

# Support for Small & Micro-Businesses in Rural Areas

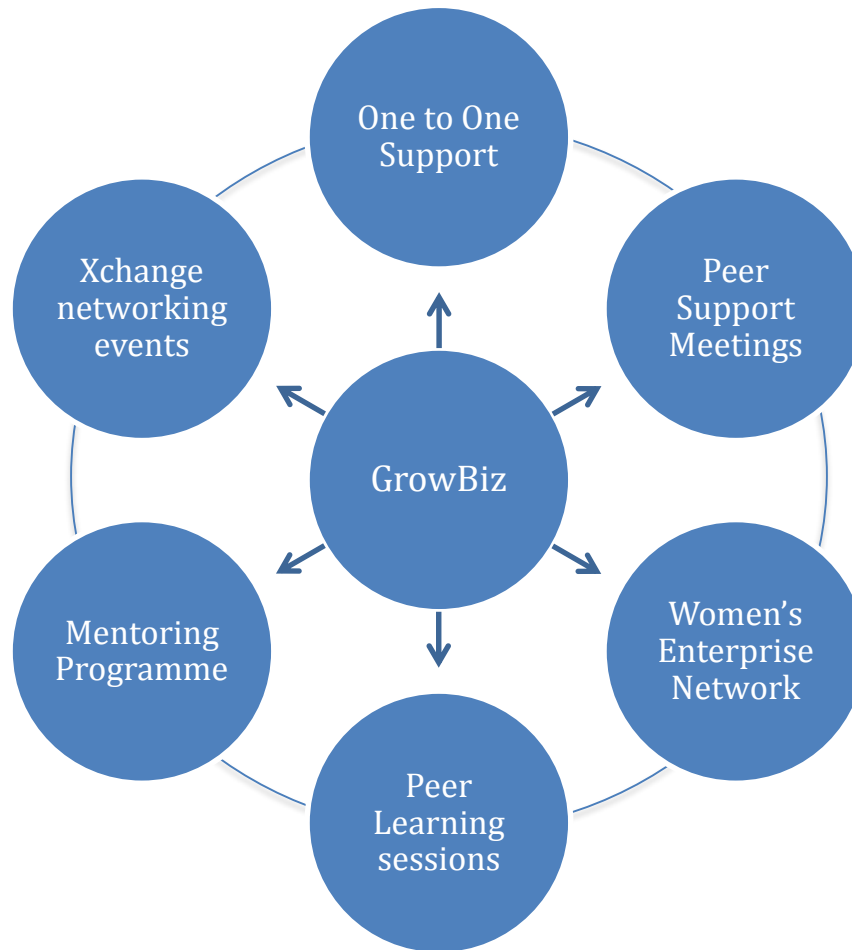
Policy Learning Event – Innovation & SME Competitiveness

Palazzo Lombardia, Milan

20<sup>th</sup> October 2017



# The Growbiz model of Enterprise Support



# Peer Support and Learning



# Growbiz Enterprise Mentoring



# Diversity & Inclusion



- 8% of clients are migrants; 70% are women
- 10% with health issues or disability
- Recent business starts/growth inc: textiles; architecture; adaptive products; horticulture; outdoor activities; history/tourism; golf; speciality food production; digital production; bakery; inflatable pubs..... & many more



# The Care and Wellbeing Co-operative



# The Care and Wellbeing Co-operative



- Entrepreneurial solution to growing Social Care challenges in a rural area
- Original membership of 9 – now 27 – combination of sole traders/social enterprises & companies
- Provides employment and economic opportunities for local people
- Trusted referral route for local authority
- Focus on attracting young people into sector



# Digital Entrepreneurship in Rural Areas



## Skills & Knowledge

- Technology solutions – outstripping skills and confidence
- Upskilling and training needs to be a long-term strategy with continuous access
- Not just about websites & social media: but cloud accounting; CRM systems; integration of data etc
- Role of digital rural hubs – importance of social interaction



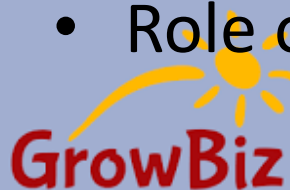


# Digital Entrepreneurship in Rural Areas



## Business Support

- Tends to be transactional, short-term and too centralised
- Quality of business advisors – lack of digital knowledge
- But more opportunities than challenges?
- Demographic change; peer support & learning models; new sectors
- Role of young people in rural areas



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# Digital Entrepreneurship in Rural Areas



## Ambition?

- Most rural businesses want to grow – but at their own pace
- Creativity and innovation – doesn't always fit traditional definitions
- Governments and corporates need to adopt 'Outside – In' principles
- Role of community-led initiatives





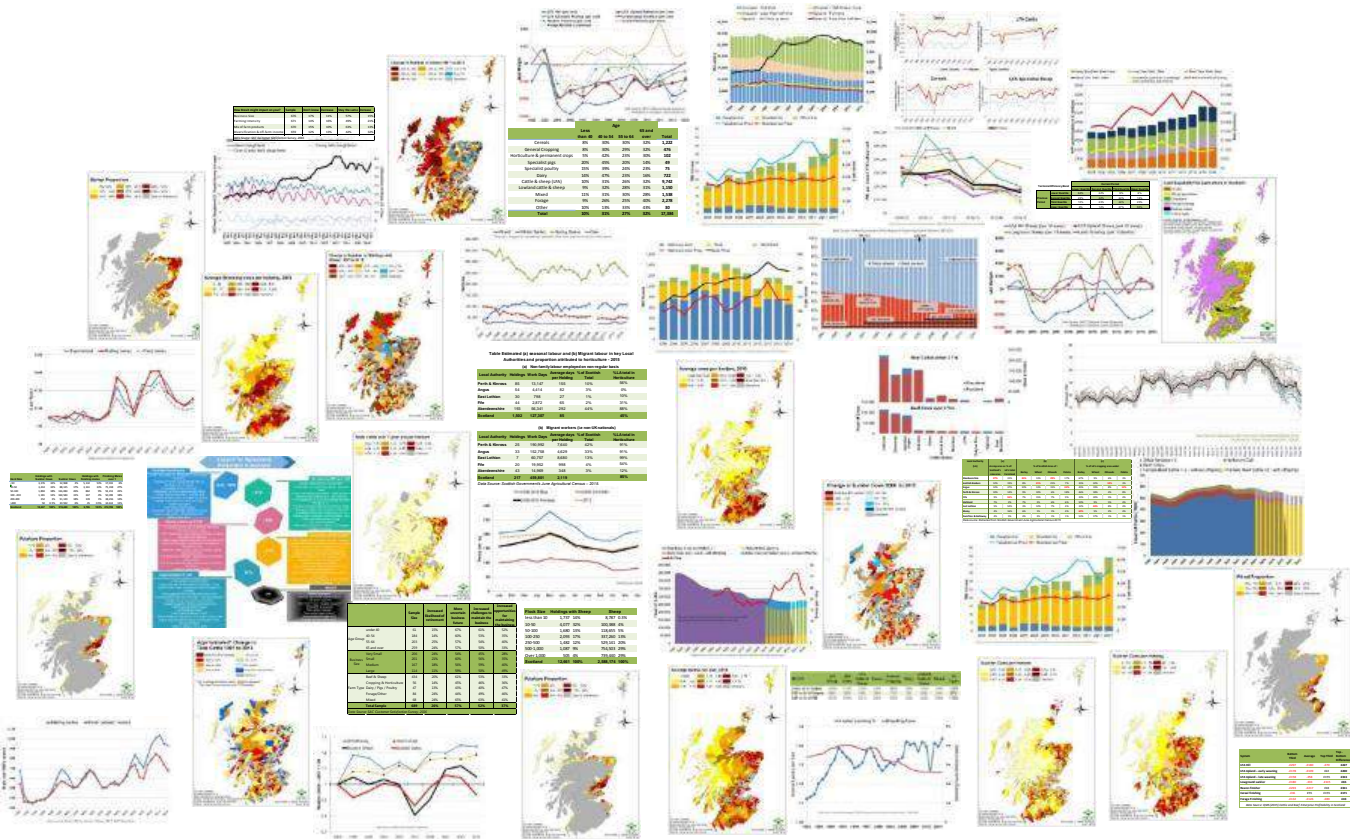
# Digital Entrepreneurship in Rural Areas

## Case Study

- Molke – textiles business, manufacturing breast-feeding bras and other clothing
- Based in rural Perthshire, Scotland
- Selling world-wide
- >8000 hits daily on website
- Social media; crowdfunding platform; CRM



# Data available on the Scottish Agriculture Sector





# Data available on Entrepreneurship in Rural Areas

?



