

**RURAL SME'S**  
***Policies to develop entrepreneurship and innovative  
SMEs in rural areas***

**Action Plan<sup>1</sup>**

**Developed by Central Transdanubian Regional Innovation  
Agency (P5)**

**October 2019**

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<sup>1</sup> This English version of the Action Plan developed according to the IE template. The Hungarian one has been elaborated in more detail to meet local needs.

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## 1. GENERAL INFORMATION

<b>Project</b>	Rural SMEs (Policies to develop entrepreneurship and innovative SMEs in rural areas.)
<b>Policy instrument addressed</b>	Economic Development and Innovation Operative Program (GINOP). The programme aims to stimulate the economies of the less developed regions in Hungary. Its most important priorities are the competitiveness of small and medium sized enterprises, research and innovation, and employment. The programme also aims to develop the tourism industry, enterprises' energy efficiency, and information and communication technologies. Among the funding priorities of the Programme we will focus on the priority tackling “Development of the competitiveness and employment of businesses” and “Employment encouraging and developing business adaptability”.
<b>Partner organisation</b>	Central Transdanubian Regional Innovation Agency Nonprofit Ltd.
<b>Country</b>	Hungary
<b>NUTS2 region:</b>	Central Transdanubia
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## 2. INTRODUCTION

### 2.1. Rural SMEs project

The Rural SME's project, which started on January 1 2017 with the cooperation of 7 partners, seeks to address the issues raised by rural businesses.

The aim of the project is to support innovative businesses in rural areas through policies that encourage the operation and growth of businesses. The main objective of the project is to prepare partner countries for their action plans, which provide a specific target and toolkit for rural businesses operating in these areas and for their development policy. The preparation of action plans is based on the tasks carried out in the partner countries (A) and on the exchange of experience between the partner countries during the project (B).

A) Our domestic results are as follows:

- a. SWOT analysis on entrepreneurship support policies in rural areas;
- b. SWOT analysis on SMEs support policies in rural areas
- c. Organization of 2 stakeholder meetings per semester: The primary purpose of the meetings organized in Central Transdanubia is to discuss the progress of the given period, the experiences of study tours and good practices in Hungary, as well as to review, discuss, shape and finalize the Action Plan.
- d. In the first phase of the project, 4 good practices were developed, which are related to the following broad themes:
  - i. Young entrepreneurs
  - ii. Circular Economy entrepreneurial model
  - iii. Energy and ICT niches in rural entrepreneurship
  - iv. Social Innovation

The main benefit of developing good practices was that we got closer to the actors involved, and we got information that contributes to our rural business development experience and to the innovation of rural SMEs by integrating our experience into the Action Plan.

B) Exchange of experience between partner countries

- a. Good practices on the above topics (24 good practices from abroad)
- b. Workshops (a total of 4) and seminars (a total of 2) to learn the partner countries' experiences, good practices, and there was an opportunity for capacity expansion as well;
- c. Study visits, which contributed to the learning of practices that can be adapted in Hungary (7 study visits);

Through the organization of 7 study visits, 4 Workshops and 2 Seminars, involving the partner's staff and the relevant regional stakeholders, the project focuses on supporting measures linked to SMEs in all stages of their life cycle to achieve growth and engage in innovation:

- Rural Entrepreneurship (public support, new niches, young entrepreneurs) and
- Innovative Rural SMEs (public support, circular economy, social innovation).

*2.2. Summary of Rural SMEs project findings in Hungary*

Central Transdanubia Region is located in the central part of Transdanubia, in an area of 11,116 km<sup>2</sup>. It is bordered by Slovakia in the north, Central Hungary and Southern Great Plain in the east, and Southern Transdanubia and Western Transdanubian regions in the south and west. The region is administratively formed by three counties: Fejér, Komárom-Esztergom and Veszprém, and a total of 24 micro-regions. There are also disadvantaged areas that can be considered as the inner peripheries of the region. Central Transdanubia is a macroregion of rural Hungary with the largest population density (100 people / km<sup>2</sup>) and it is the most populous region of Transdanubia (1.1 million people). It is the third most developed region of the country. As a result of the economic recession following the change of regime, the development of the region dropped significantly, but by the turn of the millennium it was again among the top regions. In the '90s the traditional heavy industry sectors were dropped into the background. The machinery industry (computing, communications, vehicle and vehicle parts manufacturing) has become the driving force of development, with foreign capital investment playing a decisive role. The economic processes of the region are driven by its favorable transport geographic situation, its significant industrial production traditions, the developed infrastructure (site and logistic potentials) and the well-qualified labour force.

