

Science, Innovation and Communication

The experience of AREA Science Park



***Leo Brattoli
Press Office***

AREA Science Park

the leading Science and Technology Park in Italy

a research institution of the Ministry for Education, University and Research

two extended campuses in Padriciano and Basovizza on the hills surrounding Trieste

87 R&D organizations: PRIs, industrial R&D centres, knowledge-based companies



2400 qualified persons: researchers, technicians, entrepreneurs and service staff

Extent: 55 hectares

Facilities: 81.000 sqm of equipped laboratories, offices and services

Development plans (2006 - 2014): 46.000 sqm

AREA Science Park

A Knowledge Cluster - Multidisciplinary features



biotechnologies and diagnostics
chemistry and biochemistry
biomedical technologies



physics
new materials
nanotechnologies



computer science
telecommunications
electronics



energy and environmental technologies

Advantages of operating in AREA Science Park

availability of state of the art facilities,
world-class infrastructures and instrumentation

regional hub for the valorisation
of research results
promotion of innovation and
technology transfer

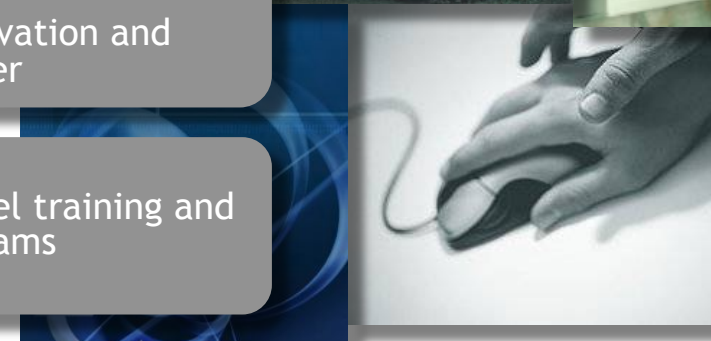
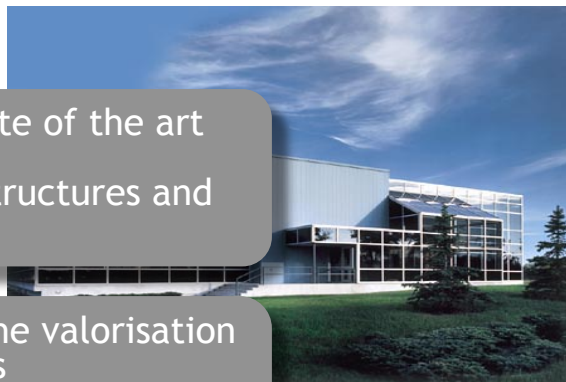
access to high level training and
educational programs

facilitated access to regional,
national and international funds
for R&D and innovation
development

in-house technical, financial,
business and marketing
consultancy, management of
national and international joint
R&D programs

promotion of investments in
technology-oriented business
promotion of technology
clusters and of national and
international partnerships and
business networks

common image promotion and
communication

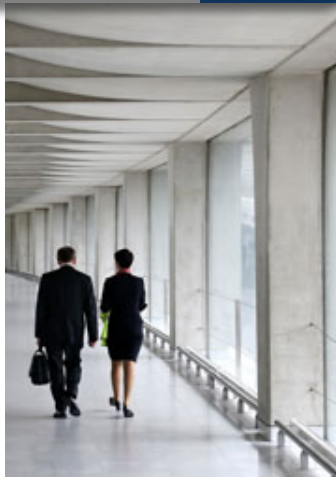


International Programmes

Initiatives of enterprise internationalization promotion by AREA Science Park



establishing and managing service structures abroad for Italian innovative hi-tech SMEs interested in starting up activities on international markets



attracting FDIs in R&D and technology-intensive sectors

Communication: WHAT?

- Several contents...

science project results, development of new technologies,
ideas for new products, international projects, tech-
transfer interventions

- ...referred to several technology and business sectors...

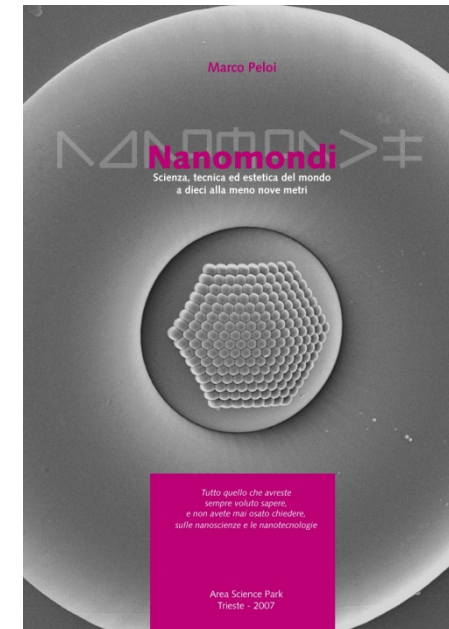
life sciences, physics, electronics, energy etc.

