



**START EASY**  
Interreg Europe



Previous  
**Kick off**

@StartEasyEU #StartEasyEU

Brussels, 08th October 2019



# Introduction



# Objective

The project will improve policy making & deliver smart tools that enable a conducive environment for business to start easy & quickly, boosting business startup activity & competitiveness in Europe.

## Phases of the project

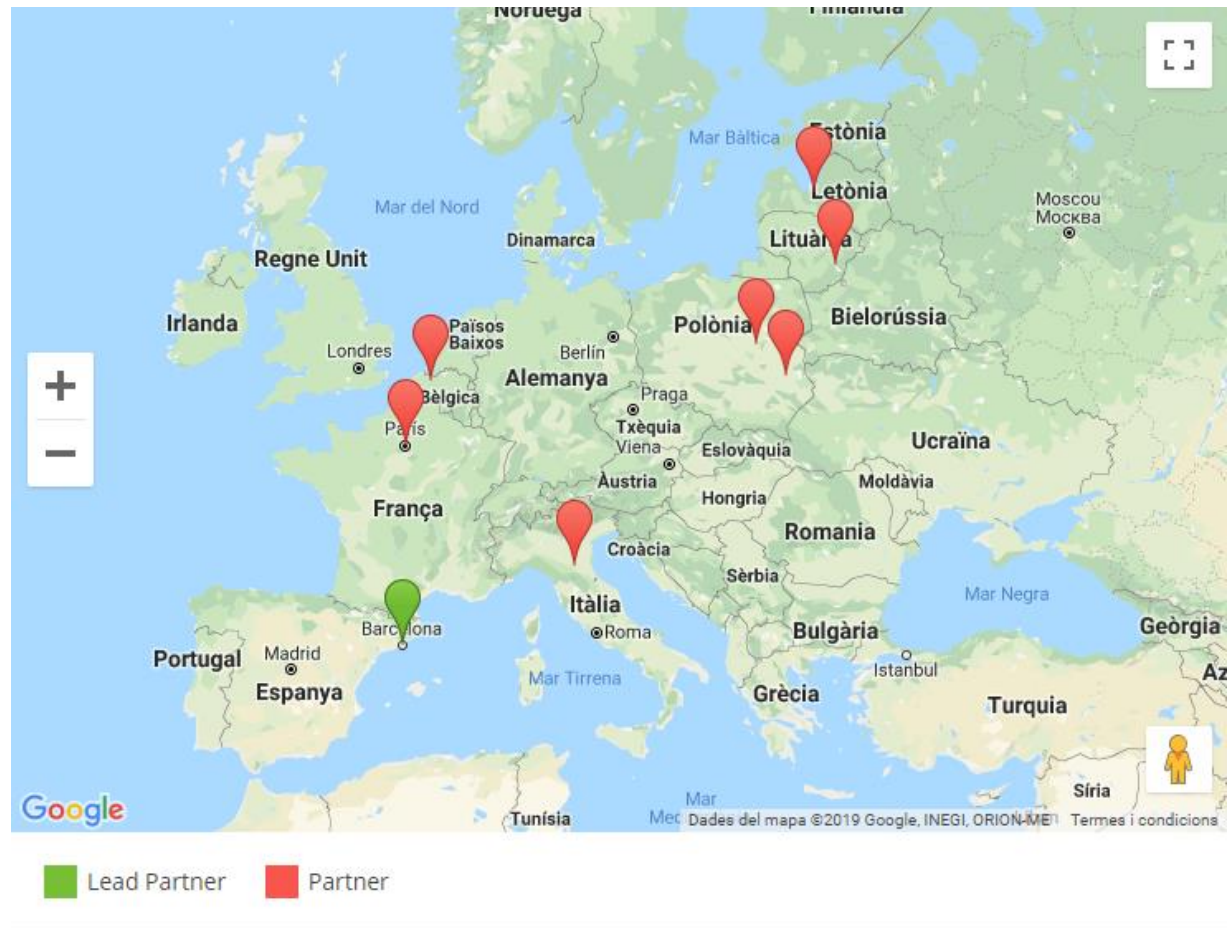
**Phase 1** (1th August 2019 – 31 January 2022) : Promote active interregional exchange and effective stakeholder engagement for joint development of Action Plans.

**Phase 2** (1th February 2022 – 31th January 2023) : Implementation Regional Action Plan (RAP).



# Partnership

- Metropolitan City of Bologna (IT)
- Lithuanian Innovation Center (LT)
- Lublin Science and Technology Park (PL)
- Economic Council of East Flanders (BL)
- Mazovia Development Agency (PL)
- Directorate General for Enterprise (FR)
- Ministry of Economics of the Republic of Latvia (LTV)