The region has large cities with favourable transport links and outstanding potentials in the Hungarian socio-economic space.

The settlements of the Central Transdanubian region have a balanced structure and the whole territory is one of the most urbanized areas in the country. Most of the settlements in the region have a very significant historical tradition, many of which are still the driving forces of development (Székesfehérvár, Veszprém, Esztergom). Based on population-concentrating force and socio-economic indicators, reflecting the level of development, the four cities of county rank (Székesfehérvár, Tatabánya, Veszprém, Dunaújváros) are in dominant position. In addition to the agglomeration zones around big cities, urbanization is strong in the coastal areas of Lake Balaton and Lake Velence and along the Danube river. Many of the medium-size urban areas of the region, with their organic and characteristic development potential, carry significant national or regional functions, such as Balatonalmádi, Balatonfüred, Bicske, Esztergom, Gárdony, Komárom, Mór, Pápa or Tata. Along the Transdanubian Mountains, new small and medium-sized towns (eg: Ajka, Dorog, Oroszlány, Várpalota) were established during the socialist industrial development era, forming a kind of “mining-energy axis”. Over the past one and a half decade, their structural change has started, but their regional economy has not yet strengthened sufficiently. Among the districts with small and medium-sized town centers, the mostly agrarian regions (Aba, Adony, Ercsi are typical, as well as the external and internal peripheries with the most unfavorable socio-economic indicators, such as Enying, Sárbogárd, Sümeg, Tapolca, Kisbér and their micro-regions). There are fewer "small towns" among the region's cities than in other regions. The average population of cities is over 20,000. Small and medium-sized villages are characteristic for a large part of Veszprém County, although large villages are also present in Fejér County's Mezőföld district due to the historical evolution of the agricultural economy.

Tourism is of paramount importance in the region. Lake Balaton, Lake Velence, Bakony, Gerecse and the Vértes Mountains offer many opportunities for people seeking for escape and relaxation. The nature conservation areas - including two national parks (Balaton Highland, Danube-Ipoly) which are open to visitors – as well as monumental complexes of buildings and local protected attractions in towns and small settlements are all tourist attractions. The region is also referred to as a "Royal Region" (Székesfehérvár - City of Kings, Veszprém - The City of the Queen). Vine culture is also outstanding in the region, with seven qualified wine regions. Based on the results of a research analysis conducted within the framework of the project (as a part of a questionnaire survey series among enterprises), the following SWOT analysis is drawn:

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STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Strong presence of multinational companies in the industrial sector with competitiveness and efficiency objectives</li> <li>• Presence of high tech industries and services</li> <li>• Fertile agricultural areas</li> <li>• Academic agro-sciences, ecological sciences are present in the region with research institutes</li> <li>• 13 different LEADER action groups cover the territory of the region</li> <li>• The economic environment and network connections of Central-Transdanubia is among the best within Hungary</li> <li>• Purchasing power of Central Transdanubian urban areas are among the highest in the country, it creates a good market environment for the periurban/rural SMEs products and services</li> <li>• EU funding promotion and support organizations are available for rural SMEs as well</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of regional economic planning</li> <li>• EU funding support schemes mostly shaped up nationally</li> <li>• SME development organizations gravitates to county municipal cities</li> <li>• nearly 50% of the enterprises with any R&amp;D related activities concentrates in the 4 biggest regional municipalities</li> <li>• Risk of migration of young and educated people from rural areas</li> <li>• Low number and profitability of rural enterprises</li> </ul>
OPPORTUNITIES	THREATS
<p><b>In the short term</b></p>	<ul style="list-style-type: none"> <li>• Overwhelming and constant dominance of the capital region in R&amp;D expenditures (concentration of well-established organizations, target area for innovative public or private investments)</li> <li>• Weak knowledge and technology transfer from academic to private sector</li> <li>• Isolated cluster activities</li> <li>• Capital shortage of rural SMEs</li> <li>• Innovative trends of urban centres cannot find their way to rural areas</li> <li>• Lack of rural SME's innovative business skills</li> <li>• The decline of agricultural enterprises in rural localities' economic environment without proper heirs</li> <li>• Effects of world market, Eurozone during economic crisis periods</li> </ul>
<ul style="list-style-type: none"> <li>• Market pressure on competitiveness</li> <li>• The appreciation of innovation, knowledge transfer and cooperation culture.</li> <li>• Support schemes of the Hungarian Rural Development Programme 2014-2020</li> <li>• Support schemes of the Economic Development and Innovation Operational Programme 2014-2020</li> <li>• Favourable credit environment for SMEs</li> <li>• Existence of dedicated EU support schemes for local/rural SMEs through county level distribution</li> <li>• Ongoing cluster initiatives with regional connections</li> </ul>	
<p><b>In the medium - long term</b></p>	
<ul style="list-style-type: none"> <li>• Adaptation of R&amp;D 'goods' in the activities of rural enterprises</li> <li>• Tailoring business training activities</li> <li>• Generation change in the economies of rural areas</li> <li>• Growing niche-markets, growing special consumer needs.</li> </ul>	