- ... for several targets:

general public, researchers, students, entrepreneurs,
institutional stakeholders

Communication : HOW? (1)

Some useful tools: brochures, web site, publications, posters, roll up, videos, advertising, storytelling, events





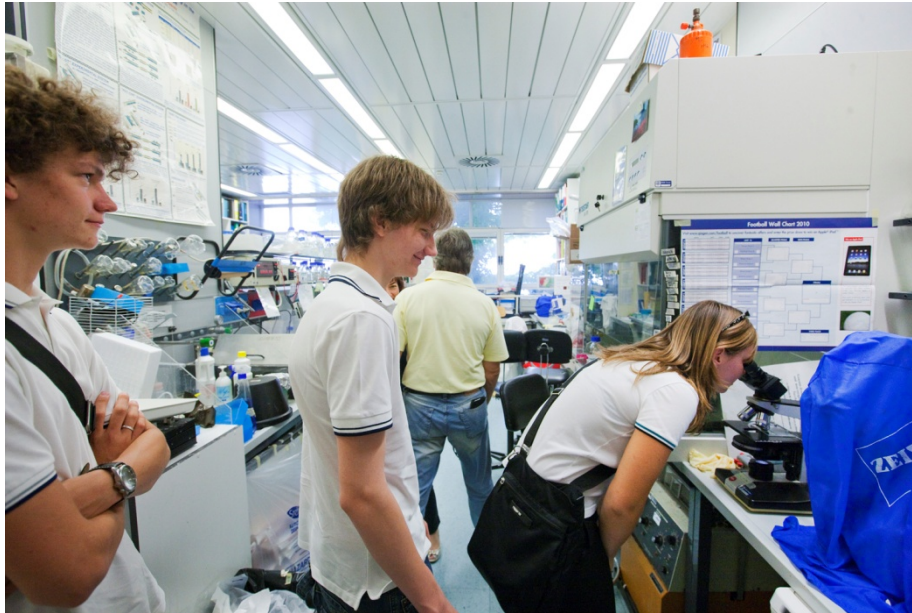
Target: general public and families

More than 3.500 visitors

40 laboratories to visit

Music and art exhibit

Educational games for children





Target: general public

Informal meetings with scientists

Music, images and literature readings



Target: entrepreneurs, managers, venture capitalists

130 enterprises recorded

530 meetings organized

Several partnerships started

Workshops

Target: entrepreneurs, managers, researchers

About 40 events organized each year

Specific topics: new materials, patents valorization, innovation tools, renewable energy systems etc.



Fairs

Participation to sectorial fairs for promoting AREA Science Park's qualified services, competences and technologies



Communication : HOW? (2)

MEDIA RELATIONS

- press releases and articles for the national and (sometimes) international press
- science and technology review “*AREA magazine*”
- press conferences and press tours
- multimedia press room
- daily press review published on the web site
- social media: Facebook

Press releases

About 200 press releases each year related to scientific projects, new technologies and products, tech-transfer activities and training programs

Expected results: 1) increasing visibility and consensus among the stakeholders; 2) making people concerned about AREA Science Park's activities; 3) arising curiosity and awareness about science and technology

AREA magazine

Science and technology review circulated to companies, research organisations, universities, institutions, journalists

Articles on research and development activities carried out by firms and labs based in AREA Science Park

The voice of scientists and experts: interviews

Press Tour

A special opportunity for journalists to come a couple of day in Trieste and visiting the main research centres and the most innovative hi-tech enterprises based in AREA Science Park, touching by hand real technological products or scientific results achieved

A special opportunity for researchers and entrepreneurs to communicate directly with the journalists

15 journalists participants each time (newspapers, radio, TV)