# Research & evidence gaps:

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- Unregistered (for VAT/PAYE) businesses
- The importance/contributions of large firms, the public sector, creative and digital industries, home-based businesses, etc.
- Digital issues e.g. ‘untapped potential’
- Pathways, plans and motivations of business owners (with different characteristics)
- Business support/advice requirements
- Differences between broad sectors in rural and urban areas
- The ways in/extent to which local businesses engage with their local communities

# 'Smart' v 'Traditional'



- Creates cohorts or groups of entrepreneurs
- Encourages innovation from 'different' combinations of businesses
- Tailored approach with follow-up
- User-led.
- Emphasis on peer learning, networking & co-production
- Focuses on individual entrepreneur
- Sectoral approach
- One-off activities at fixed times
- Supply & expert-led
- Less flexibility
- Lack of long-term support



# Conclusions



- Untapped economic potential to strengthen rural communities through enterprise
- Rural businesses deserve better quality of support
- Demographic and technology changes – perfect storm to create a new kind of rural economy
- Has to start with imaginative policy and strategic direction – and data/evidence



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# Thank You

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[www.growbiz.co.uk](http://www.growbiz.co.uk)

@Grow\_Biz





# Interreg Europe



European Union | European Regional Development Fund

**RuralGrowth**  
Interreg Europe



- **Interreg Europe Policy Platform Milan**

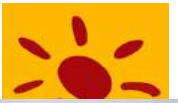
- 20th October 2017
- Ben L.J. van Os Province of Drenthe Netherlands





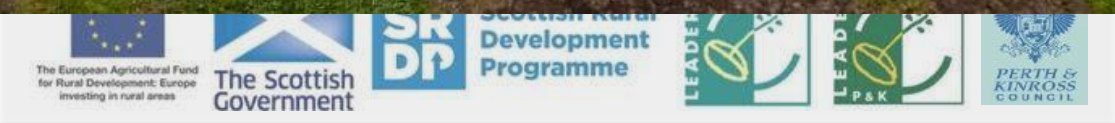








By LOFAR / ASTRON









Photos DACOM and DutchWaterSector.com











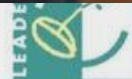
**GROWDIZ**

The European Agricultural Fund  
for Rural Development: Europe  
investing in rural areas

The Scottish  
Government



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-VILLAVÉLO-  
TWENTE



# WHAT THE HACKATHON







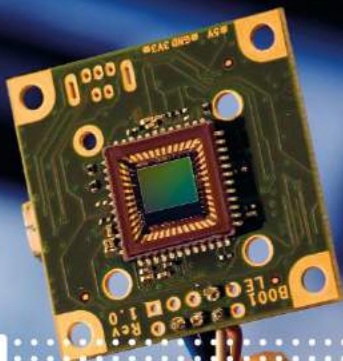
OPERATIONAL PROGRAMME

ERDF  
2014/2020



Operational Programme  
**European Regional Development Fund** 2014-2020  
Northern Netherlands

Prioritising innovation and a low-carbon economy



October 2014



Research and Innovation Strategy  
for Smart Specialization (RIS3)  
Northern Netherlands



**Develop Sweden!**

The EU Structural and Investment Funds  
in Sweden 2014-2020



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# Contacts



# Interreg Europe



European Union | European Regional Development Fund

- Rural Growth
  - [www.interregeurope.eu/ruralgrowth/](http://www.interregeurope.eu/ruralgrowth/)
  - [www.facebook.com/ruralgrowthie/](https://www.facebook.com/ruralgrowthie/)
- OSIRIS
  - [www.interregeurope.eu/osiris/](http://www.interregeurope.eu/osiris/)
  - [www.facebook.com/osirisinterreg/](https://www.facebook.com/osirisinterreg/)

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*provincie* Drenthe

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Development Fund

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European Union  
European Regional  
Development Fund





# Rural SMEs

Interreg Europe



# Burgos Challenges, Actions and Objectives

**Ricardo Pizarro Villanueva**

*Director*

Sociedad para el Desarrollo de la provincia de Burgos, S.A.

(SODEBUR, S.A)



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Milan, 20 October 2017



1. Province of Burgos
2. Sodebur
3. Rural Burgos Strategic Plan 2015-2020
4. Burgos challenges on the field of entrepreneurship
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7. Rural SMEs Objectives
8. Conclusions





## 1. Province of Burgos

## 2. Sodebur

## 3. Rural Burgos Strategic Plan 2015-2020

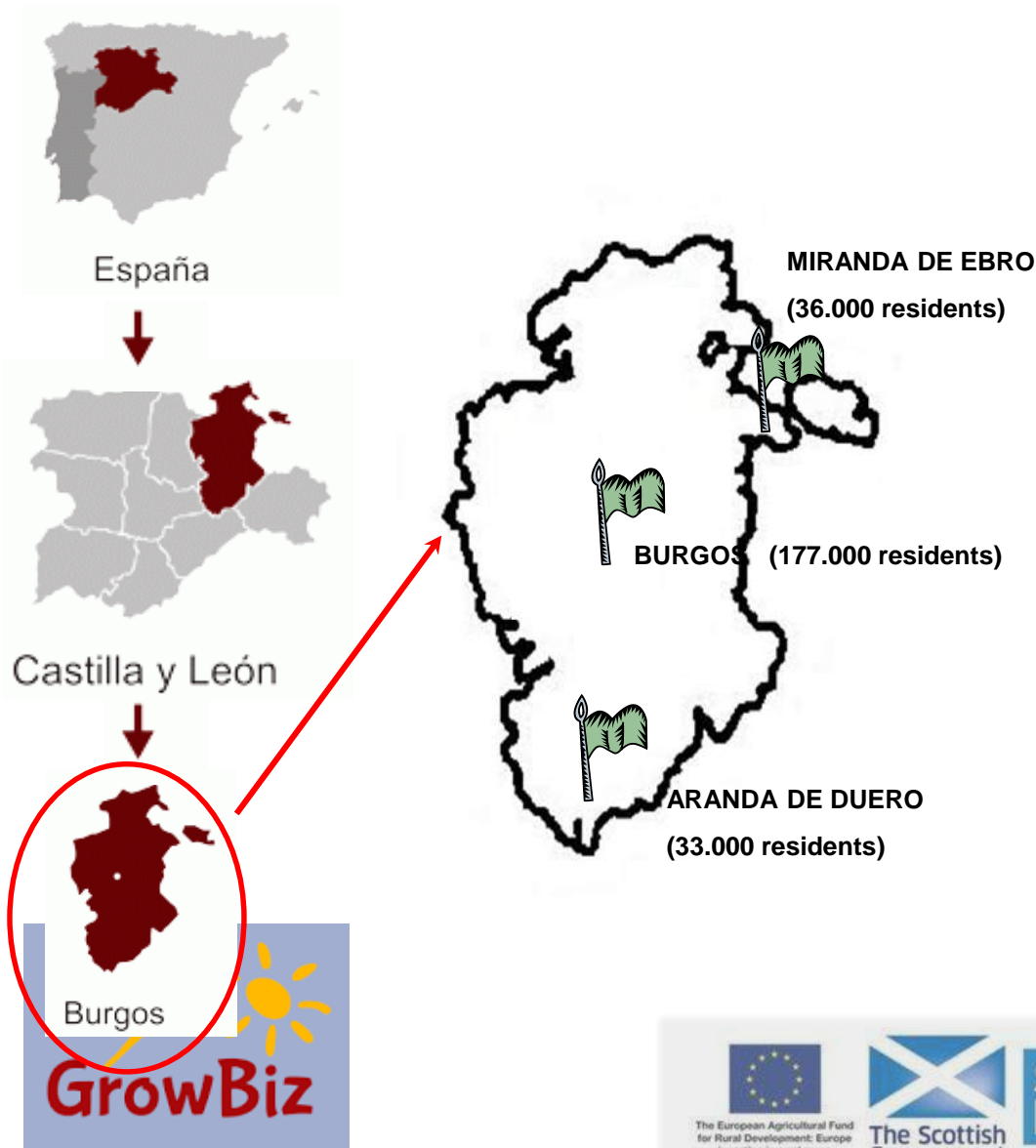
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## 7. Rural SMEs Objectives

