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# Rural-Urban Partnerships Motivating Regional Economies

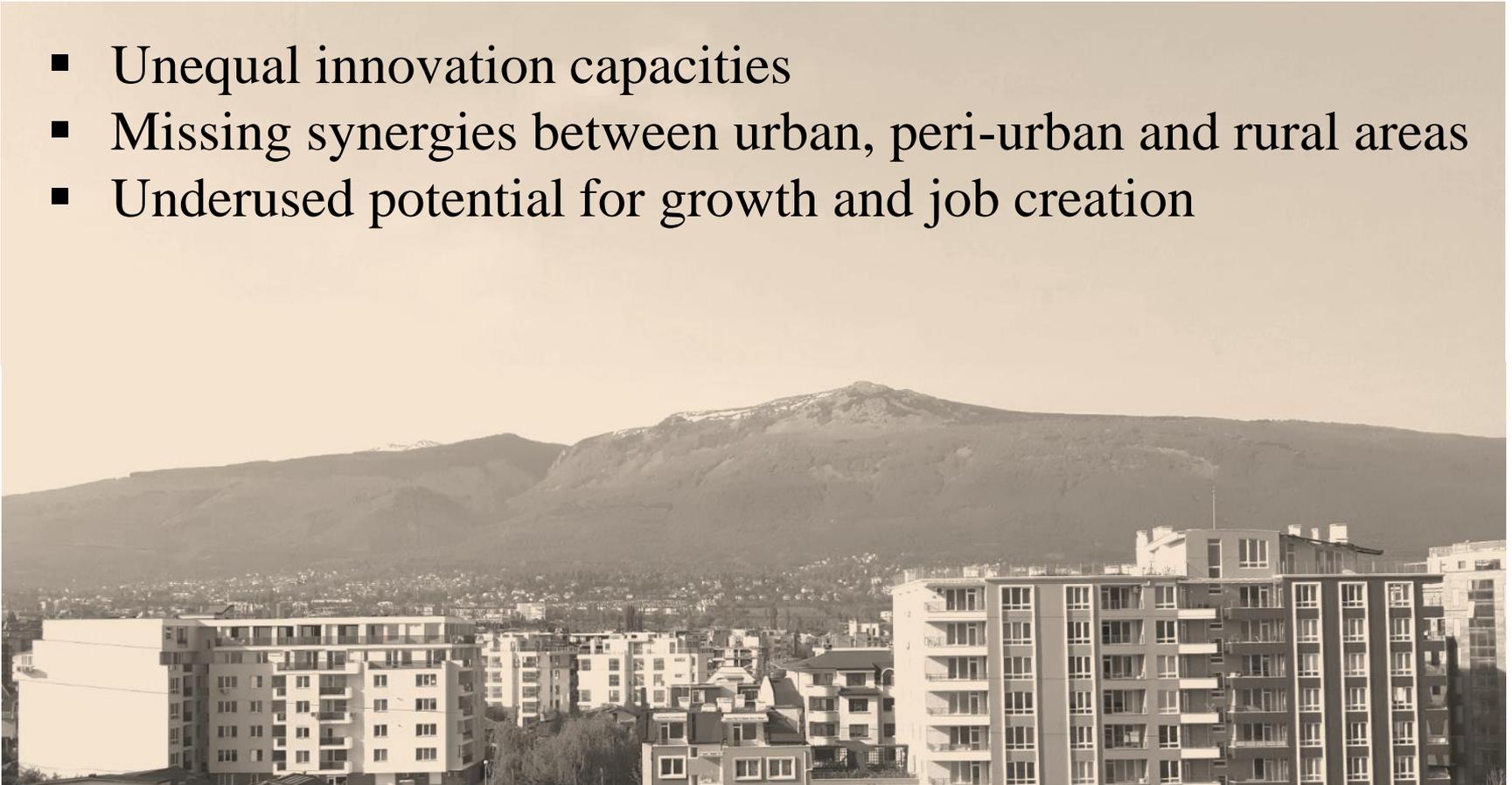
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Workshop “Enhancing Rural Innovation Capacity and Performance” / 5.12.2018 Hamburg

