



Governo italiano

Presidenza del Consiglio dei Ministri


Italia degli innovatori
IL DNA CHE NON SI PERDE

Innovation and digitalization within the PA and the Country

“Italy of Innovators” at the World Expo Shanghai 2010





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Italy at the World Expo 2010 Shanghai

- The Universal Expo of 2010, that will be held in Shanghai from the 1st of May to the 31st of October, will be among the most important of the XXI century with a significant international reach and the participation of around 200 Nations and 70 million visitors.
- The Theme set by the Chinese organizers is “Better city, better life”: improving the quality of life in the future development of the planets’ cities.
- The Italian participation to the Expo is coordinated by the Government’s general office for the 2010 Expo.
- The Italian presence will be centered around the Italian Stand which is inspired by the “City of Man” and by the tradition of Italian cities that are able to evolve and remain vital in the course of millennia.
- During the course of the six months, the Stand will host cultural events, as well as artistic, scientific and technological events to showcase Italian excellences and the quality of the Italian life style.



“Italy of Innovators”: how did it start

- The Ministry of Public Administration and Innovation and the Government’s General Office for the 2010 Expo signed a Memorandum of Understanding (July 17, 2008) to promote the Italian technological excellences in occasion of the Shanghai Expo.

- The specific objectives of this agreement are:
 - To create a temporary exhibit of Italian technological innovations;
 - To organize seminars and conventions on Italian technological skills;
 - To promote institutional relations with international counterparts;
 - To carry out a communication plan.



The exhibit and the call for proposals

- The temporary Exhibit “Italy of Innovators” is dedicated to the National excellences in technology and has the objective of creating a narrative experience of the spirit of innovation that permeates Italy and that testifies its tradition of innovation.
- With a bottom up approach, the concept of the exhibit will be based on spontaneous presentations of technological innovations that the very innovators will submit in a public call for proposals.
- With this in mind a public call has been issued and candidatures have been received up until the 31st of August 2009.



The evaluation

- A technical committee has been nominated jointly by the Ministry and the Government's general office for the 2010 Expo.

- The Committee has been evaluating the proposals of the innovations presented with the following criteria:
 - correspondence to the inspiring themes of the Expo and of the Italian participation;
 - originality and spectacularity, based on the international context;
 - development stage of the Innovation;
 - Economic and Social application perspectives.