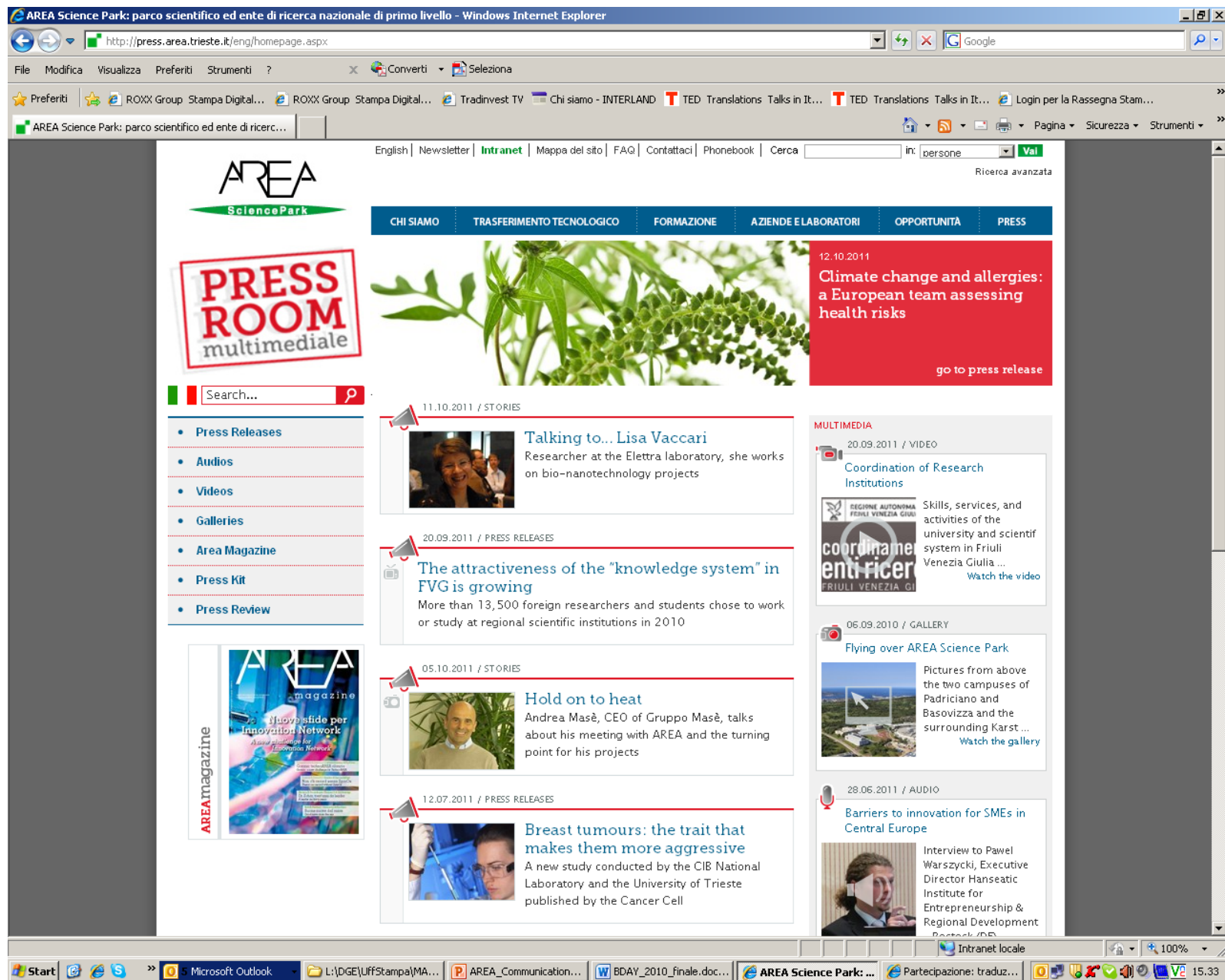
About 70 articles and interviews on newspapers, radio, TV and web sites produced after the press tour

Multimedia Press Room



It's the last tool created by the press office.

Added to press releases and press review, the multimedia press room provides journalists with production-standard multimedia content delivered digitally: pictures, photo galleries, videos, audios



Audios - AREA Science Park: parco scientifico ed ente di ricerca nazionale di primo livello - Windows Internet Explorer

http://press.area.trieste.it/eng/audio.aspx

File Modifica Visualizza Preferiti Strumenti ?

Converti Seleziona

Preferiti ROXX Group Stampa Digital... ROXX Group Stampa Digital... Tradinvest TV Chi siamo - INTERLAND TED Translations Talks in It... TED Translations Talks in It... Login per la Rassegna Stam...

Audios - AREA Science Park: parco scientifico ed ente ...