## 8. Conclusions



**364.002 inhabitants**

**14.022 Km<sup>2</sup>**

**371 municipalities**

**1.200 living areas**

**Rural population: 117.664 inhab**

**8,39 hab/km<sup>2</sup> rural areas**



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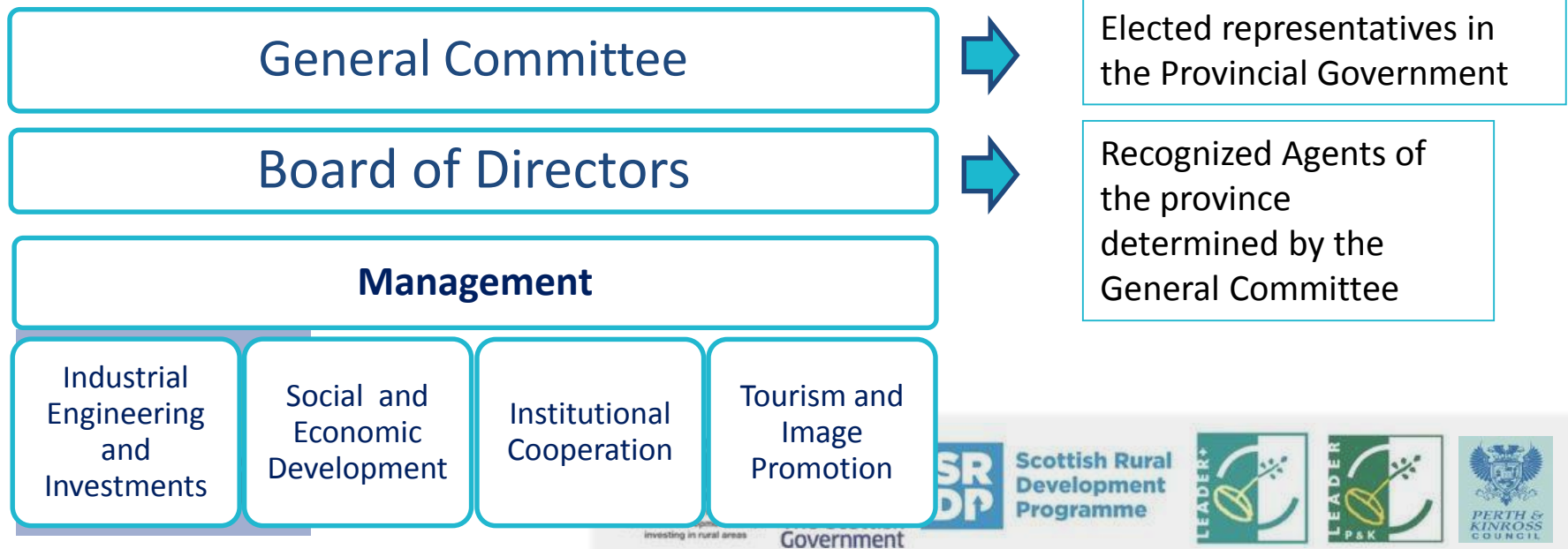
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## What is the Society for the Development of the Province of Burgos?

SODEBUR was created by the Provincial Government in order to promote social and economical development in the rural areas of the province.







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# Plan Estratégico BURgos Rural

2015 - 2020



## Resumen Ejecutivo

Presentación Pública

26 de marzo de 2015

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# Strategy formulation



## VISION - What do we want to be?

"A sustainable province, to make the best of itself to compete in a global environment so as to improve the quality of life of its inhabitants"

## MISSION - How are we going to do it?

Articulating the structures, measures and initiatives needed to project, in a collaborative and comprehensive way, the province of Burgos in 2020 as a reference for innovation and entrepreneurship, highlighting the differential value of the quality of life of the province based on optimization services and resources and projecting abroad as an active and attractive territory that allows Burgos to become an ideal province to live, visit or work.



## VALUES With what tools?

- Collaborative, consensual and known
- Complete and aligned with local development strategies
- With measures of provincial and territorial character.
- Linked to global and sectoral needs
- Demanding, with practical and viable measures
- Dynamic and alive
- Sustainability as a lever for development



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# Definition of Strategy



## Programs and projects for action



### GESTIÓN PARTICIPATIVA:

**Programa 1 - Desarrollo de un nuevo modelo de gestión provincial.**

1.1. Desarrollo de un nuevo modelo de gestión provincial.

**Programa 2 - Estructura para la gestión del Plan.**

2.1. Estructura para la gestión del Plan.



### ENTORNO ECONÓMICO:

**Programa 3 - Dinamización económica Burgos Rural.**

3.1. Puntos de servicio, asesoramiento en gestión empresarial y emprendimiento.

3.2. Desarrollo de la innovación en el territorio.

3.3. Red de apoyo al comercio rural.

**Programa 4 - Emprendimiento.**

4.1. Emprendimiento en el ámbito educativo.

4.2. Formación a emprendedores.

4.3. Financiación para emprendedores.

4.4. Escuela de entrenamiento para emprendedores.

**Programa 5 - Desarrollo de la Bioeconomía.**

5.1. Identificación y desarrollo de las alternativas de explotación del monte.

5.2. Análisis de las oportunidades de explotación de la actividad agrícola y ganadera.

5.3. Fomento de la profesionalización y transferencia de conocimiento en el sector agroganadero.

5.4. Potenciación de la innovación, actividad transformadora y comercializadora y mayor internacionalización del sector.

5.5. Promoción de productos agroalimentarios.

**Programa 6 - Plan de Promoción y Mejora de actividad industrial**

6.1. Plan de promoción y mejora del actividad industrial.



### CONECTIVIDAD:

**Programa 7 - Mejora de las infraestructuras viarias.**

7.1. Inversión en la red viaria provincial.

7.2. Seguimiento de infraestructuras de referencia provincial.

7.3. Mejora de la señalética turística.

**Programa 8 - Promoción y mejora del transporte colectivo.**

8.1. Promoción y mejora del transporte colectivo.

**Programa 9 - Potenciación de las TIC en el territorio.**

9.1. Mejora de la cobertura en el medio rural.

9.2. Dotación de puntos wifi municipales.

9.3. Fomentar el uso de las TIC a través de proyectos de sensibilización, capacitación y formación.

**Programa 10 - Impulso de territorios inteligentes.**

10.1. Desarrollo de soluciones a desplegar en la Administración Local.

10.2. Desarrollo de servicios a ofertar a los ciudadanos.



### CALIDAD DE VIDA:

**Programa 11 - Burgos, una provincia socialmente activa.**

11.1. Circuitos culturales itinerantes (cine, exposiciones, actividades de ocio, teatro).

11.2. Fomentar la participación en eventos deportivos.

**Programa 12 - Programa de bienestar social para el medio rural.**

12.1. Catálogo de actividades para la socialización infantil y juvenil en el medio rural.

**Programa 13 - Los servicios de proximidad, fuente de actividad económica y social.**

13.1. Análisis del potencial de las oportunidades de desarrollo económico enfocadas a los servicios de proximidad.

**Programa 14 - Solidarios con el mundo rural.**

14.1. Puesta en marcha de una red de voluntariado para el ámbito rural en la que se identifiquen y gestionen necesidades de atención y asistencia.



