



INNOGROW
Interreg Europe



European Union
European Regional
Development Fund

**The INNOGROW Project's
Action Plan Development
by Zemgale Planning Region (ZPR)**

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Project Summary

Regional policies for innovation driven competitiveness and growth of rural SMEs / INNOGROW

Lead partner:

Region of Thessaly, Greece

Priority:

SME competitiveness

Duration:

P1: 01.04.2016 – 31.03.2019 (36 months)

P2: 01.04.2019 – 31.03.2021 (24 months)

Budget:

Total: 1,574,322.00

ERDF: 1,302,146.50



Project Summary

Objectives:

- ✓ Increase the capacity of regional administrations, to effectively implement SMEs competitiveness policies;
- ✓ Develop and offer innovation support services to rural economy SMEs;
- ✓ Unlock regional/national investments on innovative technologies and new business models;
- ✓ Raise awareness among policy makers about the influence of regional policy measures on innovation adoption.



Project Partnership



Region of Thessaly (GR)



Lombardy Foundation for the Environment - FLA (IT)



Zemgale Planning Region (LV)



The University of Newcastle upon Tyne (UK)



Stara Zagora Regional Economic Development Agency (BG)



Regional Development Agency of the Pardubice Region (CZ)



Chamber of Commerce of Molise (IT)



Regional Development Agency of Gorenjska, BSC Business Support Centre Ltd., Kranj (SI)



Pannon Novum West-Transdanubian Regional Innovation Non-Profit Ltd (HU)



ZPR Policy Instrument

Latvian Operational Programme (National):

Growth and Employment 2014-2020

Investment priority 3.2:

Supporting the capacity of rural economy SMEs to engage in regional, national & international markets and innovation processes

Specific objective 3.2.1:

To promote competitiveness and export capacity of SMEs

Relevant measures:

Support for the introduction of rural economy SMEs in foreign markets, cooperation on local & international level, merger into clusters to increase innovation development & integration



MINISTRY OF FINANCE
REPUBLIC OF LATVIA

ZPR's DEVELOPEMENT OF THE ACTION PLAN (AP)

PROPOSED STEPS (ZPR)

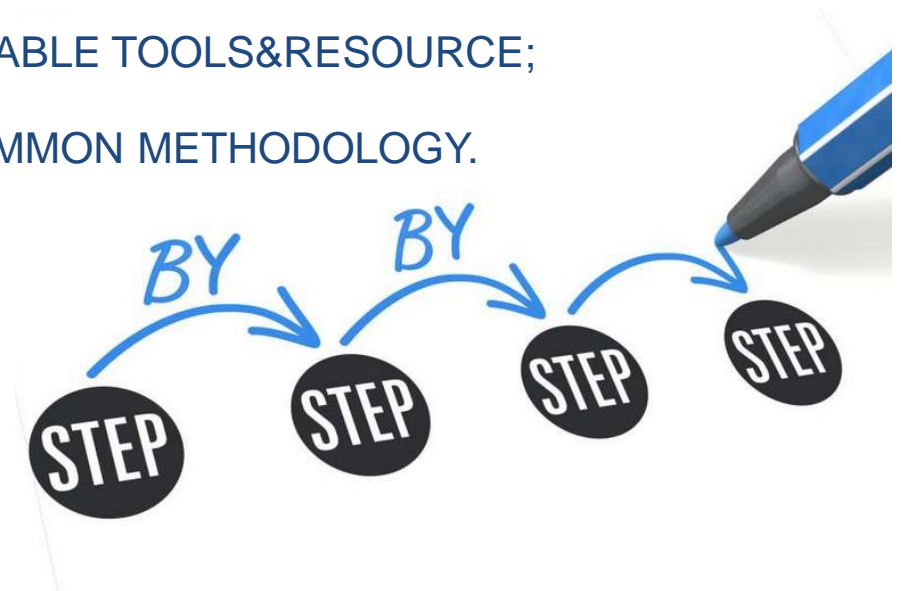
1. Use of the project's results:

- ✓ JOINT ANALYSIS & PEER REVIEWS;
- ✓ POLICY DIALOGUE;
- ✓ INTERREGIONAL LEARNING & CAPACITY BUILDING;
- ✓ DEVELOPMENT OF TRANSFERABLE TOOLS&RESOURCE;
- ✓ USE OF THE PROVIDED AP COMMON METHODOLOGY.

2. Identify Good Practices

3. Find the GAP

4. Propose Actions



INNOGROW OUTPUTS: JOINT ANALYSIS & PEER REVIEWS

A1.1 – The report on new technologies impact on rural economy SMEs competitiveness & productivity (The University of Newcastle);

A1.2 – A good practice guide on successful new business models for rural economy SMEs (Stara Zagora Economic Development Agency);

A1.3 – The analysis of existing measures in INNOGROW regions for promoting innovation in rural economy SMEs (Pannon Novum West-Transdanubian Regional Innovation Non-Profit Ltd);

A1.4 - The report on influential factors that influence rural economy SMEs to adopt innovation (Molise Chamber of Commerce).