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The favorable geographical and transport geographical situation of the Central Transdanubian region, its economic performance and its employment conditions have been presented. We know that agricultural areas have decisive role and the tourist attraction inventory has also a significant importance in the region. We can say that these factors are present in other regions of Hungary as well, and that is why we identified an area in Central Transdanubia in the next phase of the Action Plan, where besides the general development factors special features are present. The selected, narrower area is Martonvásár and its surrounding region, where the favorable and unfavorable effects of Budapest agglomeration and the urban area relations systems are well manifested and where the development opportunities of rural enterprises have been grounded, through the cultural and historical traditions of the region, as well as the science and research development and the presence of technology transfer.

All in all, as a result of our analysis on Central Transdanubia region and Martonvásár microregion, we would like to emphasize the following factors, to which the Actions can give positive answers:

- Lack of cooperation and joint initiatives between rural SMEs
- Lack of modern enterprises and general economic management knowledge and attitude
- Vulnerability of social enterprises
- Risk of migration of young and educated people from rural areas
- A significant need is indicated to support education and awareness raising
- Current policy documents need some further dedicated elements concerning rural SMEs

### 3. ACTIONS

#### 3.1. Policy context

The Action Plan aims to impact the Investment for Growth and Jobs programme.  
Name of the policy instrument addressed: Economic Development and Innovation Operative Program (hereinafter, GINOP).

Within the Széchenyi 2020 GINOP is dealing with the issue of the Rural SMEs project. The policy instrument related to the approach called Needs of territories with serious environment and demographic unbalance. The core aim of this approach that the disadvantaged territories find external and gain internal resources to catch up and renew.

The Intelligent Specialization Strategy (S3) has been approved in order to achieve the objectives of the National Reform Program related to the Europe 2020 strategy to increase Hungary's research and development and innovation performance. GINOP has a total of eight priorities, considering the development directions of the Regional Intelligent Specialization Strategies. Among these priorities, our activities in the Rural SMEs project have a significant impact on two priorities as follows:

- Priority 1: Developing the competitiveness and employment of business
- Priority 5: Employment encouraging and developing business adaptability

GINOP as a policy instrument is also relevant in our case because the Central Transdanubian Regional Innovation Agency has developed and has monitored the Regional Intelligent Specialization Strategy (RIS3) ever since.

Concerning the chosen policy instrument, it should also be seen that it has been prepared for the current programming period, i.e. for the period 2014-2020, so we have to take into account these limitations in terms of the preparation of this Action Plan and the impact mechanism of the Action Plan, i.e. that most of the tender structures have already been closed. However, within the framework of the first and fifth priorities, the Rural SMEs project and the experiences of Actions developed within the framework of the project can also be incorporated into a number of tender schemes. These tender structures allow for the integration of experience during the temporary suspension periods (usually due to undersubscription). There is a further opportunity within the social reconciliation process and through continuous contact with the policy responsible body.

The involvement of the relevant policy responsible body (Ministry for National Economy and later Ministry of Finance) has been assured during the whole AP development process. The potential interventions, the pre-defined actions and the final actions along with the AP have been checked and validated by the Ministry. Their support on the implementation is given

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(confirmed by their signature) from two directions: 1) as Hungary is at the final stage of GINOP, the local level implementation of the actions in connection with the running GINOP project will increase the added value of the Programme 2) the adaptation of the implemented actions to the planning of the follow-up of the GINOP programme.