### CAPITAL HUMANO:

**Programa 15 - Formación en el medio rural.**

15.1. Adaptación de la formación a las necesidades autóctonas.

15.2. Universidad de la experiencia.

15.3. Desarrollo de habilidades personales.

15.4. Cursos de verano.

**Programa 16 - Incorporación de la mujer en el medio rural.**

16.1. Medidas de fomento de la participación de la mujer en el medio rural.



### IMAGEN Y TURISMO:

**Programa 17 - "Sé Rural".**

17.1. "Sé Rural".

**Programa 18 - Promoción de la marca de provincia.**

18.1. Marca de territorio con proyección nacional e internacional.

18.2. Deporte, palanca de promoción.

**Programa 19 - Burgos Rural, Destino Turístico Inteligente.**

19.1. Creación de productos turísticos integrados desarrollados en base a la colaboración público-privadas.

19.2. Formación turística global a profesionales

19.3. Burgos, destino "Smart".

**Programa 20 - Potenciación de Clunia.**

20.1. Potenciación de Clunia.

**Programa 21 - Fomento del turismo idiomático.**

21.1. Fomento del turismo idiomático.

**Programa 22 - Conservación y mantenimiento.**

22.1. Conservación y mantenimiento de recursos naturales y patrimoniales.



### SOSTENIBILIDAD DEL TERRITORIO:

**Programa 23 - Burgos, un territorio socialmente responsable.**

23.1. Burgos, un territorio socialmente responsable.

**Programa 24 - Desarrollo de actuaciones medioambientalmente sostenibles.**

24.1. Plan de uso y aprovechamiento de recursos hídricos.

24.2. Plan de educación ambiental.

**Programa 25 - Energía, palanca de desarrollo económico y sostenible.**

25.1. Energía, palanca de desarrollo económico y sostenible.

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# Strategic Plan Burgos Rural 2015-2020



## Entrepreneurship Working Group



### Components:

- Regional Government of Castilla y León
- Burgos' Chamber of Commerce
- Federation of Burgos' Business Associations
- University of Burgos
- Local Entity Banks
- Burgos Business Innovation Centre(CEEI)
- Young Entrepreneurs Associations (AJE) Burgos
- Sodebur

### Rural Burgos Starts-up Program (collaboration agreement)





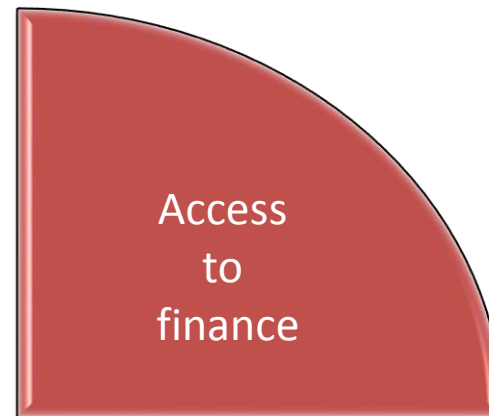
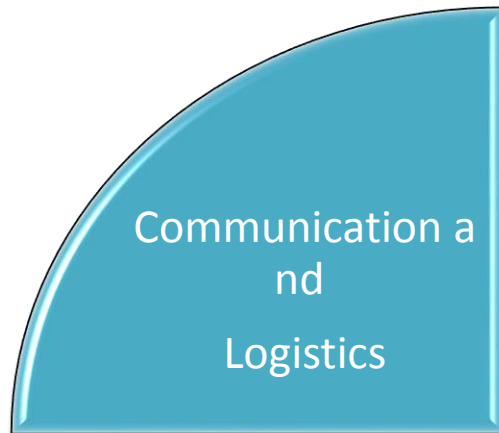
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## Burgos CHALLENGES

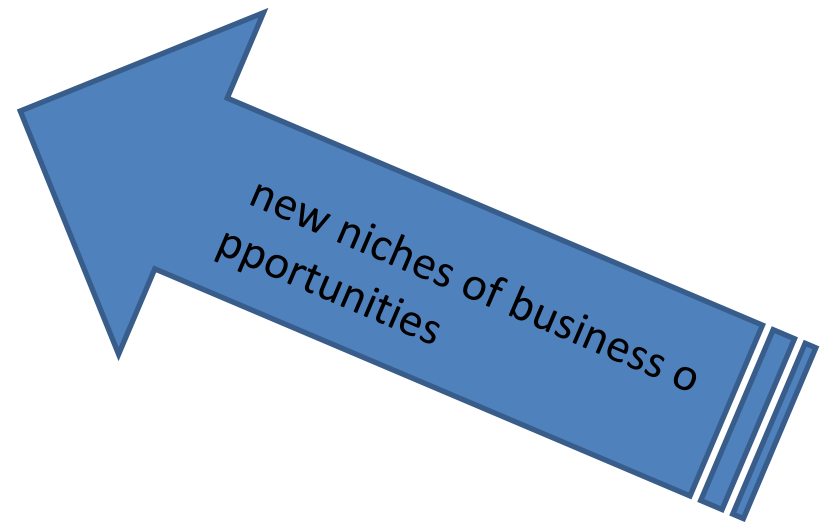




## In what fields?

The promotion of entrepreneurship spirit has to be further developed in rural areas and especially:

- Energy
- Environment
- Ecoindustries
- ICT
- Social Innovation







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## RURAL BURGOS STARTS-UP

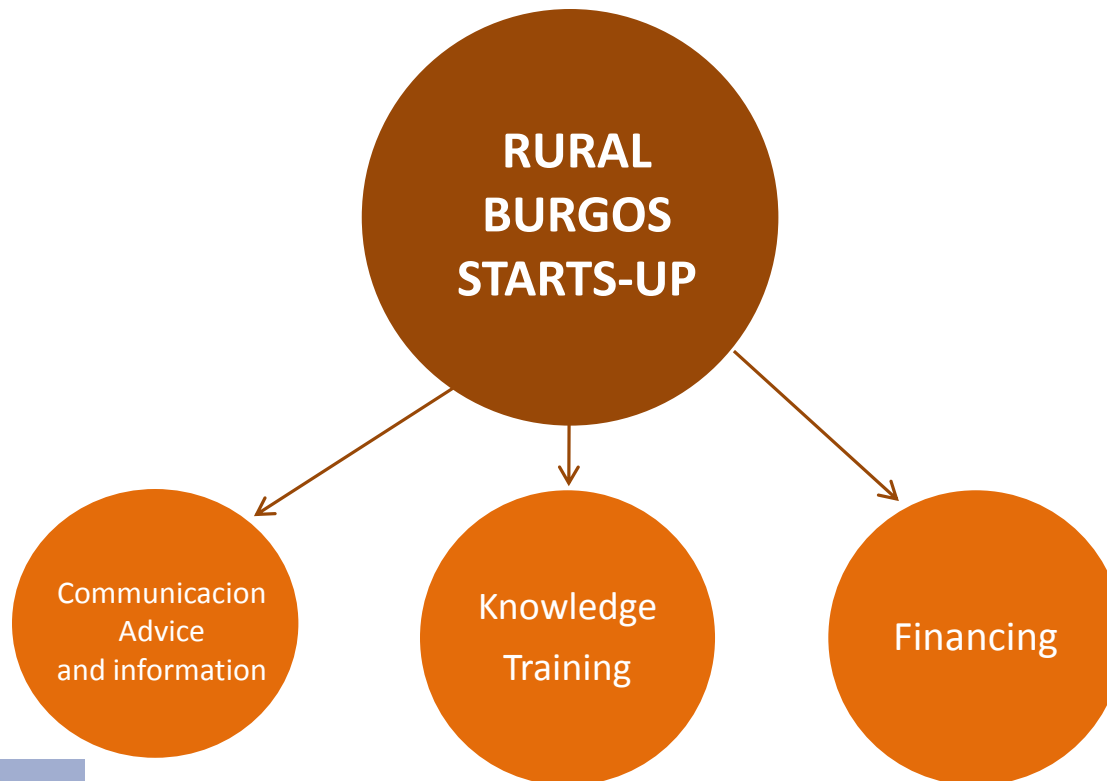


# Emprendedorural





## Needs to be covered - Strategic lines to follow





Communication  
Advice  
and information

## First Actions

🌱 Provision of integrated digital and on-site services of added value, aimed at the creation of companies and the development and consolidation of SMEs:

- Web platform [www.emprenderural.es](http://www.emprenderural.es)
- Rural Burgos Entrepreneur Guide.
- Workshops for entrepreneurship in rural areas.
- Tutoring entrepreneurs in their locality.
- Detection of Business Opportunities by territorial area





Communication  
Advice  
and information

## Support and technical support actions

### Network of Business and Entrepreneurship Technicians (Network TGEEs)

- 🔥 Coordination by Sodebur
- 🔥 Since July 1, 2015.
- 🔥 6 Technicians-6 territorial areas: Arlanza, Merindades, Bureba, Ribera, Amaya Camino and Demanda Pinares.
- 🔥 Functions:
  - **Advise** entrepreneurs and companies.
  - Provide **information** on aid and incentives.
  - Encourage **business culture**.
  - Encourage **innovation** and economy based on local resources.
  - Facilitate **support** and support in the processing.
  - Encourage **partnership** and business **collaboration**.
  - Collaborate with the **rest of** economic and social **agents**.



#### Data Network TGEEs Burgos Rural

- Advice to more than 2,000 entrepreneurs.
- Creation of more than 500 associated jobs
  - Start-up of more than 300 companies
  - More than € 10,000,000 investment.



## Training



## Courses

- Three editions (2014-2017) Course "Key issues for the entrepreneurship and management of a rural SME".
- 25 participants in the rural area of the province by edition.



## Personal Skills Development Workshops for Entrepreneurs



	Localización(*)	Fecha y hora	Inscripciones
1. Comunicación personal	Buniel - Briviesca	3/10 de 10-13 h	→ <a href="mailto:buniel@soopour.es">buniel@soopour.es</a>
	Merindades - Villacastón	09/10 de 11-14 h	→ <a href="mailto:merindades@soopour.es">merindades@soopour.es</a>
2. Presentación eficazmente tu proyecto	Arlanza - Lerma	04/10 de 10-13 h	→ <a href="mailto:arlanza@soopour.es">arlanza@soopour.es</a>
	Demanda - Pineda - Sotos de los Infanzones	10/10 de 10-13 h	→ <a href="mailto:demanda@soopour.es">demanda@soopour.es</a>
3. Hablar en público	Amore - Cenicero - Meja de Formanets	05/10 de 10-13 h	→ <a href="mailto:amore@soopour.es">amore@soopour.es</a>
	Ribera - Miraflores	12/10 de 10-13 h	→ <a href="mailto:ribera@soopour.es">ribera@soopour.es</a>

(\*) Más información sobre localizaciones concretas en los mails de inscripción



## We Run Project – Development of rural women's entrepreneurship

### Training course for rural women entrepreneurs

- 30 attendees
- Training program (17-19 February and 10-12 March)
- Library and online training
- Individual Tutoring

### Technical Visits

- Demanda Pinares – 2 of March
- Arlanza – Ribera del Duero - 21 of March



Erasmus+				
PROYECTO DE INVESTIGACIÓN Y DESARROLLO				
ACTIVIDAD	FECHA	DESCRIPCIÓN	IMPORTE	
Formación	17-19 FEBRERO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
Formación	10-12 MARZO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
Formación	17-19 FEBRERO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
Formación	10-12 MARZO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
Formación	17-19 FEBRERO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
Formación	10-12 MARZO	CURSO DE FORMACIÓN PARA EMPRESARIAS RURALES	1000	
TOTAL				6000





## Financing

## Line of financing for companies and entrepreneurs in rural areas

👉 Aimed at companies and entrepreneurs of populations **under 20,000 inhabitants**.

👉 Up to **25,000€** or **70%** of the investment to be repaid in **4 years**

👉 Up to **5,000€** in **current**

👉 **No guarantees.**

👉 At **1.5%** annual interest



- 112 loans requested - **64 loans granted**
- 94 new jobs and 81 consolidated jobs
- **1,097,354.88€** financing provided
- **3,652.5644€** total investment in financed projects
- Survival rate financed businesses: 98.30%



<https://youtu.be/nYcZIM0ntfA>

<https://youtu.be/dLiNw8g98uA>

<https://youtu.be/2xOUHHIODZO>







## Promotion of the transfer of business in rural areas.



Diputación  
de Burgos

- 👉 Aimed at **unemployed persons who continue their existing economic activity.**
- 👉 Budget call **40,000€** per year.
- 👉 **70% of investment up to 5,000€** to be granted to the beneficiary.
- 👉 **Minimum** requirement of **12 months open since transfer.**



- **19 subsidized business transfers**
- 26 jobs created
- 719,825.87€
- 115,000 € budget invested



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## Promotion of the business of the province (recruitment)

- 👉 Aimed at **self-employed and / or companies, or associations that develop economic activity** that carry out hiring of unemployed in the rural areas of the province.
- 👉 Recruitment for a minimum of 12 months.
- 👉 Types of hiring according to the day: complete, reduced between 100 and 75% and between 75 and 50%.
- 👉 Grants of 6,000€, 4,500€ or 3,000€ depending on the type.
- 👉 Budget call: 300,000€ a year 2017



Diputación  
de Burgos



- **141 subsidized contracts**
- 141 jobs created
- Pending Resolution 2017 (126 requests)
- **1.010.000€ budget invested**



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🔥 In relation to the benefits provided to the province of Burgos thanks to the development of the lines of work of the Burgos Emprende Rural project, the following stand out:

- Encouragement of the **entrepreneurial spirit** among the rural population of the province as a further **measure of employability**.
- **Facilitate the creation of companies** thanks to the advice provided and the ease of obtaining the necessary financing.
- Creation of **employment** within the province.
- Promoting **business dynamism**





## Results - Impact of the Program

### Network of TGEEs

- More than **2,000** Entrepreneurs and consultants
- More than **300** companies created
- More than **500** jobs created
- **750,000€** invested for start-ups
- More than 10 million € in turnover

### Business Transfer

- **19** grants awarded
- **26** jobs created
- **115,000€** invested

- **-1,875,000 € invested**
- **-1,097,354.88 € in rotation**
- **More than 750 jobs created**
- **More than 300 new companies**

### Financing Line

- 64 loans granted
- 94 jobs created, 81 jobs maintained
- 1,097,354.88€ invested to be returned in rotation

- **141** grants awarded (planned 45-50 2017 call)
- **141** jobs created (planned 45-50 call for 2017)
- Pending resolution 2017
- **1,010,000€** invested



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## ADELACYL Award! Best local development initiative in the región

Modality Local Economic Development





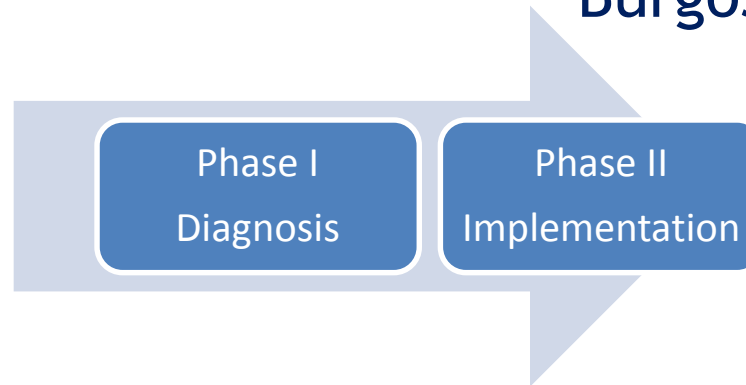
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## Burgos Innovation service