# Policy instruments and experience

Partner	Policy instrument	Experience	Contact person	
LP	Government of Catalonia (ES)	ERDF Operational Programme Catalonia 2014-2020 under the investment for growth and job's goal	The LP has regional competences in the management of administrative procedures, support and promotion of SME services offered by the Public Administration, and therefore is a key contributor to SME competitiveness policy. The partner has designed and rolled out key pro-business environment policies such as the OSS Operational Plans (since 2011, including the integration of procedures at different administration levels) and legislation to simplify administrative procedures.	Cristina Pruñonosa
			Natalia Cantero	
P2	Metropolitan City of Bologna (IT)	Metropolitan Strategic Plan (PSM) 2.0 - Objective 4.4 "One Stop Shop for companies: equal rules and certain times"	MCBO is an intermediate public authority with important responsibilities on economic development. It has a deep knowledge of the entrepreneurial and innovation system, and close link with the main local actors [municipalities, regional authorities, entrepreneurial associations]. It coordinates the metropolitan OSS network and it is active member of the regional one.	Marino Cavallo
				Valeria Stacchini Daniele Cencioni Valentina Stefano
P3	Lithuanian Innovation Center (LT)	OP for investing European Structural and Investment funds, Thematic priority (TO1) "Research and Innovation"	LIC is mandated by its shareholders - Ministry of Economy, Ministry of Education & Science, & the Confederation of Industrialists to implement national innovation policy. LIC provides services to increase business competitiveness & innovative capacities. It also provides evaluation & policy analysis in the field of public innovation support. Hence, it has the capacity to influence policy instruments & innovation policy development at national level.	Tautvydas Pipiras
				Mantas Vilys

Partner	Policy instrument	Experience	Contact person
P4	Lublin Science and Technology Park (PL)	Regional Operational Programme for Lubelskie Voivodeship 2014-2020, 3.7 Increasing competitiveness of SMEs	LSTP supports also young entrepreneurs in launching and running business as well as in transferring technology. LSTP provides entrepreneurs also properties and technical infrastructure and creates favourable conditions to conduct economic activity. LSTP coordinates the starting platform "Connect". The project aims to support start-ups and to help changing ideas into innovative business. 200 entrepreneurs and 80 newly established start-ups have made use of possibilities of the platform so far.
			Edyta Chruściel
			Kaja Sawulska
P5	Economic Council of East Flanders (BE)	Economic Development Policy for East-Flanders 2013-2019 (and 2020-2026)	Andrii Myrovych
			Brecht Carels
			Chantal Gheysen
P6	Mazovia Development Agency (PL)	Regional Operational Programme for Mazowieckie Voivodeship 2014-2020	MDA mission is to create and support the socio-economic development of the Mazovia Region. MDA closely cooperates with companies, local government, public- and business- environment institutions to build the innovative and friendly ecosystem for SME's. PP6 holds wide experience in companies' support, organizing clusters and the implementation of projects financed by EU funds: regional, national and international (i.e. Interreg, ERDF projects).
			Katarzyna Cesarczyk
			Karolina Ivaldi
			Milena Kubicka

Partner		Policy instrument	Experience	Contact person
P7	Directorate General for Enterprise (FR)	Administrative Simplification Plan	<p>The Directorate General for Enterprise (DGE) is in charge of developing the competitiveness and growth of businesses in industry and services. The GES relies on the DGE's knowledge of the various economic players to tackle problems on a national and European level efficiently. The GES has developed ties with its stakeholders and national partners since its creation. It is both a technical expert on the digitisation of administrative formalities and a key player of business creation in FR.</p>	<p>Florent Tournois</p> <hr/> <p>Juan Carlos Campillo</p> <hr/> <p>Arthur Villers</p>
P8	Ministry of Economics of the Republic of Latvia (LV)	Operational Programme 2014-2020 "Growth and Employment"	<p>Ministry of Economics of the Republic of Latvia is responsible for the national policy planning, implementation and monitoring for SMEs, startups, innovation and R&amp;D related policies as well as development, implementation and monitoring of state aid programmes co-financed by the ERDF in these areas. The Ministry supervises the policy instrument as well as the agency that carries out the program.</p>	<p>Edgars Ozoliņš - Ozols</p> <hr/> <p>Liene Bergholde</p> <hr/> <p>Kristaps Soms</p>

# Legal situation of the project - calendar





# TASKS

Exchange  
experience

Study visit

E-news flash

website

Social media

Reports

Poster

Brochure

Regional stakeholders  
meetings

Office  
teams

Communication

Peer review

Action Plan

Roll-up

events

Regional  
Co-evaluation

Program  
webpage

Media  
coverage

List of expenditure

report

micro-sites  
hosted in PP's  
webpages

budget

iof platform

payments

Country specific  
control requirements

Financial

Bank account

# Work plan



# Exchange of experience

- 2 Interregional peer review (IPeR) workshops & 2 Study Visits
- 1 Report of key findings from interregional exchange and relevant materials after partners' activities in Catalonia and Bologna
- 8 stakeholder engagement plans
- 16 Regional Stakeholder Group meetings
- Methodology brief for Regional Coevaluation (Re-Co)
- Kick off Conference in Barcelona



# Communication

- Communication Strategy and Social profiles created
- Website connected to Programme's webpage
- 8 project micro-sites hosted in PP's webpages
- Presentation brochure
- Posters
- e-NewsFlash
- 2 external events
- Database of regional stakeholders



# Project management

- Subsidy Contract
- Partnership Agreement
- Training materials on Project Management and Financial Administration



# Interreg Europe events

27<sup>th</sup> of November 2019:

- Workshop 'Mastering the digital transformation of business support' - Brussels

21<sup>th</sup> - 23<sup>th</sup> of January 2020 :

- Seminar for the fourth call projects on communication, finance and activity reporting - Budapest



# Key topics



# Identify Start-up's needs





**Next step : Kick off Barcelona**



## 05<sup>th</sup> of November:

- Steering group meeting (morning)
- Catalan good practices (morning and afternoon)

## 06<sup>th</sup> of November :

- Kick off conference
- Peer review



European Union  
European Regional  
Development Fund

Thank you!

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