of the former successful connections
- Future regional development megatrends

WP2 activities:

- Co-creation workshops
- Connections to external networks
- Strength, weaknesses, opportunities, and threats analysis

WP3 activities:

- Action plan definition
- Impact and beneficiaries' identification

WP4 activities:

- Wide promotion of project's objectives, activities, and methodologies to the identified target groups through an appropriate communication strategy;
- Promotion and visibility to EU's innovation;
- Exploit synergies with relevant initiatives at all levels;
- Maximize the impact of the project's results through appropriate exploitation strategies.

WP5 activities

- Efficient and effective project coordination and management;
- Consortium management for accurately following up on administrative, contractual, and financial management matters;
- Development of a project Data Management Plan and strategy.

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Figure 4. AD-ASTRA website Activities page.



3. Conclusion

The web page has been created as a reference platform for the AD-ASTRA project online communication in the frame of WP4. This website will be constantly updated to display news, newsletters, press releases, and provide access to project documents. It will thus become a knowledge hub and platform for the experts involved in the project areas of interest.