### PROGRAM OF SUPPORT FOR THE INTERNATIONAL EXPANSION OF SMEs (XPANDE)

**EXPECTED IMPACT: 12 companies participating in each of the phases.**

### XPANDE DIGITAL PROGRAM

**EXPECTED IMPACT: 13 companies participating in each of the phases.**

### INNOCAMARAS PROGRAM

**EXPECTED IMPACT: 20 companies participating in each of the phases.**



### TICCAMARAS PROGRAM

**EXPECTED IMPACT: 20 companies participating in PHASE I and 17 in PHASE II**





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## Rural SMEs OBJECTIVES

Improving the policies on regional support systems for entrepreneurs

Implementing the lessons learnt in regional Action Plans

Supporting the SMEs



Exchange of experiences

Good practices

Creation of innovative SMEs in rural areas

To introduce innovation

**GrowBiz**



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## Conclusions

- 🔥 The **economic activity and employment**, is the basis for the livability of the rural areas.
- 🔥 It is **vital to have a vision for the future**, in order to establish stages and goals.
- 🔥 The Rural Burgos Starts-Up project is the result of the **collaboration of the province stakeholders**.
- 🔥 SODEBUR, based on the guidelines of the stakeholders, in its work to support entrepreneurship and start-ups, **has evolved over the years, from providing exclusively technical support (talks, information material ...) to supporting these early stages with financial support** for the development of projects.
- 🔥 It has been **invested around 1,875,000 € . From that, there are circulating among companies around 1.000,000 €**. Creating or expanding more than 300 companies and 750 jobs.
- 🔥 **Rural SMEs** will assist with the introduction of **new experiences in order to inspire new policy instruments**.





# Thank you!

Ricardo Pizarro Villanueva

**Sociedad para el desarrollo de la provincia de Burgos**

*Director*

**Consulado del Mar**

*Paseo del Espolón, 14*

*09003 BURGOS*





## Phase 1

## Rural SMEs DEVELOPMENT

- 2,5 years
- Exchange of policy experience
- Prepare the implementation of lessons learnt
- 4 transnational meetings

W1

Young entrepreneurs

W2

Circular Economy  
entrepreneurial  
model

Workshops

W3

Energy and ICT niches  
in rural entrepreneurship

W4

Social Innovation



## Rural SMEs DEVELOPMENT

Phase 1

28 Good practices



14 Best practices

**GrowBiz**



Scottish Rural Development Programme





## Rural SMEs DEVELOPMENT

Phase 1

SEMINARS

S1

Public support policies  
to entrepreneurship  
initiatives in rural areas

S2

Public Support to  
Innovation for SMEs in  
Rural Areas

GrowBiz



## Rural SMEs DEVELOPMENT

Phase 1

# SWOT

Entrepreneurship & SMEs support policies in rural areas





# Rural SMEs DEVELOPMENT

Phase 1

Draft of the Action Plan

PRIORITIES

- 1.
- 2.
- 3.



ACTION PLAN			
WHO	WHAT	WHEN	HOW





## Phase 2

- 2 years
- Implementation of action plans

## Rural SMEs DEVELOPMENT





## Rural SMEs OUTPUTS OF THE PROJECT

- 7 regional SWOT analysis on entrepreneurship & SME support policies
- 1 Composite interregional SWOT analysis
- Identification of 28 Good Practices:
  - 50% Entrepreneurship measures
  - 50% support of Innovation for rural SMEs
- 7 Action Plans





## Rural SMEs OUTPUTS OF THE PROJECT

- 7 Interregional study visits
- 4 Interregional Workshops to discuss Best Practices
- 2 Seminars for experience exchange and capacity building
- 10 Stakeholders meetings per partner (Total: 70)





## Rural SMEs EXPECTED RESULTS

- 14 partners staff + 42 stakeholders + 28 stakeholders not travelling with increased capacity (knowledge / skills)
- 7 regions and member states considering integration of project's policy recommendations.
- Policy instruments:
  - 6 will fund new projects to support services to create innovative SMEs in rural areas
  - 2 will be improved in terms of governance



- Structural changes will be suggested for 1 policy instrument





# Rural SMEs

Interreg Europe



# Thank you!

Ricardo Pizarro Villanueva

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Questions welcome





**RUMORE**  
Interreg Europe



European Union  
European Regional  
Development Fund

# RUMORE – Rural-Urban partnerships Motivating Regional Economies

Carlo Palazzoli

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# THE IDEA OF THE PROJECT



## **RUMORE** Interreg Europe



RUMORE improves regional innovation policies and strengthens innovation capacities by fostering rural-urban cooperation and partnerships.

## Rural-urban partnerships as an instrument for regional growth and innovation

- Recognition of mutual dependencies
- Mobilization of synergies between urban and rural areas
- Consideration of the potential and capacities of each particular region
- Dialogue and mutual learning

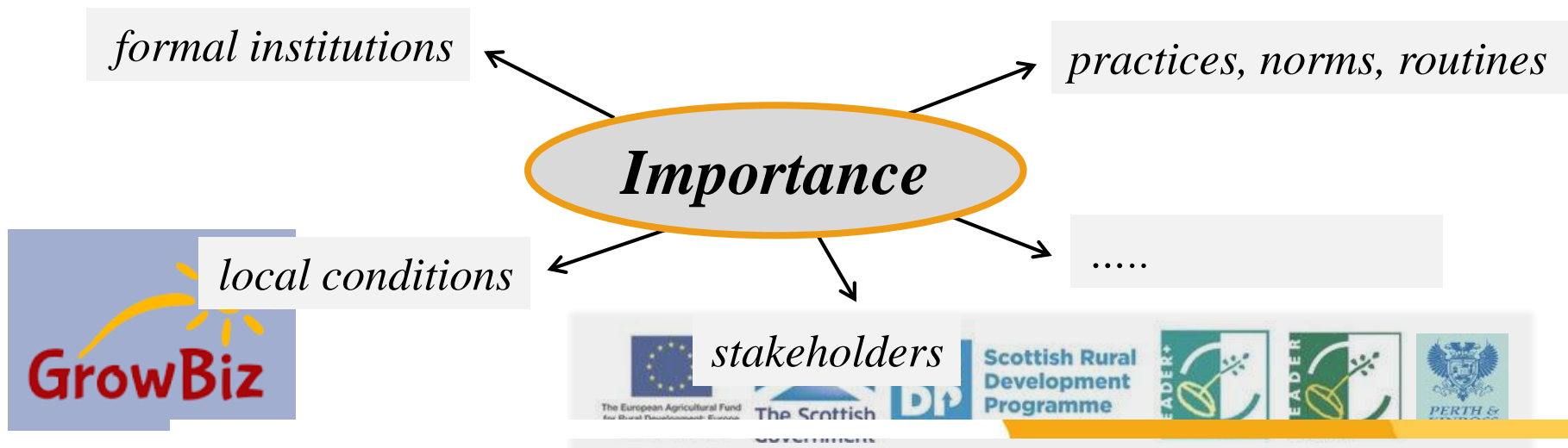
# RURAL-URBAN





## Improved urban-rural partnerships for strengthened regional innovation delivery

- Diversity in regional innovation systems and landscapes
- Importance of institutional framework for innovation capacities
- Role of regional specificities
- No one-fits-all policies → need for strategic priorities



## The RIS3 policy rationale

- Thematic concentration – boost regional competitiveness and innovation through support of regional strengths
- Inclusive regionally-driven process

### In RUMORE:

Incentives for improvement of RIS3 through mechanisms for integration and enhancing of rural-urban linkages



*How could rural-urban aspects be better integrated in the existing regional innovation strategies?*



## Challenge

- *Unused potential for growth and job creation*
- *Missing synergies between urban, rural and peripheral areas*
- *Unequal innovation capacities*