English | Newsletter | **Intranet** | Mappa del sito | FAQ | Contattaci | Phonebook | Cerca in: Val Ricerca avanzata

AREA SciencePark

CHI SIAMO TRASFERIMENTO TECNOLOGICO FORMAZIONE AZIENDE E LABORATORI OPPORTUNITA PRESS

PRESS ROOM multimediale

AUDIOS

You are in: Home / Pressroom / Audios

Search...

- Press Releases
- Audios**
- Videos
- Galleries
- Area Magazine
- Press Kit
- Press Review

AREA magazine

04.10.2011 / AUDIO

Sustainable energy and technological innovation

The Enerplan programme and its main projects explained by Arvea Marieni

Download file

22.08.2011 / INTERVIEWS

Rotavirus and gastroenterites in pediatric age

Francesca Arnoldi, researcher at Università di Trieste, cooperates in a project at ICGB labs. The main topic of her studies is the reaserch of etiological agents in pediatric gastroenterites

Download file

01.07.2011 / AUDIO

Remark on Innovation Network's activity by Stephen Taylor

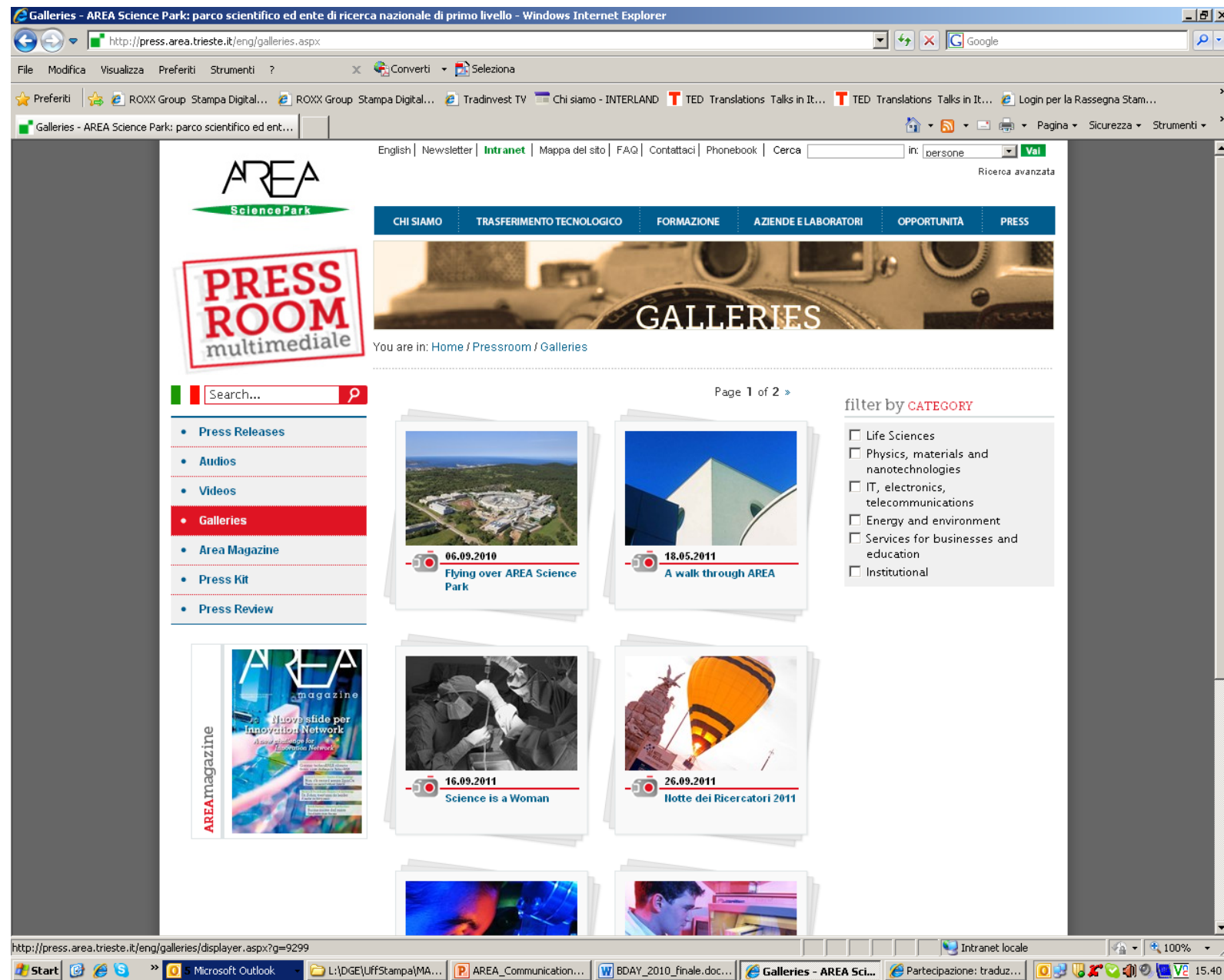
New opportunities and services for innovative SMEs in the Friuli Venezia Giulia Region

