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S3-4AlpClusters

Venice, 13 March 2019

Ladies and Gentlemen,

Es gilt das gesprochene Wort - Seul le texte prononcé fait foi – Check against Delivery

After two hours of inspiring presentations / it would appear that I am the last hurdle to be overcome before the eagerly awaited “*Gala dinner in a Historical Palace of Venice*”.

I have therefore decided to present you with my very own S3 strategy / with S3 /
in this case / standing for “Short Speech Strategy”.

Just the same / I would like to take a moment to express what a great pleasure it is / for me to represent the Canton of Fribourg here this evening.

At the same time / I would like to seize this opportunity to thank Fribourg's Innosquare team – *led by Jacques Bersier and Michael Keller* – who have successfully brought this project to fruition.

My thanks also go out to all of you / the partners coming from Italia / Österreich / Deutschland/ France / Slovenija / not to forget Suisse-Svizzera-Schweiz / for your exceptional model.



Ladies and Gentlemen,

The choice of Venice as venue to host the termination of this European project is particularly pertinent.

For Venice is indeed a city that wonderfully embodies the notion of innovation.

Do you know / *for instance* / that it was here in Venice that the “double-entry bookkeeping system” / was invented by a certain Luca Pacioli / towards the end of the 13th century?

Or that Venice / *towards the end of the 15th century* / was the capital of the printing press with over 200 workshops / and more than one million volumes printed? In other words / 4 times more than in Paris?

Back then / Venice is already a “startup” city / where the entrepreneurial spirit reigns supreme.

For instance / it creates several kinds of original corporations such as the “colleganza” / that operates on the principle of allocating $\frac{3}{4}$ of the corporation's profits to the investor of funds / and $\frac{1}{4}$ to the merchant.

A merchant can / moreover / participate in 8 or 10 colleganze / thus enabling him later on to participate in his own right as investor in other colleganze.

Venice is also very concerned with protecting its know-how and its trade secrets.

For example / it is forbidden for Venetian artisans to leave the Republic / for fear of them divulging the skills of their craft.

Yet / nonetheless / on 19 March 1474 / the Venetian Senate adopts a legislative act of enormous impact / which consists of abandoning secrecy in order to enhance the protection of know-how.

And so / it invents the idea of patents / and paves the way for European law on inventions.

In 1504 / the Venetians even propose the construction of a Suez canal / to the Sultan of Cairo / work on which was to finally to begin some 350 years later...
(the idea at the time being to combat the commercial activities of Portuguese merchants who were travelling to India to procure spices).



Ladies and Gentlemen,

Over the centuries / Venice has shown us that the act of innovation is an undertaking which is organized / structured and rational.

For if we are admittedly prone to seizing opportunities as a function of favorable circumstances...

... they must first and foremost be created / and therefore require more than simple luck or intuition.

Hence / the pursuit of innovation must be systematic and on-going / with the ultimate objective of subsequently transforming the innovation into an economic opportunity.

Venice did this by leveraging its strengths / and this is also the approach of the European program that is coming to an end today.

The definition of an "S3" innovation model / *accompanied by tools* / should thus make it possible to develop *transformative activities* for regions with limited resources.

Thanks to this model / such regions / will be enabled to capitalize on their specific assets in order to remain competitive in a globalized economy.



Ladies and Gentlemen,

Venice is a city steeped in history / and yet in permanent quest for innovation.

Moreover /the project entitled “Venice Time Machine” / exemplifies a perfect synthesis between these two aspects.

It is the fruit of a partnership between the Federal Institute of Technology Lausanne - *EPFL* - / and the Ca' Foscari University of Venice.

The project aims to build a collaborative multidimensional model of Venice / by creating an open digital archive of the city's cultural heritage covering more than 1'000 years of evolution.

The project aims to trace circulation of news / money / commercial goods / migration / artistic and architectural patterns amongst others / to create a Big Data of the Past.

The S3-4Alp Clusters project / on the other hand / opens up new and very encouraging horizons for our future.

For me / this is cause for joy.

Once again / my thanks to all of you!

Thank you for your attention.

I wish you all an excellent evening.