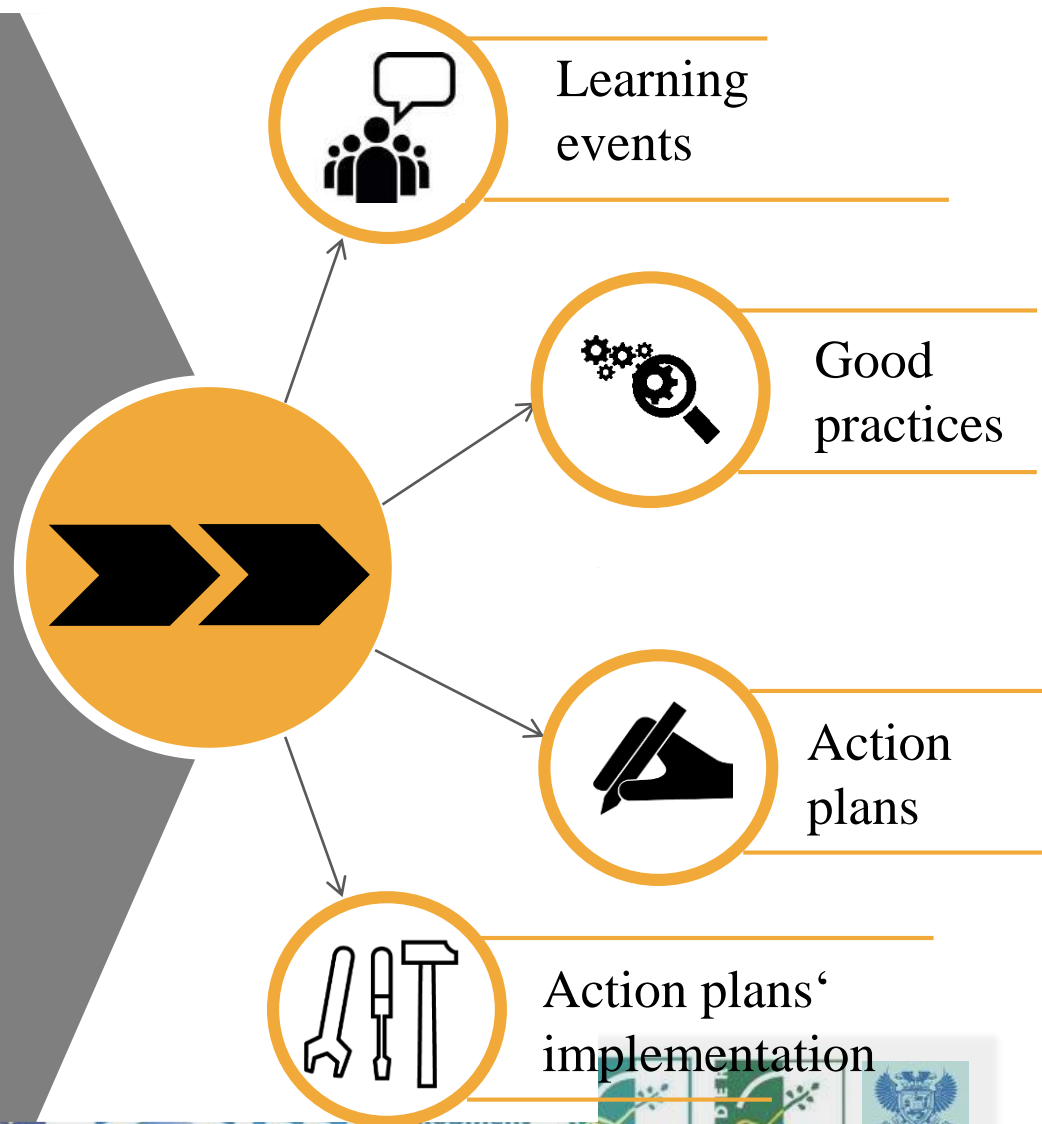
## Objectives

- *Improve regional innovation policies and capacities by fostering rural-urban cooperation and partnerships*
- *Alignment of various agendas around innovation*



## Approach

- *Intensive interregional learning process*
- *Innovative approaches for the design and set up of policy instruments for integrated urban-rural development in innovation policies*



# THE PROJECT PARTNERS

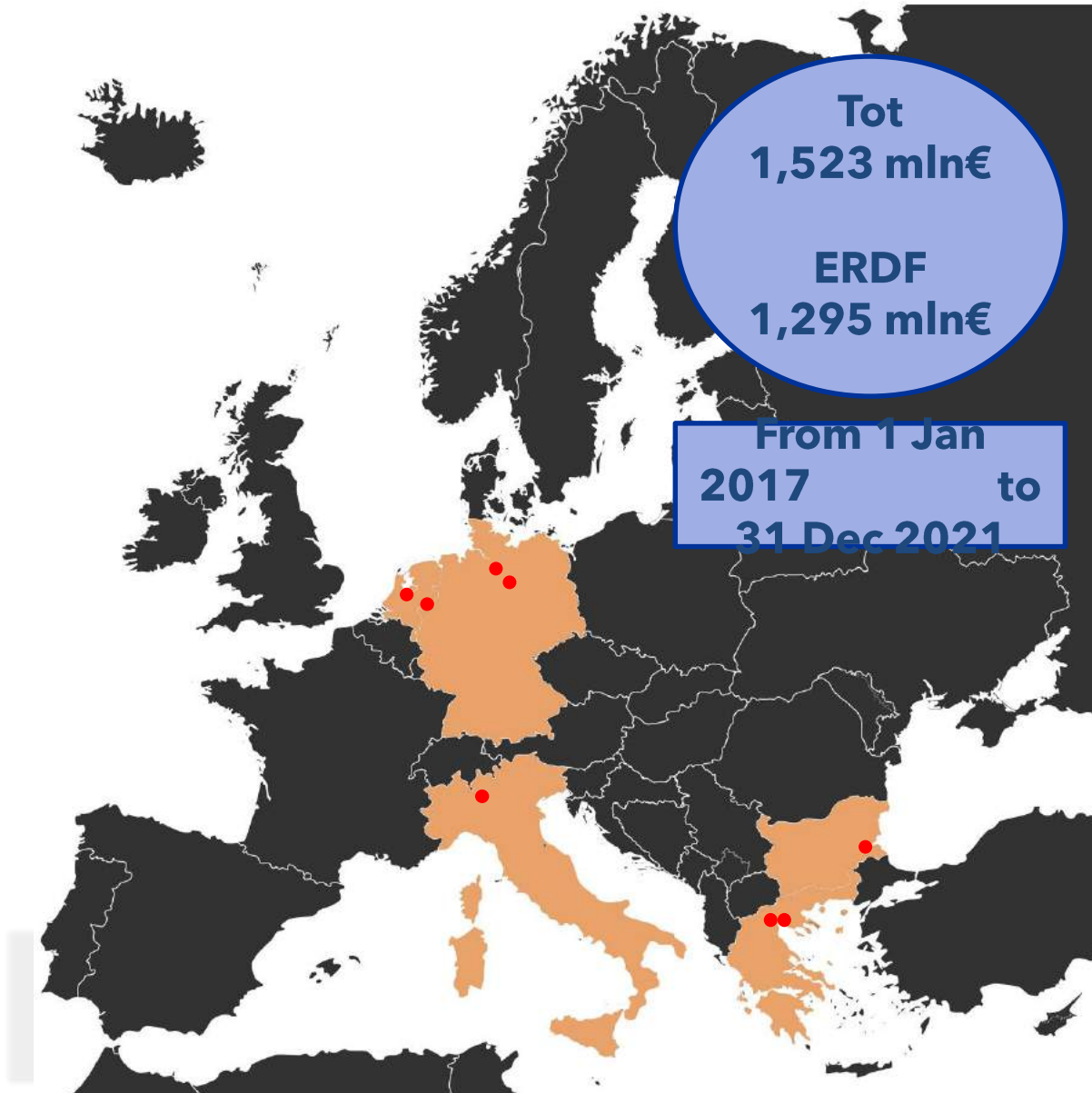
**DE** | **HCU** | HafenCity Universität  
Hamburg  
  