So how can we join and influence the Operational Programme? With actions that make the target group's participation and activity effective. The biggest obstacles to efficiency according to our so far achieved results are as follows:

- over-complicated and lengthy pre-qualification system for some tender structures
- lack of information
- lack of experience
- lack of funding experience
- lack of project management knowledge
- lack of cooperation

Therefore, our actions and action plan are aimed at preparing the target group for the efficient use of development resources and new project generation in response to the above-mentioned problems, thereby contributing to the improvement of the competitiveness of enterprises and the development of rural economy. Additionally, the actions will improve the efficiency of the management of the policy instrument by increasing continuously increasing the knowledge of the policy responsible body on the target group needs and challenges.

All in all the implementation of our action plan will contribute to the policy instrument in the following ways:

- increasing the competencies of the target groups leads to the generation of new projects;
- increasing the competencies of the target groups leads to the efficient use of development resources and creates an effective environment for tendering;
- increasing the efficiency of the management of the policy instrument by continuous feedbacks to the policy relevant body on the target group needs and challenges.

### 3.2. Details of the actions envisaged

#### **ACTION 1: Reducing Rural SMEs fragmentation with encouraging their cooperations**

##### **Relevance to the project**

The background of the action is the low willingness to cooperate in rural areas of Hungary. Our background analyses have shown that despite the existence of formalized co-operation (thematic cluster organizations), the fragmentation of resources, the majority of enterprises employing only 1-2 people, and the lack of skilled rural entrepreneurs with a wide range of knowledge are more typical among enterprises. It is also typical that businesses and entrepreneurs want to manage all the processes themselves and they are rather more motivated in competition than cooperation.

During the project it was interesting to learn about successful collaborations which gave a positional advantage for the cooperating parties based either on common infrastructure or on the common interest representation or on the creation of a common identity. One of the experiences relevant to our action plan was the visit of Aroma Innovation Hub in Patras in Greece in April 2019. The Aroma Innovation Hub in Patras Science Park represents a partnership of companies and laboratories of academic institutions aiming to encourage innovation, entrepreneurship, successful business development, and local economy revitalization.

The elements of the presented example that can be adapted in our region are as follows: interdisciplinarity, networking, knowledge transfer, preservation of qualified workforce, encouragement of academic and entrepreneurial co-operation, the reduction of the emigration of young people.

In the first phase of the project, the action was developed, by the definition of the conditions, actors, methods and content of cooperation to effectively operate in Hungarian context.

##### **Nature of the action**

Along with the content and methods developed and defined in the first phase, the action aims to promote and implement collaborations, thereby improving the competitiveness of businesses, reducing their fragmentation and isolation. In the second phase, the action will allow the addressing of stakeholders, present working collaborations and good practices, help them to identify areas where they would most badly need cooperation, and then coordinate and encourage them.

Activities under the action:

- Provide a collaboration platform for the actions involved through thematic workshops
- Generating collaboration, facilitating collaboration;
- Regular meetings and negotiations;

The measurement aspects of the Action's implementation and the indicators will be as follows:

- The number of workshops: 1 workshop per year;
- The number of participating organizations: 8 organizations per workshop;
- The number of new projects generated by collaborations: 1 new project per year;
- The number of systematic feedbacks to policy responsible body: 1 summary report per year;

The workshops as collaboration platforms will provide an opportunity to meet the target group organizations in person with the goal of changing good practice experiences, get known with the needs of different stakeholder groups, connecting different territorial needs and challenges, as well as evaluate the implemented projects in the policy instrument addressed. As a concrete policy change measure on GINOP implementation, the outcomes of the workshops will be summarized annually, and the summary report will be forwarded to the policy responsible body as a systematic feedback. As such, the result of the action is clarifying the goals for businesses to be achieved independently and in collaboration, creating an effective environment for tendering and continuously formulating development objectives for GINOP. The Action has a direct impact on GINOP-8.3.1-16 (Credit Program for Improving the Competitiveness of Micro, Small and Medium-sized Enterprises), another impact on increasing the competitiveness of enterprises and on the development of rural economy. In the case of the GINOP-8.3.1-16 framework, the result may be an increase in the number of project ideas generated by collaborations, an improvement in the elaboration of project ideas, as well as their effective implementation and maintenance.