## Overall challenge

- Unequal innovation capacities
- Missing synergies between urban, peri-urban and rural areas
- Underused potential for growth and job creation



Improve regional **innovation policies**, innovation processes and chains by fostering synergies between rural and urban territories and stakeholders



Mobilization of stakeholders and funds in **inclusive regionally-driven processes**



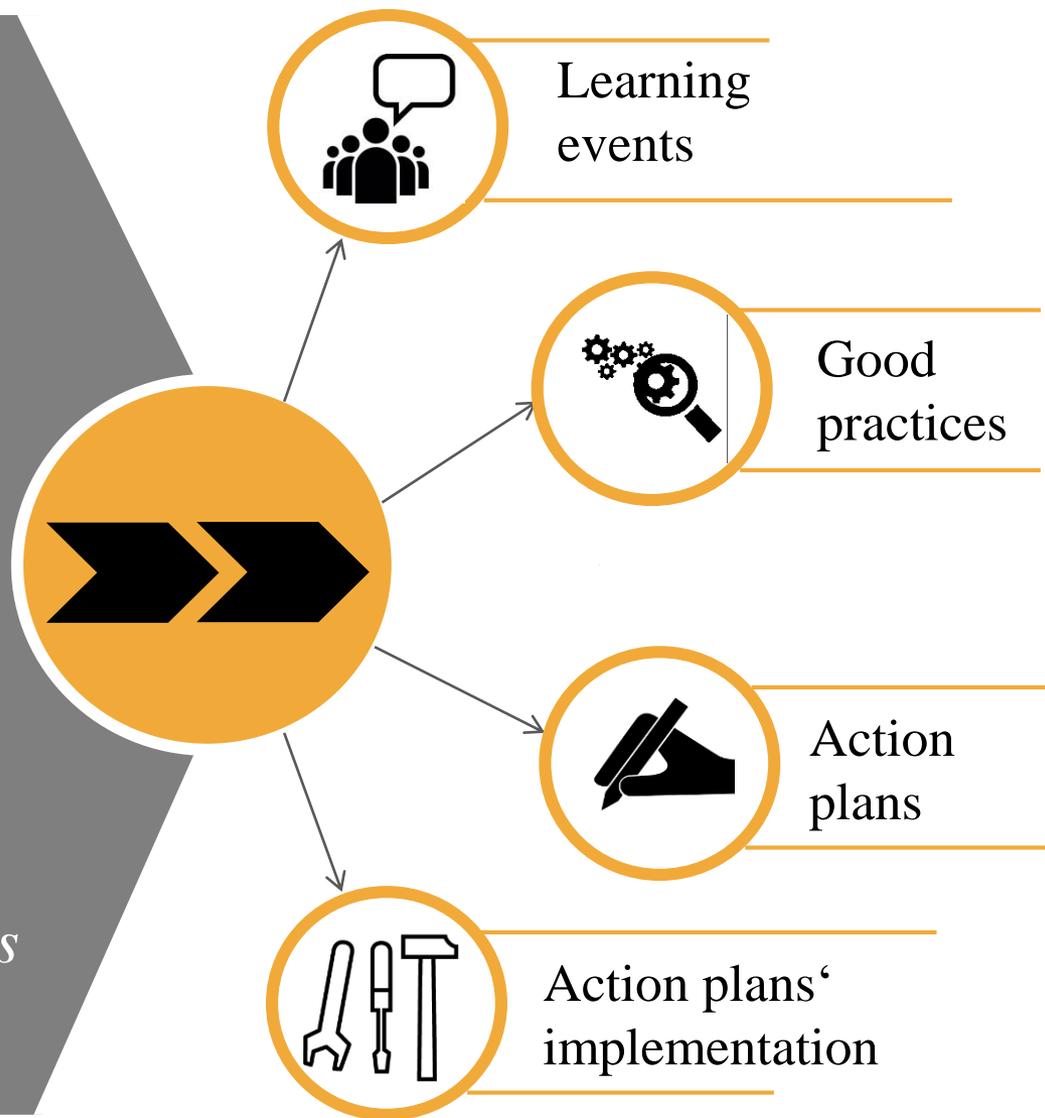
Integration of rural-urban aspects in existing regional innovation strategies



