



Beyond EDP

Interreg Europe



European Union
European Regional
Development Fund

Final conference

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Marshal's Office of the Lodzkie Region

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Lodzkie Region - basic information

The Lodzkie Region is located in the centre of Poland. Its geographical location is an important asset in terms of transport accessibility.

In 2019 the Lodzkie Region generated 6% of gross domestic product (6th position in Poland out of 16 regions).

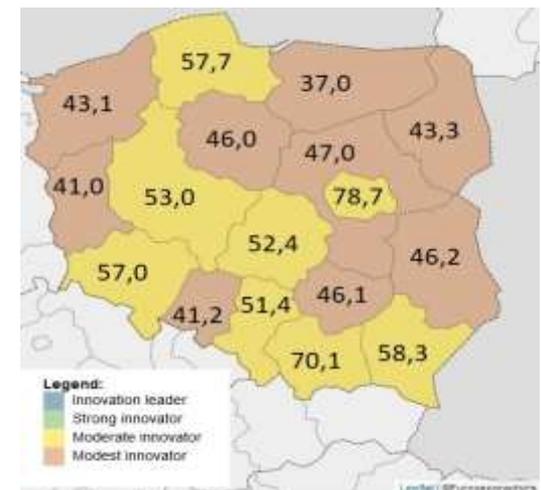
In 2019, the number of inhabitants in the region was 2,454,779. This is 6.4% of the total population of Poland (6th place in country).

In 2019, there were 254,322 enterprises in the region (7th position in Poland), which accounted for 5.6% of entities in Poland. Among them, 95.5% are microenterprises (employing up to 9 people).

In 2019, the Lodzkie Region was qualified in the Regional Innovation Scoreboard as a moderate innovator (low level).



Source: <https://www.investinlodzkie.com/basic-data-about-the-lodzkie-region-invest-in-the-lodzkie-region/?lang=en>



Source: Regional Innovation Scoreboard 2019

The Best Practice from Lodzkie Region

Information on the practice:

Business Innovation Centres (BIC) established in December 2016. Business advisors act as consultants, providing a wide range of support in relation to the individual needs of entrepreneurs.

Evidence of success (result achieved):

Since 2017 to 2019, advisors organised 2410 individual meetings with entrepreneurs from Lodzkie region (support for some of them required more than one meeting).

Challenges encountered:

- ✓ increasing awareness among entrepreneurs about benefits of implementing innovative solutions (so far some of them haven't the need to be innovative),
- ✓ increasing confidence towards advisors.

Potential for learning or transfer:

Using data provided by advisors to obtain information on the changing needs of entrepreneurs (classified by: size, legal form, industry, time of conducting business activity, state of innovation).



Source: freepik

Impact and Result

BIC activities contribute to the development of the effectiveness of innovation policy of the Lodzkie Region through the following actions:

- ✓ providing personalised support, providing information enabling the creation of appropriate solutions (taking into account conditions specific to particular specialisations),
- ✓ identification of regional innovation leaders,
- ✓ promoting innovative attitudes among entrepreneurs and the region's offer.



Source: freepik

In 2021 we plan to update the Regional Innovation Strategy for the Lodzkie Region. Work on this document will be carried out with the participation of Thematic Working Groups. Advisors from BIC will also participate in their meetings.

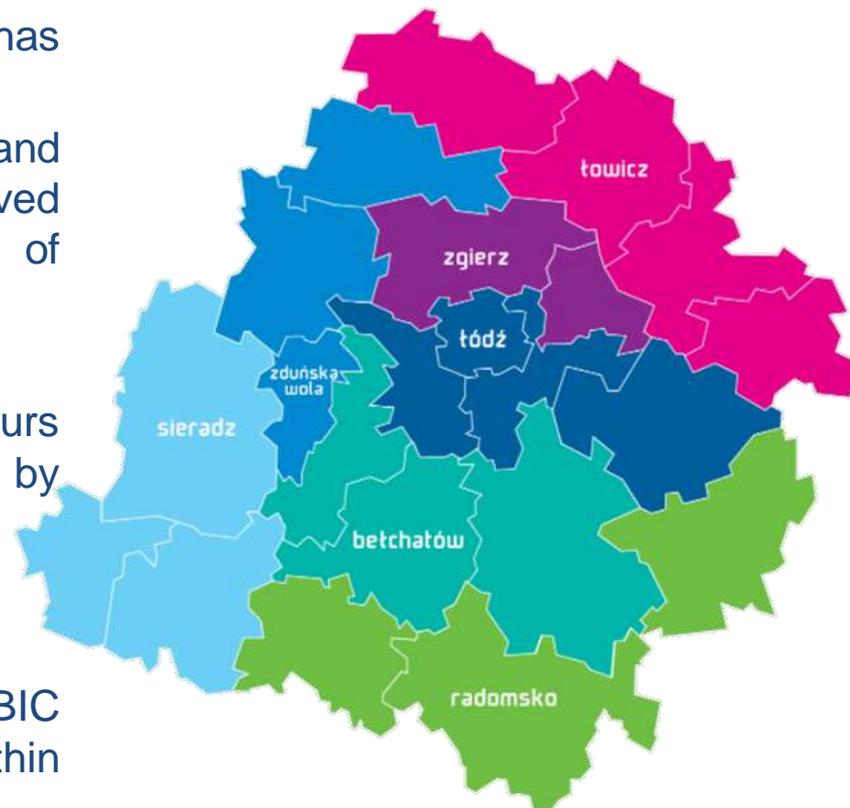
Conclusions

Practical tips:

- ✓ the role of BIC in regional innovation policy has been accurately defined,
- ✓ ensuring that advisors are carefully selected and that their knowledge is constantly improved (innovation is a wide and dynamic area of business activity),
- ✓ ensuring continuity of BIC's activities,
- ✓ continuous analysis the needs of entrepreneurs with using the information regularly provided by advisors.

Further details:

Until now, the activities of the advisors from the BIC in the Lodzkie Region have been carried out within the projects financed from European Funds.



BIC coverage of lodzkie region

In order to ensure the continuity of the BIC, the advisors were recruited from among employees of selected business environment institutions operating in different parts of the region. This will allow them to continue their activities even after completion of the project.

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Thank you!

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