### **Stakeholders involved**

The following organizations are planned to be involved in the implementation of the Action:

- Professional organizations dealing with economic development and rural development;
- Local municipalities;
- Research Centre for Agricultural Sciences Hungarian Academy of Sciences, Martonvásár
- higher education institutions in the region
- rural businesses

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The facilitator of the Action will be the Central Transdanubian Regional Innovation Agency Non-profit Ltd, which, based on the needs of rural businesses, organizes co-operation between the research institutes of the region, higher education institutions, local municipalities and professional organizations dealing with economic and rural development. A wide range of actors involved in the action will ensure the effectiveness of cooperation, the transfer of knowledge and the development of a growing number of projects through the development of appropriate partnerships for Rural SME development **Timeframe**

Time schedule	Tasks
1/07/2019-30/09/2019	Preparation, contact with target group;
01/10/2019-31/12/2019	Organizing 1st workshop;
01/01/2020-31/03/2020	Follow-up, facilitation, project generation;
01/04/2020-30/06/2020	Meetings, negotiation, project development;
01/07/2020-30/09/2020	Preparation, contact with target group;
01/10/2020-31/12/2020	Organizing 2nd workshop;
01/01/2021-31/03/2021	Follow-up, facilitation, project generation;
01/04/2021-30/06/2021	Meetings, negotiation, project development;

#### Indicative costs

5000 euro/year

#### Indicative funding sources

CTRIA contribution application sources (covering GINOP and TOP ERDF resources)

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## **ACTION 2: Capacity building of social enterprises**

### **Relevance to the project**

Social enterprises are businesses that have a social purpose and have a demonstrable social impact and have market revenues. Their mission is to improve the situation in the labour market, to achieve the goals of local communities, and to improve the situation of disabled people and people with disabilities in Hungary. Their co-operating partners have evolved towards the public and civil spheres and are characterized by the minimal plus revenue. In their case, the demand for the sources of the tender is exacerbated, their potentials, skills and financing practices are incomplete. In most cases, they are unable or do not dare to apply for the GINOP resources dedicated to them due to the absence of information and experience. Our agency has been involved with several social enterprises in this project in Hungary (e.g. Slow Food Kiskunság) and we have previous experience in the participation of social enterprises in the labour market (GINOP 5.3.2.-16 - Development of flexible employment).

The Rural SMEs project's good practices on social innovation were particularly inspiring for our action. We would like to highlight two of them. The first is Irish Good Practice, Cottage Tearooms, which has been operating in Loughmore since 2012. What struck us and inspired us was the simplicity of the example, the love and the faith that came from the idea we experienced during the presentation performance. The goal was not profit-making, but the reduction of territorial isolation, community development, service development and the introduction and sale of local products. Another aspect that needs to be transposed into Hungary is the aspect of volunteering. Volunteers joined the program to develop their social enterprise with their knowledge, experience and human resources. This example also showed how much of this type of catalyst is needed, especially in rural areas, and made for us clear the lack of knowledge for setting up and running a business.

The example of Cafe Gefires in Patras (which we learned at the workshop in Sümeg in June 2018) further strengthened us that the development of social enterprises and their preparation for market conditions are extremely important for the development of rural Hungary. Cafe Gefires, opened in 2016, offers job opportunities for mostly disabled people, contributing in this way to their social integration. The launching, marketing, employment and market survival of the café is continuously difficult due to the lack of experience, incomplete practice and lack of knowledge of the social enterprise.

Therefore, our action is aimed at developing the knowledge and capacity of social enterprises. In the first phase of the project, the action was developed, through the exploration of . the problems of social enterprises and the necessary development areas

### **Nature of the action**

Based on the development fields, elaborated and specified during the first phase of the project, the following concrete activities will be implemented during the second phase of the project:

- A 20 hour training curriculum will be developed,
  - o Content of the training: communication and conflict management; legal, financial issues and taxation; project management; strategic and business planning; marketing (with special regard to social media);
  - o Target group: social enterprises;
  - o Outcomes: 1) expanding and increasing capacity and knowledge of social enterprises; 2) generation and implementation of new projects;
- The prepared and ready for training curriculum will be negotiated with umbrella organizations that will bring social enterprises together;
- The implementation of training courses;

The measurement aspects of the Action's implementation and the indicators will be as follows:

- Delivery of one training course per year (1 training course per year)
- The number of participating organizations at the training course (5 organizations per training course)
- The number of new projects generated by the knowledge transfer (2 projects per year)

The Action is therefore aimed at expanding the capacity of social enterprises and expanding knowledge. The planned trainings will contribute indirectly to the realization of GINOP, to increase the social impact of market processes and to increase the entrepreneurial spirit through the improvement of the resource acquisition and project management skills of social enterprises. The action is directly linked to the GINOP 5.1.7-17 (Promotion of Social Enterprises) framework. With the implementation of the trainings, social enterprises will be able to comply with the pre-qualification system of tender systems, as well as to successfully participate in tenders and implement new projects.

