Innovative synergy with companies
Connecting knowledge, research and business

The Butterfly Area Model: proximity, sustainability, value chain

Butterfly Area is inspired by the “Company on campus” model.

The **co-presence and physical interaction** of researchers, students, entrepreneurs, professionals and institutions can act as a catalyst for ambitious innovation challenges. This is possible through common and dedicated spaces along with an adequate scientific level and with a real potential for industrialization and market introduction.

Over the past few decades, academia and industry have been converging both philosophically and physically. **Proximity** allows accelerating discovery, patentability and industrialization. Companies are increasingly collaborating with university students to improve their research. Successful partnerships between academia and industry require common interests, trust and good communication. In this context, proximity is crucial.

The strength is the collaboration between academia and companies in the form of **partnership**. For this reason, the vision, the strategy and the business model will be guidelines will be **co-designed** to bring out ideas merging different interests and resources.

Butterfly Area is innovation. Butterfly Area is a pathway towards **social, economic and environmental sustainability**. Ad-hoc actions and initiatives will promote these aspects in both science and business sectors.

**Value chain** and **co-opetition** approaches will be fundamental to better address some of the greatest future challenges. In the Butterfly Area, medium and long term projects involving companies along the value chain will be prioritized and developed with the university.
Participants

INSTITUTIONS
14.5%

SMEs (SMALL AND MEDIUM ENTERPRISES)
57.5%

LARGE ENTERPRISES
18.5%

FIRMS
85.5%

START UP
9.5%
What is the Butterfly Area

The Butterfly Area is a strategic project of the University of Turin. Today it is an idea to be co-designed together with the future inhabitants and users.

The University of Turin is the landowner of the Butterfly Area, with a construction permit approved.

A preliminary construction project is underway. The next steps involve the development of the executive project together with companies and organizations of the Butterfly Area network and raising of funds activities.

The construction of the Area will be financed with public and private funds. The University of Turin is finalizing the dossiers for the funding requests at regional and national levels. Private, industrial and financial investors interested in the initiative can discuss with the University to jointly study the project feasibility.

Butterfly Area considers the engagement of young minds and talents crucial for companies and business growth.

The Butterfly Ecosystem

Butterfly Area is an ecosystem with 283 organizations’ members who expressed the interest to collaborate in the Area development. Companies, research bodies and institutions together with researchers and students can set up joint laboratories, use pilot plants and access university research tools.

They will work on challenges dealing with the main development drivers of the European Union’s future investments (Energy and Clean Technologies, Green Chemistry and Advanced Materials, ICT, Smart Products and Manufacturing, Agrifood).
Fields

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agribusiness</td>
<td>20.2%</td>
</tr>
<tr>
<td>ICT</td>
<td>15.8%</td>
</tr>
<tr>
<td>Consulting</td>
<td>13.7%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>9.3%</td>
</tr>
<tr>
<td>Environment</td>
<td>8.7%</td>
</tr>
<tr>
<td>Medical</td>
<td>7.7%</td>
</tr>
<tr>
<td>Automotive</td>
<td>3.8%</td>
</tr>
<tr>
<td>Engineering</td>
<td>3.8%</td>
</tr>
<tr>
<td>Electric / Electronic</td>
<td>2.2%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>2.2%</td>
</tr>
<tr>
<td>Logistics</td>
<td>1.6%</td>
</tr>
<tr>
<td>Research and development</td>
<td>1.6%</td>
</tr>
<tr>
<td>Other</td>
<td>9.4%</td>
</tr>
</tbody>
</table>
The idea

Butterfly Area offers continuous training opportunities and excellence in sustainability-related research fields. It aims to co-generate knowledge and revitalize the local business environment together with the private sector.

Butterfly Area is a habitat, a place for Research, Training and Work to establish an alliance with the territory and the manufacturing sector.

The territorial development

Butterfly Area will affect all levels of systemic changes pushing the shift towards the green and digital transitions. Vertical and enabling actions will drive and shape the shift of key sectors of the Piedmontese economy:

- Green and digital transition
- Energy and Clean Technologies
- Smart Products and Manufacturing
- Green Chemistry and Advanced Materials
- Smart Products and Manufacturing
- ICT
- Agrifood
### Needs

**283 SURVEY RESPONDENTS**

*Which services is the company interested in?*

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human capital</td>
<td>67.7%</td>
</tr>
<tr>
<td>Research equipment for testing</td>
<td>60.3%</td>
</tr>
<tr>
<td>Equipment and services Lab. Chemistry</td>
<td>47.9%</td>
</tr>
<tr>
<td>Research and experiment. on commission</td>
<td>42.2%</td>
</tr>
<tr>
<td>Test bed on frontier ideas</td>
<td>36.5%</td>
</tr>
<tr>
<td>Establishment of joint laboratories</td>
<td>35.8%</td>
</tr>
<tr>
<td>Experimentation plants pilot</td>
<td>35.5%</td>
</tr>
<tr>
<td>Settlement of R&amp;D centers</td>
<td>35.5%</td>
</tr>
<tr>
<td>Technological showroom settlement</td>
<td>31.2%</td>
</tr>
<tr>
<td>Training activities for employees</td>
<td>30.5%</td>
</tr>
<tr>
<td>Close to market innovation</td>
<td>20.6%</td>
</tr>
<tr>
<td>Accompanying services</td>
<td>17.7%</td>
</tr>
<tr>
<td>Other / I don’t know yet</td>
<td>11%</td>
</tr>
</tbody>
</table>
Services

The opportunities for companies, research bodies, institutions provided by Butterfly Area

