



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



Designing competitive territorial ecosystems: innovative models and marketing-based approaches for the development of integrated networks of digital skills and competencies

Spoke 1

Task

1.1 Fundamental Research

FP 8

Human-centric AI to deliver empowered customer experiences

Thematic line

Digital Transition

Workgroup

Marcello Sansone

Additional human resources

Maria D'Agostini (PhD)

Objective

The project proposal aims at identifying in Lazio Region development opportunities for innovation ecosystems where companies, organizations and the public sector can generate and disseminate innovation through the value co-creation

Use case /
Field of potential application

Starting TRL

1

Final TRL

2

Collaborations

In the context of the Rome Technopole project and in connection with MarkLab, relations have already been established with entrepreneurial lead actors to help generate an innovative ecosystem

Connections

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