

**I.S.S.I.**  
**Istituto Superiore Studi Internazionali**

Istituto di Ricerca autorizzato dal Ministero dell'Istruzione, Università e della Ricerca Scientifica

**GENERAL RESEARCH ACTIVITY STRATEGIC PLAN  
(GRASP)**

## General Research Activity Strategic Plan - GRASP

### Introduction

ISSI's research activity is based on the possibility of developing a methodological model which can be applied either to the social sciences and to the environmental issues. This innovative method is achieved by enhancing all the resources, specifically the most advanced IT tools, for the collection, organization and analysis of data, and the interdisciplinary attitude which are currently highly recalled but little applied by the international academic community.

### Analysis

The economic and financial crisis which has been having recessionary effects worldwide, can also be viewed, on the other hand, as a chance to create new opportunities through the development of a new conception of the market, new products and more efficient production processes. Many companies, though, are rapidly exiting the market while others do not seem to have a strategy of reorganization and recovery without the assistance of the State.

The goal of ISSI research plan is therefore that of achieving an innovative method in order to collect, organize and analyze information. The creation of a geographic database will consequently allow to connect specific areas to their relevant economic, social, political, and cultural aspects.

The vast amount of data, resulting from the application to information of models for analysis and simulation, will provide essential and sophisticated knowledge about the activities that can be potentially developed in a specific area. This is particularly useful either for economic operators willing to invest in specific territories and fields of expertise, and for the advanced and modern public administrations and institutions.

*The analysis models, and development strategies which on these models are based, are the real added value of this project.* The collection of information, in fact, does not provide in itself the ability of analyzing them, and the latter does not produce action strategies. The character of these models of analysis is necessarily interdisciplinary in order to connect areas of study such as economics, sociology, law and political science.

The specific and qualifying element ISSI may produce to this system of organization, analysis and use of information is a conscious, motivated, and determined sensitivity to the environmental impact of each activity. A specific factor to be introduced in production processes, product properties, services as well as in the institutions and administrations policies. The ultimate goal is not the promotion of an abstract "environmental consciousness", but the construction of new paths and strategies which tend to restructure economic activities on the basis of the environmental parameters which have been established by the European Union in the recent International Conference on Climate Change in Poznan. They represent a new set of rules, a stringent constraint and a possibility of exclusion from the market for business companies incapable to adapt.

Nevertheless, the concept and appliance of "eco-sustainable" should not be perceived as a further cost factor. It has to be considered, instead, as an opportunity, a way to rethink and reorganize production processes, the design of equipments and infrastructures, the methods of work organization as well as consumption. All these elements contribute, in fact, to increase efficiency in term of economic performances, environmental impact and energy costs. The

change will support and foster those who are capable to transform a necessity imposed by the international crisis into an opportunity, and to redefine and build a new place in the market.

***Potential supply of the services with high added value***

The methodology just mentioned, which will be developed in accordance with a specific plan in the coming months, is likely to provide a large range of innovative services for companies, institutions, and public administrations. More specifically, strategic appliances of this methodology will extend from mapping of factories and development of industrial zones in specific areas, up to innovative approaches to the management of transportation logistics for medium and large enterprises, from a reliable analysis of costs of production abroad up to the use of advanced platforms or programs for the management of urban mobility, security (criminology mapping) and town-planning. Each intervention will be preceded by accurate simulations in order to measure in advance the social and economic outcome as well as the environmental impact. Also hidden costs and obstacles must be detected before implementing any planned activity.

***A new model of research incubator***

There currently are around 4.000 business incubators around the world and their number is increasing in Asia and in the developing countries.

As per the NBIA (National Business Incubation Association) statistics the new corporations that enter into an incubator – particularly those corporations with an important technological focus – have, in five years, a survival rate of 87%, while those corporations that keep being out of the incubator limit their survival rate at the 44% (US data: the Italian data are not very different).

The proposed incubator is not a business incubator because it does not provide shared spaces and services to start up corporations, but it is a research and innovation incubator that will give to some adequately selected small corporations the possibility to be inserted in an innovative research path that will increase their market value both spreading and sharing the funds dedicated to innovation and research (for example including the corporations in projects connected to the *Settimo Programma Quadro* of the European Union and to the funds dedicated to the different regions), both providing assistance in the project planning for the reduction of the energetic consume and of the environmental impact on the productive process.

In the Incubator there is also space for traditional consultancy activities such as Marketing, Venture Capital, Business Angels etc. even though the focus will have to be kept on the environmental issue.

The second category that could be involved in the incubator, without changing the private nature of it, is composed by public entities and local administrations. These would benefit of a high quality assistance in the reduction of the energetic and environmental costs of some public services (urban enlightenment, water management, reduction of the energetic consumes of the public buildings up to the energetic self-sufficiency). The idea is to elaborate environmentally sustainable strategies to be implemented in the territory of each different administration. In this direction, the specific methodology for the collection of social-economic data that ISSI will develop in its research project, will become a fundamental tool for the planning of the territory development.

Technically speaking, it will therefore be a *Thematic Cluster Incubator* focused on the promotion and study of the environmental sustainability. Being a research incubator, its first aim is to increase the scientific research – both in chemical, physical, natural and social and



economic sciences – and to better balance the use of resources and energies. In this direction also the number of job places in the sectors of the renewable energies and of the technologies to reduce the human impact on the environment will increase.

Furthermore, through ISSI , the corporations and the organizations that will participate to the research incubator will be able to receive assistance in establishing cooperations with other corporations in the United States and in developing a cooperation with similar corporations.

The agreements ISSI is establishing with other American Universities will provide a reference point for opportunities of cooperation and innovation with great mutual benefit.

The International context in which ISSI is immersed will provide the participants to the incubator with a precious access to various opportunities of development that would be much more difficult and risky to access: the deep knowledge that the research activity described provides to ISSI , in conjunction with the geographical presence in difficult but with great potential areas, will give to the participants to the incubator the possibility to operate with the best conditions possible.



-  ISSI Research Centers and Incubator
-  ISSI Industrial Liaison Office (ILO), Start Up and Patents

### ***ISSI Research Centers and Incubator***

ISSI will develop its research program, as outlined above, through research centers located in specific geographical areas which are supposed to play a crucial role in the future such as South America, Africa, Central Asia / Caucasus.

In addition, ISSI Research Centers will be organized in accordance with the idea of promoting cooperation and mutual benefit in order to facilitate access to research activities ensuring the safety of the personnel and interacting with local authorities.

Portions of ISSI Research Centers structures will be available to partners of ISSI, whether universities, or companies, or organizations joining the incubator of research. Another section will be shared with local institutions, universities and research centers. Finally, a section of the research centers will be managed directly by ISSI for its specific research activities.

***ISSI Industrial Liaison Office (ILO), Start Up and Patents***

The Industrial Liaison Office (ILO) is a structure of ISSI created to facilitate the collaboration and the exchange between the Universities, as an institution for economic development and an attraction of productive investments in the territory, and companies.

The “ILO” deals with the services development in the areas of innovation and scientific research, the protection of public research results, of the licensing to support the creation of spin-off companies.

In the sector of the innovation and scientific research, the “ILO” deals with the technology's transfer: that of a series of research that generates innovation with the applications in the industry.

As for the protection of public research results, the “ILO” deals with national and international patenting procedures.

With regard to the licensing and support for the creation of spin-off companies, the structure deals with the strategies and cession procedures for the sale of patents and licenses, and to support the creation of the companies that provide for the development and entrepreneurial use of new products and services resulting from research undertaken within the Holding.

The main objective of the “ILO” is to protect and enhance the research conducted within the Holding, providing the tools to bridge the gap between academic and industry world.

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