

## Deliverable 1.2 (b) – First Release of the Methodological Guide

### Introduction

The methodological approach, which will be later proposed, stands as the result of the activities carried out till the release date of the present document.

The guide combines the comparative analysis of Biodonostia Best Practice with the specific features of the local ecosystem. Furthermore, the analysis integrates the lessons learnt drawn by TOP-IX in its previous territorial innovation projects with a clear technological focus.

The current release of the methodological guide has to be considered a Work In Progress document, which will be validated and refined along the pilot execution in order to have a final version at the end of the project.

### Key issues of the approach

- 1) **TERRITORIAL ANALYSIS:** in order to assess the peculiar needs of the area in which the test will be carried out, a territorial analysis is needed.

It is essential to have a clear image of the social, economic, environmental and technological peculiarities that characterize the area of interest. In this sense, it may be helpful to conduct a PESTLE Analysis<sup>1</sup> in order to have a defined picture of the environment in which you intend to act. This analysis scans precisely the Political, Economic, Social, Technological, Legal and Environmental factors.

- 2) **MULTI-STAKEHOLDER ENGAGEMENT:** it is advisable to establish linkages within the ecosystem at different levels:
  - Public Administration
  - Universities
  - Start-up incubators and accelerators
  - Private actors (SMEs and Start-ups)
  - Professionals in the sector (e.g. health sector)
  - Participants / Beneficiaries
  - Other best practices

The adopted methodology must be designed to ensure the involvement of stakeholders operating in the local ecosystem and specifically targeted at involving end-users and improving collaboration between parties through co-design sessions. The Quadruple Helix Approach must be considered the mandatory operational model. The setup and systematization of the stakeholders according to the Quadruple Helix Approach will provide, in fact, the necessary skills for the framing of new products and services.

The goal to be achieved by means of the Quadruple Helix Approach is the design of services that adhere as closely as possible to the specificities of the local ecosystem.

Multi-stakeholder involvement creates a greater social impact at a significantly lower cost and leads to the development of products and services potentially easier to adopt and use.

---

<sup>1</sup> <https://pestleanalysis.com/what-is-pestle-analysis/>

- 3) **SKILLS AND EXPERTISE:** it is necessary to involve and bring on board interdisciplinary skills and knowledge required by the domain to be tested.

Differently from the Biodonostia Best Practice, in the pilot local framework it is not possible to rely on a research center capable of guaranteeing a vertical domain expertise. However, this gap might be filled by systematizing academic incubators and universities' hubs (and possibly private actors).

To this extent, the metropolitan ecosystem can count on two major university centers, i.e. University of Turin and Polytechnic of Turin, as well as their business incubators: 2i3T for the University and I3P for the Polytechnic. Therefore, it is important to properly analyze the key competences of the different stakeholders in order to build a comprehensive geometry of actors interacting with each other and compensating for the lack of a single player centralizing all the core competences.

The skills and expertise map can be drawn as follows:

- medical / scientific
- technical / technological (eHealth devices, Internet connectivity)
- social and socio-economic
- political and procedural

- 4) **POLITICAL CONSENSUS (bottom-up):** it is appropriate to build and ensure from the beginning the political consensus by local institutions.

Local Institutions and, notably, municipalities are key players throughout the process. The role of local political institutions assumes relevance:

- starting from the initial analysis and from the detection of the users and beneficiaries basis;
- as regards the identification of the territorial needs and weaknesses;
- in fostering collaboration between private and public actors active on the territory as well as in engaging other pre-existing initiatives;
- in the detection of the target and the beneficiaries of a specific good or service;
- in building up trust and confidence among local citizens.

- 5) **TECHNOLOGICAL COMPONENT:** considering that the pilot action will be implemented in rural and peripheral areas, the technological component and Internet connectivity play a key role in determining the success or the failure of the initiative.

In an urban or peri-urban context, connectivity can be taken for granted but, if the pilot action is implemented in a rural and peripheral context, the lack of connectivity and technological infrastructures can become a critical point and can definitely be a barrier for the project execution. Therefore, it is essential to check existing infrastructure and to make right technological choices. In any case, technology must be always considered as a means and not as a goal in itself.

*With the Technical and Scientific support of*

- 6) **CONSISTENCY OF THE OFFER:** the offer must comply with the demand and satisfy needs effectively perceived by the population and by the institutions operating in the selected area.

An action cannot be imposed in a context that is not prepared to adopt it or that does not even understand the resulting benefits: in such a case, the final impact would be weak, distorted or void.

Therefore, in order to propose a good or a service that is really required by the potential user, it is advisable to validate value propositions with "customers" and beneficiaries through direct and indirect investigations.

- 7) **TRANSPARENCY:** transparency in the use of data and technologies must be ensured. Since these data are related to the health and medical sector, their management is a focal point in the project.

It is necessary to strictly comply with the current legislation on personal data by identifying the responsibilities imposed by law, arranging the necessary measures for a secure and lasting storage of information and clearly explaining the purpose of data processing. Finally, the rights related to the sharing of data must be guaranteed to users and beneficiaries.

- 8) **FLEXIBLE APPROACH:** a LEAN, AGILE and LEARNING-BY-DOING approach is preferred since it allows to quickly validate the operational hypotheses by adopting, if necessary, sub-optimal solutions.

In a highly innovative context, the success of the initiative requires an iterative approach that cannot be separated from a constant tuning of the implementation roadmap and initial hypotheses. The process must provide for the possibility of mistakes in the implementation which must be considered as key lessons for the future systematic implementation of the initiative.

- 9) **SCALABILITY:** it is desirable to design scalable and replicable initiatives.

In this sense, the Pilot Action must be considered a Minimum Viable Product aimed at validating the core adoption and the implementation hypothesis. It is therefore necessary to identify stable interlocutors in the area in order to allow the replicability of the experiment in areas with similar but not identical characteristics.

The identification of intermediaries or intermediate bodies guarantees the scalability and replicability of the approach in similar contexts, and prevents overfitting to one-of-a-kind problems.

In this respect, it is essential to identify subjects whose institutional mission is in line with that of the project.

*With the Technical and Scientific support of*