filter by CATEGORY

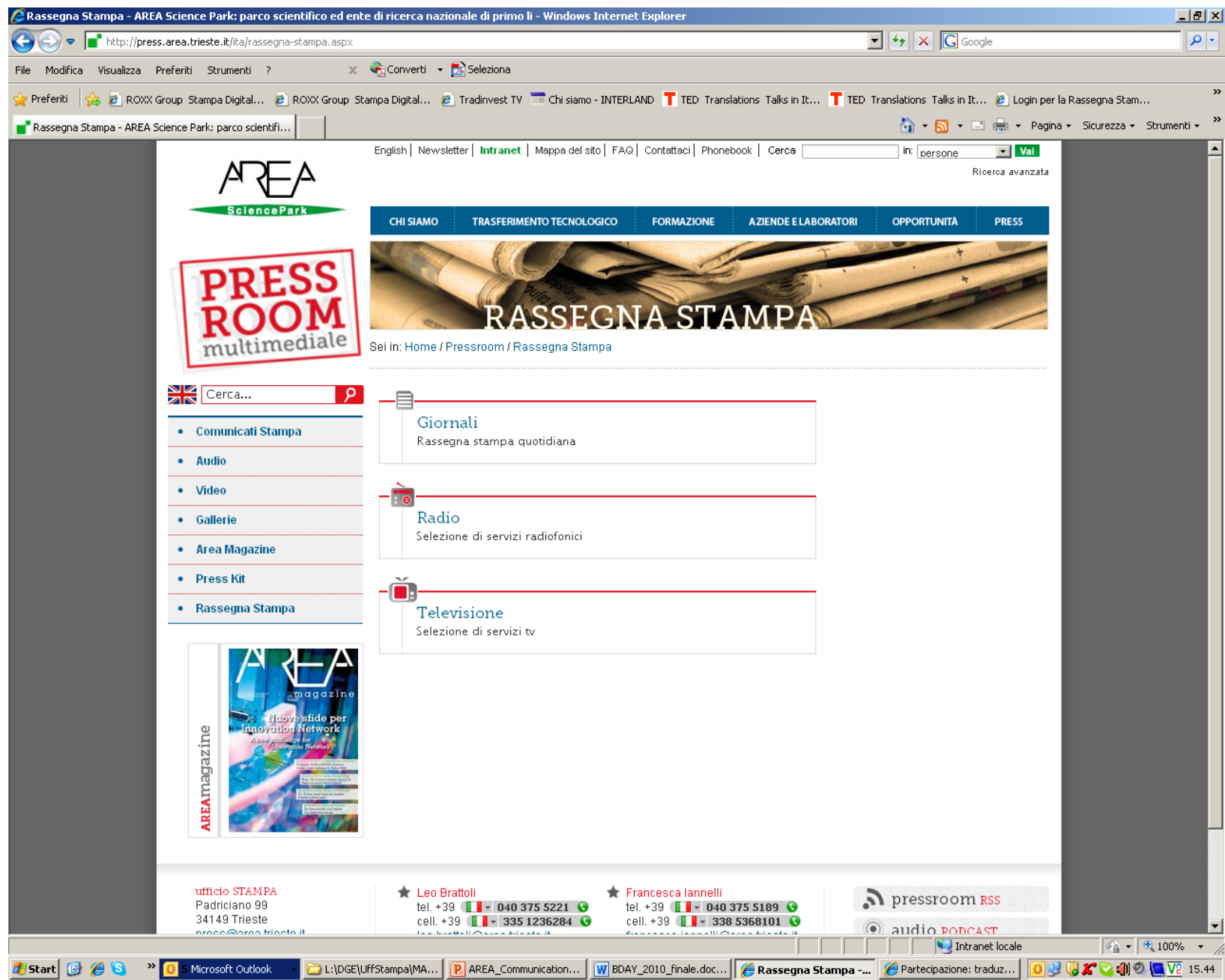
- ☐ Life Sciences
- ☐ Physics, materials and nanotechnologies
- ☐ IT, electronics, telecommunications
- ☐ Energy and environment
- ☐ Services for businesses and education
- ☐ Institutional