## Stakeholders involved

The following organizations are planned to be involved in the implementation of the Action:

- Social enterprises
- Hatpötytös Non-Profit Public Benefit Ltd.
- Szimbiózis Foundation
- Civil Centrum Public Benefit Foundation
- Nem Adom Fel Foundation
- Slow Food Kiskunság

The Action will be implemented by the Central Transdanubian Regional Innovation Agency. The development and coordination of the training programme will be carried out in close co-operation with two civil organizations (Civil Centrum Public Benefit Foundation, Nem Adom Fel Foundation), which are useful participants in the coordination as accredited training organizations. Szimbiózis Foundation joins the action as an umbrella organization for social enterprises while Hatpötytös Non-profit Ltd. will contribute with relevant GINOP project experience and Slow Food Kiskunság with international project experience to our efforts.

## Timeframe

Time schedule	Tasks
01/07/2019-31/10/2019	Preparing training curriculum;
01/11/2019-28/02/2020	Negotiation of training program with umbrella organization of social enterprises;
01/03/2020-30/04/2020	1st training course;
01/05/2020-30/06/2020	Follow-up, consultation with participants, project generation;
01/07/2020-30/11/2020	Revision of the training curriculum based on the 1st training experiences; Project generation and project development with participating social enterprises;
01/12/2020-31/03/2021	2nd training course;
01/04/2021-30/06/2021	Follow-up, consultation with participants, project generation, project development;

## Indicative costs

5000 euro/year

## Indicative funding sources

- CTRIA contribution (preparation of training programme)
- Voluntary contribution (training site, trainer, catering)

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## **ACTION 3: Encouraging Young Entrepreneurs: “Starting in the Countryside”**

### **Relevance to the project**

Our analysis on the project has revealed that the most threatening factors in the development of urban areas in Hungary are the aging of the population, the emigration of young, skilled workers, and low entrepreneurial spirit.

The international experience of the project has shown that this is not a peculiarity in Hungary, but a key factor for rural development across Europe, an obstacle. In the course of the project, we have also seen that each partner country has different capabilities to overcome geographical distances, to develop urban-rural relations and to increase entrepreneurial spirit. For example, while for a Spanish or Portuguese young person it takes only one hour to reach a big city, in Hungary, even in the agglomeration of the capital, we travel several hours from one point to another. It was the experiences and good practices presented by the Romanian partner that have been the most similar to the Hungarian ones. The good practice titled "Developing Entrepreneurial/Managerial Skills of Young Entrepreneurs for Business Generation" and the discussions with the partner inspired us to start thinking about develop an action encouraging young people who see countryside not only as a place of residence, but also as their workplace and a place to live at for their whole lifetime. The Romanian example confirmed that it is worthwhile to encourage young people to settle down in the countryside, to return to the countryside, to "start" in the countryside, to encourage people to become an entrepreneur in the countryside

For this reason, we have developed an action called Encouraging Young Entrepreneurs "Starting in the Countryside" based on the analogy with the group “Resuming in the Countryside”.

However, encouraging starting living in the countryside is not enough in itself, but acquiring the right skills is also important for a start-up business. The aim of our action is therefore dual: encouraging for rural life and preparing for being an entrepreneur.

In the first phase of the project, the action was fully developed. . This includes the definition of the target group, the development of the content of the action, and the definition of the stakeholders involved in the implementation.