Effective governance of **EFRD programmes** and regional policy instruments

## Framework

- *Diversity of innovation landscapes and systems*
- *Institutional frameworks and regional specificities*
- *Differences in cooperation experiences*



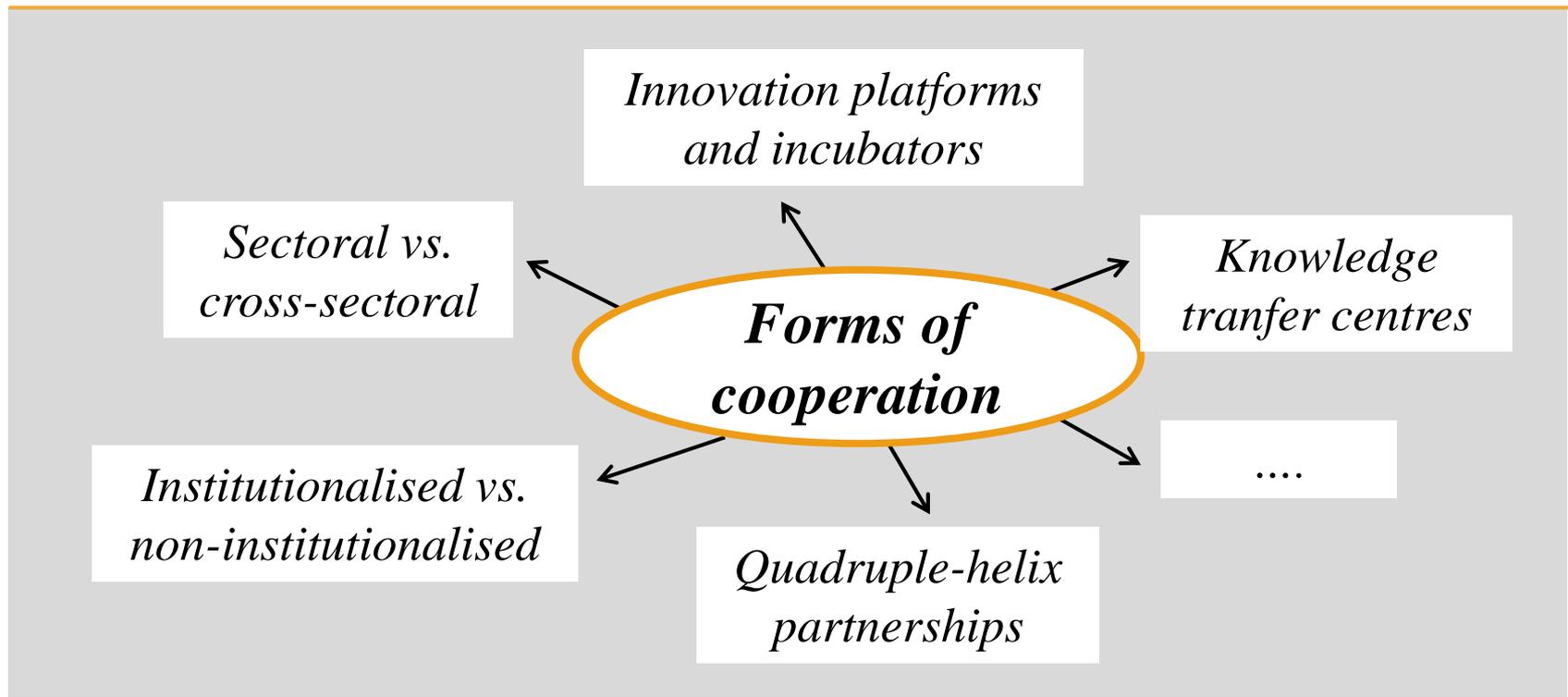
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**No one-fits-all policies**, but strategic priorities and tailored solutions