http://press.area.trieste.it/eng/audio/2011/10/enerplan_marieni.aspx

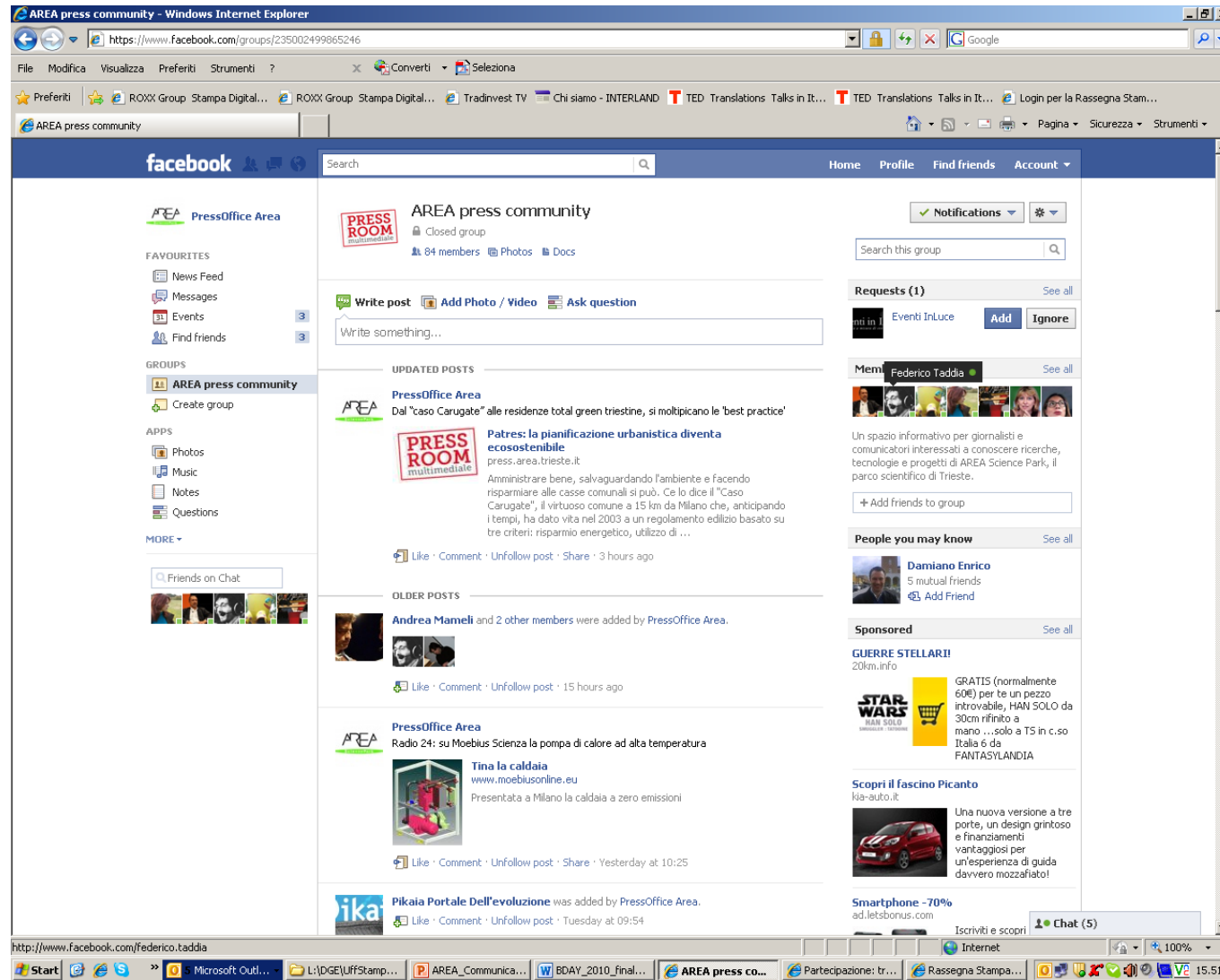
Start Microsoft Outlook L:\DGE\UFFStampa\MA... AREA_Communication... BDAY_2010_finale.doc... Audios - AREA Scien... Partecipazione: traduz... Intranet locale 100% 15.39







Social Media: AREA Press Community on FB





*Thank you
for your kind attention !*

*Leo Brattoli
Press Office
AREA Science Park
Phone +30 040 3755221
Fax +39 040 226698
E-mail leo.brattoli@area.trieste.it*