## Nature of the action

In the development fields, elaborated and specified during the first phase of the project, the following concrete activities will be implemented during the second phase of the project:

- Organizing **incentive programmes** for young career starters;
  - o Content: free guidance on entrepreneurial skills and competencies; start-up support, and good practices sharing;
  - o Target group: young career starters;
  - o Outcome: increasing the motivation to become an entrepreneur;
- Development of a **20-hour training** curriculum in the field of business start-up and business development;
  - o Content: Business development; Innovation management; Project management; Risk management; Marketing;
  - o Target group: young career starters;
  - o Outcomes: expanding and increasing capacity and knowledge of young career starters; generation and implementation of new projects;
- Transferring training topics to trainers (by applying the **train the trainer** method), delivery of trainings for trainers;
  - o Content: training the trainers about methods and 20 hours training curriculum;
  - o Target group: potential trainers;
  - o Outcomes: increasing capacity of trainers;
- Delivery of trainings for young prospective entrepreneurs;

The measurement aspects of the Action's implementation and the indicators will be as follows:

- Organizing stimulating events (1 workshop per year)
- The number of participants in the stimulating event (8 participants per workshop)
- Training for training organizations (1 training in the 2nd phase)
- The number of projects induced by business promotion (2 projects per year)

Our action is closely related to GINOP 5.2.7-18, which is aimed at supporting young people to become entrepreneurs. The effect of the action on policy tool will be the most palpable by exerting influence on the entrepreneurial mood and activity of the target group, providing them with the necessary information and equipping them with the necessary knowledge.

## Stakeholders involved

The following organizations are planned to be involved in the implementation of the Action:

- Chamber of Commerce and Industry of Fejér County;
- Echo Innovation Centre;
- Minerva 90 Higher Education and Training Organizer Ltd.;
- Vocational grammar schools, secondary technical schools;

The implementation of the Action will be coordinated by the Central Transdanubian Regional Innovation Agency. In cooperation with the Echo Innovation Centre, the training program will be developed with the involvement of vocational grammar schools, and secondary technical schools. The training programme will be handed over in train the trainer form to Minerva 90 Ltd. The Chamber of Commerce and Industry of Fejér County participates in the search and involvement of future young entrepreneurs.

## Timeframe

Time schedule	Tasks
01/07/2019-30/10/2019	Preparing training curriculum; organizing 1st stimulative event;
01/11/2019-28/02/2020	Transferring training topics to trainers: training for training organization;
01/03/2020-30/06/2020	Trainings, follow-up, project generation;
01/07/2020-30/11/2020	Organizing 2nd stimulative event;
01/12/2020-30/06/2021	Consultation, project generation;

## Indicative costs

10000 euro/year

## Indicative funding sources

- CTRIA contribution
- application sources (covering GINOP and TOP ERDF resources)

A projekt az Interreg Europe Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és a Magyar Állam társfinanszírozásával valósul meg.

The project is co-funded by the European Union.

<https://www.interregeurope.eu/ruralsmes/>

#### 4. MONITORING OF THE ACTION PLAN – INDICATORS

Action	Indicator		How	Who
	Measurement unit	Value		
1.	Number of workshop	1 workshop per year	record	CTRIA
1.	Number of participating organizations	8 organizations per workshop	record	CTRIA
1.	Number of new projects generated by collaborations	1 project per year	record	CTRIA
1	Number of systematic feedbacks to policy responsible body (summary report)	1 report per year	record	CTRIA
2.	Delivery of one training course per year	1 training course per year	record	CTRIA
2.	Number of participating organizations at the training course	5 organizations per training course	record	CTRIA
2.	The number of new projects generated by the knowledge transfer	2 projects per year	record	CTRIA
3.	Organizing stimulating events	1 workshop per year	record	CTRIA
3.	Number of participants in the stimulating event	8 participants per workshop	record	CTRIA
3.	Training for training organizations	1 training in the 2 <sup>nd</sup> phase	record	CTRIA
3.	Number of projects induced by business promotion	2 projects per year	record	CTRIA

A projekt az Interreg Europe Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és a Magyar Állam társfinanszírozásával valósul meg.

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Both CTRIA and policy responsible body of the policy instrument are aware and committed to support the implementation of the measures in the action plan especially for the next programming period.

Date: 12 November 2019

Signature of the policy responsible body:

**Peter Keller**  
Head of Department  
Managing Authority for Economic  
Development Programmes  
Ministry of Finance

Stamp:



Signature of CTRIA:

**Ákos Szépvölgyi**  
Managing Director  
CTRIA Nonprofit Ltd.

**KDRIÜ**  
Közép-dunántúli Regionális  
Innovációs Ügynökség Nonprofit  
Korlátolt Felelősségű Társaság  
8000 Szentestehérvár, Serégyes út 113.  
Adószám: 14198418-2-07

Stamp: