



Data, Digital assets and Platforms for innovation

The World Conference on Intellectual Capital for Communities

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Session 8 : INTANGIBLES OF NATIONS , COMMUNITIES AND TERRITORIES

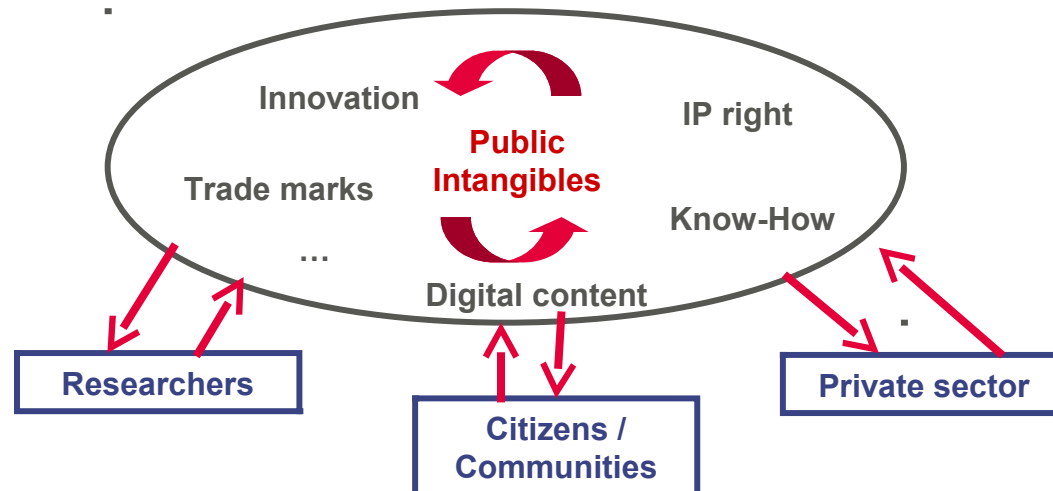
Public sector intangibles and the territorial growth - APIE

❑ Who are we ?

- Agency depending from the ministry of economy, finances and foreign trade
- Created in 2007 to value public intangible assets
- Mainly composed of
 - Legal experts, specialized in IP right
 - Marketing and innovation experts

❑ Our mission :

- Contribute to the modernisation of the administration
- Unlock the potential of public intangible assets for the State economy as a whole



❑ Research field : Measuring the impact of public intangibles on a region

– Public entities acting at local level manage numerous intangible assets

- Databases
- Cultural heritage assets
- Know-how
- Public investments in education, health
- Networks
- Etc. ...

➔ **These intangibles can generally be shared with third parties without loss to the public sector, thereby increasing the attractiveness of the region**

– In turn, private sector activity affects the image and social and economic development of a region

➔ **How to measure the value created out of this interaction between public and private intangibles ?**

❑ Example : “smart base” - Evreux*

- Project : open up the potential in terms of innovation of an military airbase by :
 - Hosting start-ups in a **digital incubator**
 - Facilitating **partnerships** between small players and the air force to design innovative solutions in field of digitization creating a “win-win” situation
 - Sharing of **knowledge** and **expertise** of public agents (*2.500 aviators working on the base*) with start-ups
 - Giving the possibility to create a proof of concept : testing in “real life” innovative solutions
- In turn, the French Air Force benefits from innovations created by third parties, accelerating their digital transformation



*<http://www.defense.gouv.fr/actualites/la-reforme/lancement-de-la-premiere-smart-base-a-evreux>

❑ Example : Louvre Lens Valley – cultural digital pole

- Project : bringing local actors together around digital projects in the cultural field :
 - Actors concerned : companies/start-ups, non profit organizations, public actors (local authorities, museum, university)
 - Catalyst : the presence of “Louvre Lens” and the force of its trademark
 - Possibility to test innovations in a real life conditions (Louvre Lens museum) to create the proof of concept and benefiting from public expertise
 - Reference for start-ups
- The legitimacy of the **trademark “Louvre”** has the power to federate different actors around one project and to provide an identity to **communities**



- ❑ New community spaces for Innovation in territories
 - ❑ Porosity : Fablabs & Makerspaces
 - ❑ Conviviality : Third Places / Tiers-Lieux / co-Working
 - ❑ Creativity : Art & Design inspired workshops

01 **DIGITAL FABRICATION LABORATORIES**
ARE PLACES WHERE
RELATIONSHIPS ARE SET UP
TO INSPIRE PEOPLE TO TURN
THEIR IDEAS INTO
NEW PRODUCTS



02 **HOW?**
BY GIVING PEOPLE ACCESS
TO A RANGE OF **ADVANCED DIGITAL
MANUFACTURING TECHNOLOGIES**
AND KNOWLEDGE



3DPRINTER



3DSCANNER



ARDUINO



LASERCUTTER



CNCMILL



PLOTTER



MAKING TOOLS

FABLAB
MAKING IDEAS



03 **IT'S MORE THAN
3D PRINTING.**
IT IS AN EVOLVING SUITE
OF CAPABILITIES TO TURN
DATA INTO THINGS
AND THINGS INTO DATA



04 **HOW WILL WE LIVE,
LEARN, WORK, AND PLAY
WHEN ANYONE
CAN MAKE ANYTHING,
ANYWHERE?**



**THE REVOLUTION
IS ALREADY WELL
UNDER WAY**



❑ Porosity: ARTILECT Fablab Toulouse



Territorial asset: community building

❑ Porosity: ARTILECT Fablab Toulouse



❑ Conviviality: Plateforme C Fablab in Nantes



Territorial asset: Documentation and knowledge transmission

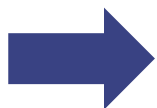
❑ Conviviality: Plateforme C Fablab in Nantes



❑ Creativity: Mobile Fablab Ecole des Arts Décoratifs in Paris



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Knowledge asset : transborder territoires connection

❑ Creativity: Mobile Fablab Ecole des Arts Décoratifs in Paris



Thank you for your attention
Questions?

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