



UNIVERSITÀ DEGLI STUDI DI TORINO  
UFFICIO STAMPA  
Via G. Verdi 8 – Via Po 17

Torino, 9 febbraio 2018

## Inaugurato l'Anno Accademico 2017/2018 dell'Università di Torino

Oggi venerdì 9 febbraio 2018, nell'Aula Magna Cavallerizza Reale, si è inaugurato il 614° anno accademico dell'Università degli Studi di Torino.

Tema di quest'anno: **l'Università innovatrice**.

### Sono intervenuti:

- **Gianmaria Ajani**, Rettore Università degli Studi di Torino
- **Loredana Segreto**, Direttrice Generale Università degli Studi di Torino
- **Luigi Botta**, Presidente del Consiglio degli Studenti Università degli Studi di Torino

[Mariana Mazzucato](#), University College London, ha tenuto la prolusione dal titolo *“Ripensare il settore pubblico per un'economia più innovativa, equa e solidale”*.

### Abstract della Lecture

*Many countries across the globe are pursuing growth policies that seek to be smarter, more inclusive and more sustainable. My intervention will argue that the types of long-run strategic investments which such growth requires, means public policy must be justified, nurtured and evaluated in a different way. Instead of policies being motivated purely in terms of 'fixing' market failures and/or 'system failures', policies can be justified and measured in terms of their ability to **create and shape** markets—with markets as outcomes of the interaction between public, private and third sector actors. A market shaping process can benefit from understanding the lessons from the 'mission oriented' investments of the past aimed at technological and societal challenges—from putting a man on the moon—to those that are today tackling climate change. The talk will reflect on key questions which arise from mission oriented innovation: (1) how to envision the direction of change, tilting rather than levelling the playing field; (2) how to create public organizations that can welcome the underlying uncertainty and discovery process; (3) how to evaluate dynamic mission-oriented and market creation policies; and (4) concrete ways in which public and private can share both the risks and rewards underlying the innovation process—so that 'smart' innovation-led growth can also produce 'inclusive' growth.*