

FBK and Alghero together for Inno Bay

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A new model has been launched in Italy with the goal of transforming Northwest Sardinia into a hub of innovation and well-being.

The agreement between **Fondazione Bruno Kessler and the Municipality of Alghero**—signed during the “[L'Italia che collabora](#)” ([Collaborating Italy](#)) event held at the Lo Quarter complex in Alghero from November 27 to 29—aims to integrate quality of life, scientific research, human-centered technologies, and attractions for families, students, researchers, and businesses, creating a bridge between the Trentino and Mediterranean ecosystems.

“The collaboration between the Municipality of Alghero and Trento-based Fondazione Bruno Kessler stems from a shared vision: regions that want to look to the future by investing in human capital, building knowledge networks, and promoting well-being and innovation. With this agreement, we open a new chapter for our city and for the Northwest of the Island—one that aspires to be attractive, sustainable, and focused on quality of life—and we want to build it together with all institutions and with our community,” said **Mayor Raimondo Cacciotto** in his remarks at the signing ceremony between the **City of Alghero and FBK**, that was represented by its **Director of Strategic Planning, Paolo Traverso**. *“Bringing FBK’s experience beyond Trentino,” Traverso noted, means helping build institutional ecosystems that choose innovation as a driver of collective well-being. Alghero is investing in a vision that combines research, quality of life, and strong networking capabilities, showing how innovation can become a structural element of regional development.”*

Under the agreement, FBK will contribute its expertise in scientific research, technology transfer, and access to European funding, while also serving as a model for family-friendly policies and human capital development of the region.

The pact is structured around three layers and a single shared vision. The first is the **People Strategy**, the human-centered dimension through which Alghero aims to grow as a city focused on well-being, family, and quality of life—not a showcase city, but one lived in by families, students, researchers, entrepreneurs, and professionals who can work, study, do business, and live well here. The second is the **Wearable City**, the technological and scientific dimension in

which Alghero becomes a living lab for wearable technologies, digital health, and active longevity. This includes an agreement with the Republic of San Marino to establish a shared regulatory sandbox. In Alghero, wearable technologies, digital welfare models, and ethical data-certification systems will be tested—an international collaboration that enables the city to innovate ahead of others within a clear, protected regulatory framework validated by two public institutions. The third level is **Inno Bay**, the regional and strategic dimension. Inno Bay is the district created to bring together research, business, innovative agriculture, tourism, sport, urban regeneration, quality of life, and international attractiveness.

Many institutional and business representatives attended the signing ceremony at Quarter, which also included an agreement among the **Municipality, FBK, and the University of Sassari**—represented by **President Gavino Mariotti**—aimed at developing training programs in change management and people strategy. Training is in fact a key element in enabling transformation processes and effectively supporting the organizational evolution of regions and communities.

The significance of the agreement was underscored by the contributions of the institutional representatives present, including Maria Giovanna Delrio on behalf of the Mayor of the Metropolitan City of Sassari, Giuseppe Mascia; Giacomo Spissu, **President of the Foundation of Sardinia; and Sergio Schisani, President of Invitalia, the National Development Agency of the Ministry of Economy and Finance**, which supports national economic growth, business competitiveness, and strategic sectors of public administration. “Today, Alghero is not launching a project; Alghero is establishing its own model—a *model rooted in territorial innovation and the development of productive, social, and administrative vocations*,” said Schisani. Also present were **Councillors Marinaro, Piras, Sanna Salaris, and Daga**. “*Inno Bay is the name we chose to express something both simple and ambitious: the decision to establish an innovation district in Alghero and Northwest Sardinia, built around quality of life, research, technology, and people’s well-being*,” said **Enrico Daga**. “*This begins with researchers that American universities are forcing out of their research centers—to whom we offer an enchanting place that brings together the Dolomites and the Mediterranean, where, thanks to the Kessler Foundation, top-level research is being conducted*.” **Maria Grazia Salaris, Councillor for Family Welfare**, added: “*This agreement with Fondazione Bruno Kessler follows a long path begun with the Autonomous Province of Trento, thanks to Mauro and Filomena Ledda and Dr. Luciano Malfer back in 2015. Today we are talking about People Strategy because a city that invests in and supports families is a city that generates energy, attracts talent, and promotes the future. A comprehensive bill on family well-being will soon be presented, based on ten years of experience*.”

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