- Access to human capital (students, young researchers, apprentices in Higher Education, PhD students)
- Access to research equipment for testing and experimentation
- Access to equipment and services of the Chemical Laboratory of the Turin Chamber of Commerce (at the Campus)
- Research and experiments commissioned or in collaboration with the research groups of the “City of Science and the Environment”
- Test bed on frontier ideas
- Close to market innovation
- Establishment of Joint Labs with companies
- Pilot experimentation plants for new technologies
- Corporations R&D centres, in line with the Campus research trajectories
- Establishment of companies’ technological showrooms accessible to clients and students
- Training for employees
- Support services on innovation for companies.
Talents’ stories
Butterfly Area Stories

PURPOSE
Storytelling about Butterfly Area and its surroundings

TARGET AUDIENCE
Companies, researchers, students, citizens

ACTIVITIES
To give voice to the Butterfly ecosystem’s people with dedicated podcasting program. People’s stories, experiences, companies’ challenges and researchers’ success stories are here narrated. Podcasting is engaging, accessible anywhere. Live sensation.

Talent platform

PURPOSE
Keeping the ecosystem alive, by facilitating networking opportunities

TARGET AUDIENCE
Students, researchers, professors, companies

ACTIVITIES
Degree thesis application. Facilitate the meeting between students / companies / professors through a dedicated thesis proposals platform focused on issues related to sustainability and Butterfly Area. Companies together with researchers and professors publish Calls to which students can apply.
The brand
Butterfly Area

In the name of an alliance

Butterfly Area’s ultimate goal is transformation to be achieved through combined and simultaneous actions of different organizations and experiences.

The butterfly is the symbol of transformation. Butterfly Area aims to activate vital transformations. The graphic sign represents 6 entities that, matching their singularities, describe the Butterfly Area.

The processes of research and innovation converge and become the center of gravity and driving force. It is represented by the wings of the Butterfly Area.

The 4 circles stand for Air, Earth, Fire, and Water, vital signs of life on our Planet. The wings of the butterfly are also a sign of “infinity”. They tell us that Butterfly Area welcomes everyone’s contribution.

Butterfly Area is light and dynamic butterfly. Its dynamism recalls the concepts of synergy, evolution, and transformation.

The circular shapes of the logo enrich these contents, being at the same time themselves are ambassadors of contemporary meanings.

Circularity conveys the message of awareness and attention to resources and their exploitation. It recalls the concepts of re-use and re-conversion.

The metamorphosis is the feature of the Butterfly Area. Its consequences will result in a “butterfly effect”.
The Butterfly Area in the campus of “City of Science and Environment”

Unique in Italy. Knowledge, research and business at the center of the European technological, training and entrepreneurial competition.

The new scientific Campus will lead positive socio-economic and cultural development both for Grugliasco city and Piedmont.

The main objective of the “City of Science and Environment” is to promote the efficiency, attractiveness and competitiveness of the scientific departments of the University of Turin. The synergies and joint forces of all the departments will improve the overall results.

On July 8, 2021, the first stone of the news Campus was laid down. The construction completion is expected for 2024. In Italy, the project represents one of the largest recent university construction investment worth € 250 million.

The Campus will include: 22,000 sqm for study and teaching rooms; 47,000 sqm for research; 7,000 sqm for sport; 450 sqm for student services; 40,000 sqm of urban park; 7,500 sqm dedicated to meeting rooms to accommodate 12,000 people including students, researchers, visiting professors and technicians.
The campus

10,000 Students  1,000 Researches  Molecules  Microorganisms

Plant  Fields  Greenhouses  Animals

Areas

Agribusiness  Biotech  Green chemistry

Mobility  Power  Environment

Human health  Animal health  Material sciences
Benefits

Efficiency

- Promote interdisciplinary programs, integrated activities, and publications
- Increase the forms of interaction and cooperation with companies, local authorities, research institutes, universities and other strategic stakeholders (e.g., Piedmont Region, Metropolitan Area, Municipality of Grugliasco)
- Increase the collaborations with companies, international and research institutes
- Find common research strategies between Departments to maximize the results

Attractiveness

- Create an attractive environment for companies, Italian and international investors, and new talented researchers
- Hosting entrepreneurial activities in the field of research structures
- Show the research results to highlight the added value of interdisciplinary projects to increase financial investments (e.g., EU or regional funds)

Competitiveness

- Create a center of excellence on research on sustainability with outstanding international reputation
- Develop and strengthen research thanks to state of the art laboratories and instruments
- Industrialize research results and encourage industrial assignments
Vision and cohesion

In these months of work, a plurality of public and private entities have shown an extraordinary interest in the development of the area and related projects.

The construction works and the call for interest made the project tangible. Companies expressed their interest promoting the interest of other entities.

The systemic approach of public bodies and administrations (local and national) will be crucial for sharing the project at national and international level. The “City of Science and Environment” is a generator of relations and resources between the public and private sector.

Main strategic planned actions in the roadmap:

- the activation of formal, experimental, and innovative models in the relationship between public institutional partners and the world of local, national, and international companies;
- the support in defining and implementing systemic design processes to overcome territorial borders and specialized skills. A transversal approach will be favored;
- the availability of resources for the creation of infrastructures (physical, cognitive, and relational) with a multiplier effect that goes beyond the local and regional economy.
Industrial Liaison Office (ILO) is the contact point between companies, organizations, national and international institutions and the University of Turin. The purpose is to develop and encourage collaboration between the parties.

Contacts

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Innovative synergy with companies

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