PUBLIC DIALOGUE

- ❑ Stakeholders meetings identify the regional issues and propose recommendations & solutions
- ❑ Public consultation meetings allows to ensure consensus building of a wide range of industry players (rural economy SMEs) as regards innovation changes in the field



FINDING THE GAP: INNOGROW REGIONS

Main difficulties faced in the adoption of Innovative technologies in rural SMEs:

- ❖ Lack of funding / financial resources;
- ❖ Lack of expertise / skills of existing employees;
- ❖ Inability to hire new employees with relevant skills;
- ❖ Lack of customer demand;
- ❖ Lack of appropriate external advice.



Good Practices:

The North East England

The Rural Growth Network:

- 1 of 5 pilot programs (now fully established) to promote rural growth;
- Overcome market failures (lack of business premises, broadband);
- Helped create 18 Rural Enterprise Hubs during pilot;
- Provided business support (pilot stage only);
- Established Rural Connect:
 - Network for the Enterprise Hubs to share best practice;
 - Knowledge dissemination;
 - Host events in the hubs to improve business skills.
- Manages funding streams and delivery with a rural focus:
 - Strategic Economic Infrastructure Fund (SEIF);
 - Rural Business Growth Fund (RBGF).

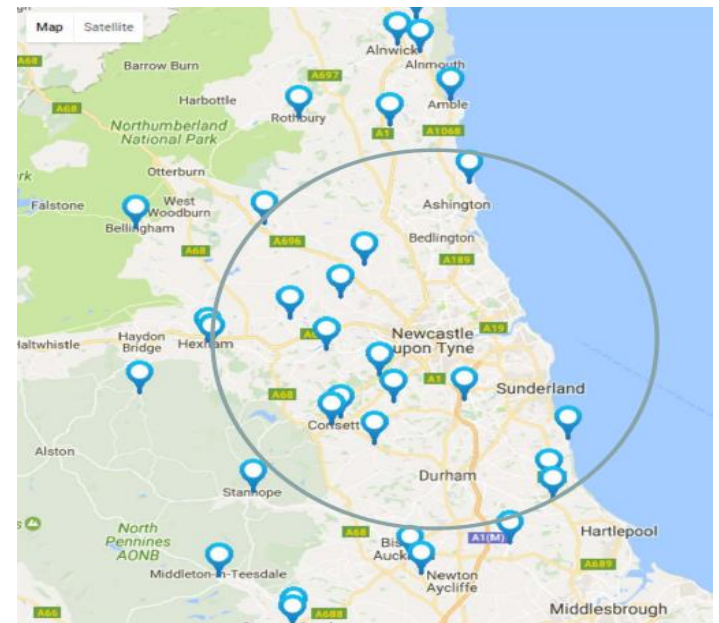


Good Practices: The North East England Enterprise Hubs in the North East:

- Now a total of 36 hubs throughout the region;
- A diverse mix of private, public and third sector ownership;
- A Diverse mix of sizes, facilities, remoteness and management strategies

HUBs' Objectives:

- ✓ Profit making;
- ✓ Help to start new businesses;
- ✓ Promoting networking among HUBs participants and other external businesses



Possible Actions

ZPR Regional Action Plan:

Recommendation	Responsible policy making body	Financing source
<p>1. Promotion of the vertical and horizontal (among rural SMEs and with other stakeholders) partnership platforms for SMEs that can facilitate the creation and implementation of new technologies, products and business models</p>	<p>Ministry of Economy Additionally: Administration of Zemgale region, Latvian Investment and Development Agency, Higher education institutions</p>	<p>ERDF Additionally: Horizon 2020, territorial cooperation programmes</p>
<p>2. Especially regarding the rural non-agricultural SMEs, to encourage their accession in wider national and international markets</p>	<p>Ministry of Economy and Ministry of Agriculture Additionally: Latvian Investment and Development Agency, Rural Support Service, Chamber of Commerce, Administration of Zemgale region</p>	<p>ERDF, EAFRD Additionally: territorial cooperation programmes</p>
<p>3. To ensure the information and training of rural SMEs on the introduction of new business models and innovations</p>	<p>Ministry of Economy and Ministry of Agriculture Additionally: Latvian Investment and Development Agency, Rural Support Service, Chamber of Commerce, Administration of Zemgale region</p>	<p>ERDF, EAFRD Additionally: territorial cooperation programmes</p>
<p>4. To ensure specific support initiative/ measure for the development of innovations and new business models specifically in rural non-agricultural SMEs</p>	<p>Ministry of Economy and Ministry of Agriculture Additionally: Latvian Investment and Development Agency, Rural Support Service, Chamber of Commerce, Administration of Zemgale region</p>	<p>ERDF, EAFRD Additionally: territorial cooperation programmes</p>
<p>5. To simplify the application and implementation of the projects supporting the development of new products and other innovative technologies</p>	<p>Ministry of Economy and Ministry of Finance, Additionally: Central Finance and Contracting Agency</p>	<p>ERDF</p>



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**THANK YOU FOR THE ATTENTION!
QUESTIONS?**



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