Amt für regionale Landesentwicklung  
Lüneburg

**IT** |  Regione  
Lombardia

**NL** |  Gemeente  
Amsterdam  
  
  
Groene Kennispoort  
Twente

**GR** |  ΠΕΡΙΦΕΡΕΙΑ  
ΚΕΝΤΡΙΚΗΣ  
ΜΑΚΕΔΟΝΙΑΣ  
  
  
ANATOLIKI  
S.A.  
DEVELOPMENT AGENCY OF EASTERN  
THESSALONIKI'S LOCAL AUTHORITIES

**BG** |  **Grov**  
 **REPUBLIC OF BULGARIA**  
Burgas District Administration



**Tot**  
**1,523 mln€**  
  
**ERDF**  
**1,295 mln€**

**From 1 Jan**  
**2017** **to**  
**31 Dec 2021**

# THE EXPECTED ADDED VALUE

## Added value for the partner regions

- Improved regional **innovation chains**
- More **cooperation activities** between innovation actors
- Support for **rural areas and stakeholders** to unfold their potential
- More enterprises cooperating with **research institutes**
- Larger share of **innovative companies** in the partner regions
- Strengthened innovation **capacities** of the partner regions
- Effective governance of EFRD programmes







# RUMORE...in Lombardy

Policy instrument to be implemented: European Regional Development Fund's Regional Operational Programme (ERDF ROP) 2014-2020 for the Lombardy Region

Lombardy ERDF ROP Axis I - Strengthening research, technological development and innovation

Lombardy ERDF ROP Axis III - Promoting the competitiveness of SMEs

Policy implementation indicator: 50 enterprises in peripheral areas that will receive financial support for innovation from ERDF OP in the sectors of the project

Official Agreement MILANO METROPOLI RURALE – Technical discussion group «Innovation for the enterprises»



RUMORE Stakeholders' Local Group



Technological clusters



Rural clusters-districts





# RUMORE...in Lombardy



## RUMORE's main Objectives

Promote the development of clusters' strategies (enterprises groups, like rural districts) and the innovation in rural areas, improving the relationship towards urban areas.

Improve the regional innovation chain, integrating urban and rural areas, exploiting the potential in the framework of the regional smart specialisation strategy



**RUMORE's main Objectives – Lombardy version**  
**Foster and Boost the competitiveness** of rural districts' enterprises and farms and also other SMEs placed in the same territory  
**Increase the participation** and adhesion in rural districts by **new enterprises and start-ups**, also expanding the typologies (not only agricultural>>**multi-functionality**)  
Support to rural clusters to effectively participate/obtain different funding opportunities



# RUMORE...in Lombardy



## ACTIVITIES

- Communication and networking tools
- **Internationalisation:** Agreements with Development agencies, Collaborations with EU clusters
- **IT & Open Innovation:** new models of collaboration, better informative flow
- **Learning/Teaching:** improve the connection between school world and labour market
- **Consulting:** support to diversification and participation to different funding opportunities
- **Training:** human resources training, clusters / communication / marketing / financial strategies' governance

## RESULTS

- Creation of new models and tools for the innovative development of SMEs located in the peripheral areas >> their contribution to a better implementation of ERDF ROP achievements
- **Encouraging Technological Clusters** to promote new actions directed to innovation, diversification and enterprises grouping in the peripheral areas
- Fostering actions to new enterprises (start-ups, cultural-creative industries...) in peripheral areas;
- **Support / development of funding measures** in the framework of ERDF ROP

**Innovation / Clusters strategies' development**

**New enterprises / start-ups in rural clusters**

**Effective participation / access to various funding opportunities**



# A new systemic vision

# AGRICULTURE IS TERRITORY





# RUMORE

Interreg Europe



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Development Fund

# Thank you!

Carlo Palazzoli

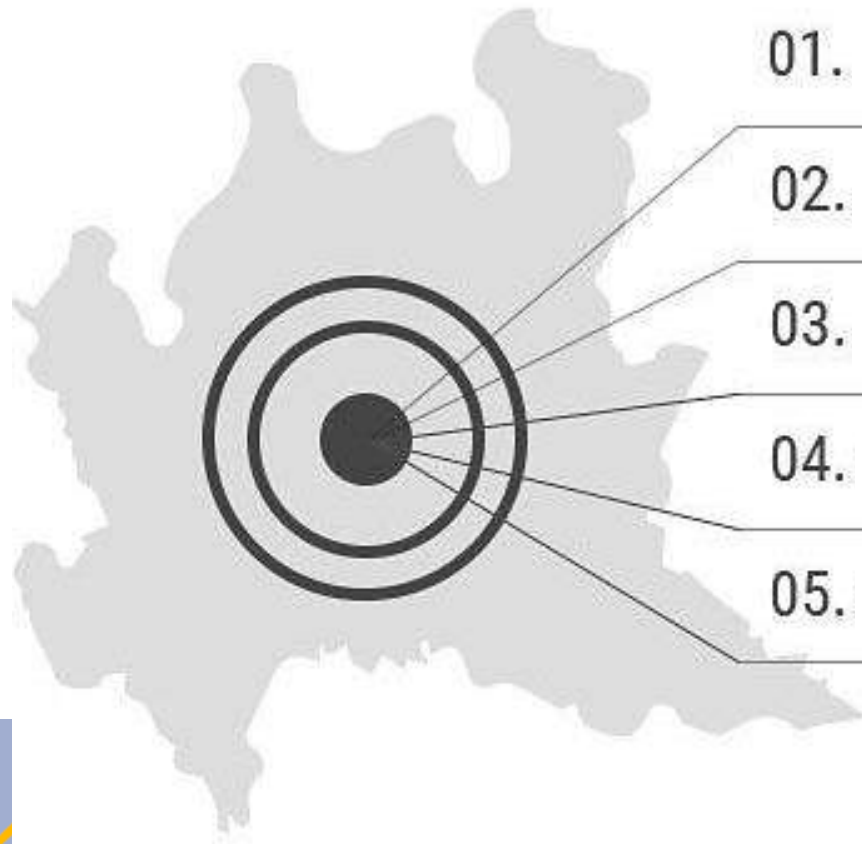
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<http://www.interregeurope.eu/rumore/>

## High-Tech Cluster Ernährungswirtschaft Lombardei



01. **Innovation**

02. **Internationalisierung**

03. **Forschung und Entwicklung**

04. **Kommunikation**

05. **Training**

## Living Labs in Twente: Förderung von Innovationen im ländlichen Raum

- Stärkere Agrifood-Partnerschaften durch Kooperationsprojekte



Quelle: [groenekennispoort.nl](http://groenekennispoort.nl)



## Living Labs in Twente: Förderung von Innovationen im ländlichen Raum

- Neue Ideen für die Region durch Kooperation zwischen Wissenschaft, Wirtschaft und Verwaltung



## Greenport Aalsmeer in Amsterdam: Regionaler Hub



**GREENPORT** Aalsmeer



## Green Cycling Routes: Förderung der regionalen Wirtschaft

- Stadt-Land Kooperation – Vermarktung regionaler Produkte



Quelle: cycletours.com

Quelle: microtek.ud.it

## Innovations-Inkubator Lüneburg: Mit Wissenschaft die Region stärken

- College-Studien in der Praxis – Know-how für die Region



**G** Quelle: leuphana.de

## Innovations-Inkubator Lüneburg: Wissensbasierte Regionalentwicklung

- Energieforum – Förderung der regionalen Energiewende



Quelle: leuphana.de

## Aller-Leine-Tal: Innovative Regionalentwicklung



## Aller-Leine-Tal: Innovative Regionalentwicklung



Quelle: 100-res-communities.eu  
Quelle: lueneburger

Quelle: doerverden.de



# RUMORE

Interreg Europe



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# Thank you!

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<http://www.interregeurope.eu/rumore/>