

INNOVATION  LEADER

ITALY



Population: 62,246,674 | GDP: \$2.317 trillion | Language: Italian | Unicorns 2009-2018: 1



What did Italy do right?

Italy recently established a national association to promote and coordinate short-term rentals, and passed new rules allowing testing of self-driving vehicles. The country improved its Human Capital grade slightly to a B, thanks to an increase in the proportion of graduates earning STEM degrees, which is up to 38 percent.



What can Italy do better?

Italy could reduce its top individual marginal tax rate—which contributed to the dip in its Tax Friendliness grade from a C+ to a C—and allow ridesharing services to operate throughout the country with consistent rules.

KEY TAKEAWAYS

A returning Innovation Leader, Italy maintains its status thanks to improvements in its attitude toward some emerging technologies, but it has room to improve in other key areas.



Credit: Caleb Miller, Unsplash

Since last year, Italy has made immense progress in fostering the development of self-driving vehicles (SDVs). In April 2018, the Italian Parliament legalized testing of SDVs on public roads with authorization from the national Transport Authority, allowing research institutions and automotive companies to expand research and development efforts. Overall, Italy invests 1.3 percent of its gross domestic product in R&D.

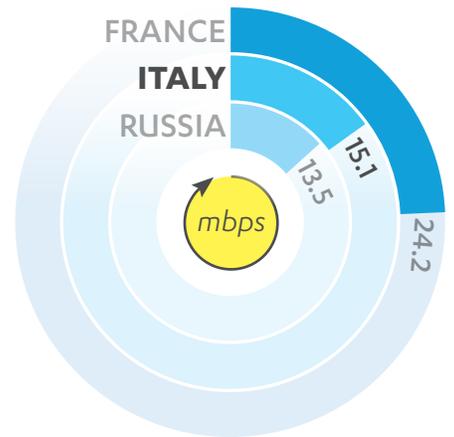
While ridesharing services in Italy are not widely available, certain app-based services operate in Rome and Milan. On the other hand, BlaBlaCar, which pairs drivers and passengers for long-distance carpooling, is available throughout the country.

Italy has an active short-term rental market free of onerous federal regulations, and regional regulations merely require services to differentiate between short-term rentals and sublets.

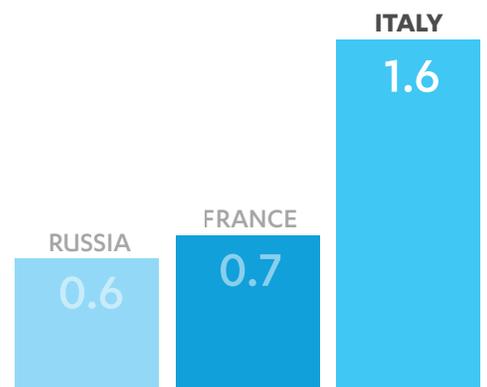
Italy restricts drone flights beyond an operator's line of sight, near crowds and in public places. University students have nonetheless used drones to map the Italian Alps and monitor glacial melt, and Italy's Coast Guard has begun using them for search and rescue missions in the Mediterranean.

Sources: [\(The Local\)](#) [\(Adnkronos\)](#)

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Human Capital

35.8 percent of Italy's workers are highly skilled, and the country awarded 38 percent of its college degrees in STEM fields, an increase from 23.9 percent in 2018. Italy's grade increased to a B from a B- in 2018.



R&D Investment

The country spends 1.3 percent of its GDP on research and development.



Resilience

Italy has low inherent cyber risk, a visible supply chain and a well-developed e-government presence.



Entrepreneurial Activity

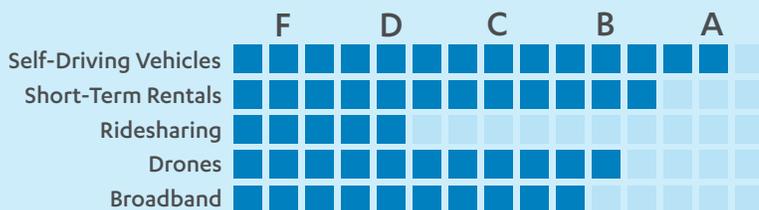
The ease of starting a business in Italy is high, and the new business entry rate is 2.65 per 1,000 people, an increase from 2.32 in 2018.



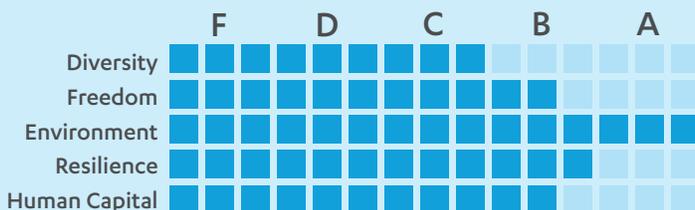
Freedom

There are above-average levels of both personal and political freedom.

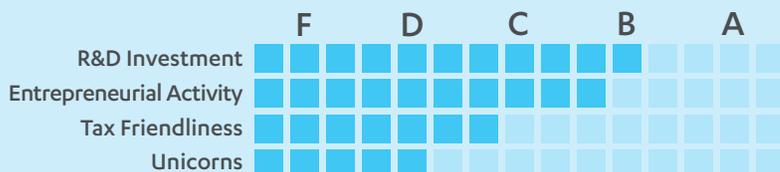
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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