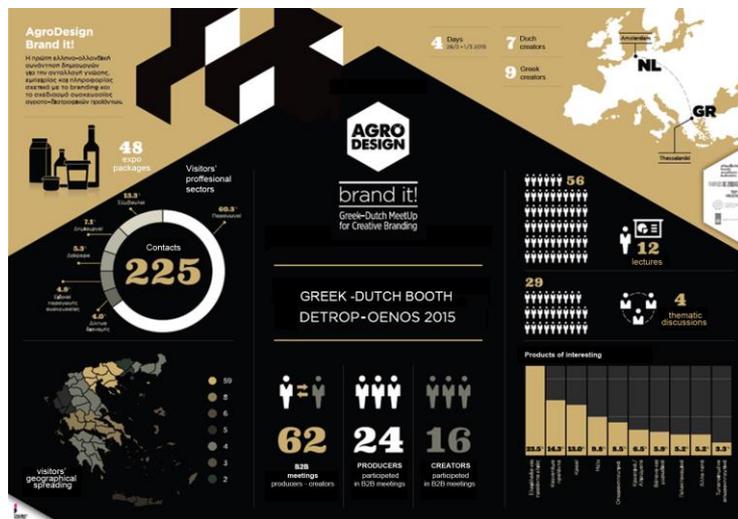
## Entrepreneurial platform for cross-sectoral collaboration

- Location - Region of Central Macedonia
- Parties involved - **Creative industries and agro-food sector**
- Aims - Establish new partnerships, start new projects
- Different exchange formats



## Fostering innovation in the traditional agro-food sector

- Niche for establishment of new businesses
- New branding and design services in the agro-food sector
- Hub of creative agro-food entrepreneurship
- New fields of specialisation and diversification of the rural economy



## Innovation for improved regional production chains

- Location – Lombardy Region
- Parties involved – **Rural Districts** (agricultural enterprises) and **Technological Clusters**
- Aims – Support regional production, large scale distribution and food service marketing

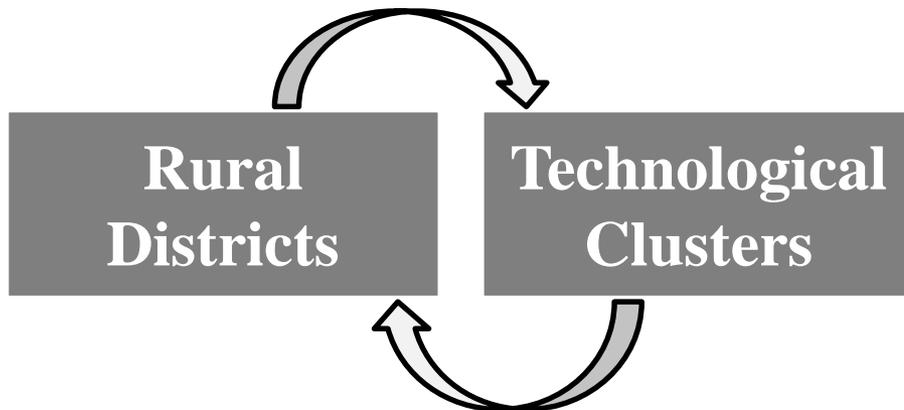


### Rural Districts

Aggregation of local enterprises as clusters



# GOOD PRACTICE: DNA CERTIFICATION



- “Controlled DNA” trademark for rice based on DNA analysis
- Application of research knowledge to implement technological innovations in rural enterprises



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# Thank you!

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