



SMART INDUSTRY CHAMPIONS' MANIFESTO

Initiated by Lombardy Young Entrepreneurs in the framework of Regione Lombardia Presidency of EU-Strategy for the Alpine Region (EUSALP) and finalized together with Young Entrepreneurs from the Macroregion and European Union at large during 2019 World Manufacturing Forum held in Cernobbio on September 26-27th, 2019

The 4th Industrial Revolution leads to changes in the current business model and disrupting the labour markets. Some jobs will disappear, some will be created, as technological advances and productivity growth transforms the need for labor in manufacturing. In the current global scenario, macroregional integration between territories and production systems, enhancing synergies between value chains is urgently need to drive the change.

In fact, while European Union represents our domestic market and a large political and economic area competing with other global zones, indeed enterprise find it effective to cooperate with neighbouring regions, which share similar ecosystems. In this regard, EUSALP, with a combined GDP of more than € 3.000 billion, and over a quarter of EU R&D expenses, is the leading european manufacturing hub, and the territory that could benefit more from the smart manufacturing revolution and the related social, economic and productive changes.

Thus, on September 27th, 2019 numerous young entrepreneurs associations from the Alpine Space as well as YES for Europe, the European Confederation of Young Entrepreneurs, have well as on the key outcomes of the World Manufacturing Forum 2019.

We, the Young Entrepreneurs of EUSALP, believe in the importance of pushing the **Alpine Macroregion** towards an ecosystem that attracts the most qualified human capital and spurs the most advanced innovation. We are strongly committed on:

- Enhancing current human capital to embrace Industry 4.0 skills revolution;
- Promoting sustainable growth in line with 2030 UN Development Goals;
- Attracting new enterprises via more favourable investments schemes and infrastructure;
- Leveraging on the opportunities for innovation generated by Horizon Europe and Digital Europe and for continuous learning such as ERASMUS+;
- Boosting open innovation by increased dialogue with Universities and Research Centers via platforms such as technological clusters.

We, the Young Entrepreneurs of EUSALP, are taking on our responsibilities as competitiveness leaders and intend to be the drivers of positive change towards digitized manufacturing and sustainable growth through the following call to action:

1. **Invest in further developing skills that matter the most.** We are working towards employability 4.0 and hence favoring the development of increasingly critical skills including digital literacy, AI and data analytics, creative problem solving, proactiveness, physical and psychological attitude to work with new technologies, mindset oriented to inclusiveness, privacy and data security mindfulness, multitasking, effective communication and attitude to embrace constant change and transformations¹;
2. **Promote increased cooperation between Alpine Young Entrepreneurs.** We are building networks of smart and interconnected enterprises able to activate ecosystems, attract talent, compete in the global value chains and be ready for the industrial, economic and social future challenges;
3. **Inspire a cleaner, more inclusive and innovative entrepreneurial effort.** We are deploying circular solutions, products and process and encouraging a global competition built on *sharing economy* principles, and focusing on responsibility as the main driver of our actions, as acknowledged by G20 Young Entrepreneurs' Alliance² in order to enhance a fair, sustainable growth for future generations.

We, the Young Entrepreneurs of EUSALP, understand the importance of continuous dialogue with governing bodies of the Alpine regions. We confirm to be at the authorities' disposal to offer insights, expectations and suggestions. At the sametime, we call EUSALP authorities to take into consideration the following needs:

1. **Promote the collaboration between enterprises and institutions.** In order to boost the complex patterns that lead to innovation and exploit regional manufacturing systems as the players that could bring local excellence to the global stage. This process must be backed fostering quality education and training opportunities, in order to face the growing importance of knowledge-based competition;
2. **Create a strong and reliable infrastructure network.** Competitive means of physical and data transportation are pivotal to boost economic growth, create employment, and improve the quality of life. Modernizing EUSALP infrastructure, investing in the realization of urgent projects such as the completion of EU corridors to link territories are drivers of growth requiring your qualified and committed effort;
3. **Support enterprises and associations in fighting the misperception about manufacturing.** A dated view of the role of manufacturing enterprises will lead to increase the skills shortage companies are facing, leading young people not to consider industrial careers paths, and influence damaging decisions around regulatory issues. In order to avoid such scenario smart manufacturing could be the lever to build awareness of enterprise as the main player of value and wealth creation for the whole society.

¹ Top 10 skills identified by WMF 2019 Report

² Report of Fukuoka, Japan May 2019

4. **To encourage the creation of a truly European society for small/young businesses.**
 Young companies need flexibility. Free and easy movement gives young entrepreneurs a competitive advantage and is a key point to make the SE concept first choice for founders.”

We, the leaders of organizations that represent and support EUSALP young entrepreneurs, call upon Alpine region authorities to recognize the role of youth entrepreneurship in generating growth, innovation and job creation, but also as a positive enabler of the macro region implementation.

