



CRE:HUB
Interreg Europe



European Union
European Regional
Development Fund

Stakeholder working group on Roadmap definition

Elena Mengotti

Friuli Venezia Giulia Autonomous Region

elena.mengotti@regione.fvg.it

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Roadmap purpose

Prepare the basis for the Action Plan of Friuli Venezia Giulia Region.

The Action Plan focuses on a selected number of specific actions, while the Roadmap is proposing a **larger number of actions** against particular goals defined during the research work, peer reviews and discussions with stakeholders.

Therefore, the scope of the Roadmap is wider than the one of the Action Plan, while the Action Plan is putting a focus on a selected number of specific actions.

Contents

The Roadmap is based on the State of Art report (SWOT and good practices' analysis) and the CCI Barrier & Solution analysis.

The Roadmap includes the list of proposed **activities** towards **goals** to be achieved, the allocation of **responsibilities** to the players, the allocation of **resources** (budget, materials, equipment, etc.) if relevant, a **timing** and a monitoring of the fulfilment and the **impact** of the Roadmap implementation.

Deadlines

18 April 2017

Stakeholder working group

By 30th April 2017

Definition of Roadmap, thanks to Stakeholders' feedback and contribution

3rd May 2017

Presentation of Roadmap to project partners during CRE:HUB Coordination meeting

What's next

After 3rd May

Roadmaps presented during peer review sessions and refined according to assessment results

By 31st October 2018

Roadmaps reverted into Action plans

1 November 2018 - 31 October 2020

Implementation of Action plans

Working Methodology

**TODAY WE WILL DEFINE FOR EACH ACTIVITY
SELECTED TO IMPLEMENT THE GOAL:**

- **resources (budget, materials, equipment, etc.), if applicable**
- **activity timing**
- **monitoring systems (which monitoring systems will be used for monitoring the implementation of each activity)**
- **players involved**

7 goals selected

- A. STRENGTHEN BUSINESSES CONFIDENCE TOWARDS CCIs**
- B. IMPROVE (REGIONAL GOVERNMENT) EVALUATION SCHEMES OF THE ECONOMIC VALUE OF CCI ACTIVITIES**
- C. RAISE CCIs AWARENESS AND DEVELOP PROMOTIONAL CAPACITIES WITH REGARD TO THEIR ECONOMIC POTENTIAL AND BUSINESS OPPORTUNITIES**
- D. STRENGTHEN CCIs ENTREPRENEURIAL SKILLS AND CAPACITY TO MASTER TAX AND ADMINISTRATIVE REGULATION**
- E. OFFER OF SERVICES AND INTERNATIONALIZATION PATHS TAILORED FOR CCIs**
- F. EASE, ASSIST AND EXTEND CREDIT ACCESS (PROCEDURES, INFO)**
- G. BETTER ALLOCATE PUBLIC FUNDING, IN ORDER TO PROMOTE ENTREPRENEURSHIP (SKILLS; LEGAL STATUS)**
- H. ADOPT A META-DISTRICT PERSPECTIVE IN POLICY-MAKING**

LET'S START

A. STRENGTHEN BUSINESSES CONFIDENCE TOWARDS CCIs

ACTIVITIES TO IMPLEMENT THE GOAL

- A. 1) Structures and/or inter-sectoral events (e.g. Bar-Camp, Start-up Weekend) gathering all stakeholders (CC and not-CC firms, creative professionals/freelancers, regional and local authorities, potential funders, credit institutions; etc.)**

- A. 2) Communication Actions targeted to CCIs, general public & potential beneficiaries**

B. IMPROVE (REGIONAL GOVERNMENT) EVALUATION SCHEMES OF THE ECONOMIC VALUE OF CCI ACTIVITIES

ACTIVITIES TO IMPLEMENT THE GOAL

B.1) Businesses Activities' Survey overcoming ATECO classification

C. RAISE CCIs AWARENESS AND DEVELOP PROMOTIONAL CAPACITIES WITH REGARD TO THEIR ECONOMIC POTENTIAL AND BUSINESS OPPORTUNITIES

ACTIVITIES TO IMPLEMENT THE GOAL

- C.1) Businesses Activities' Survey overcoming ATECO classification**

- C.2) Extended presence of CCIs on the "social" web; promotional events**

D. STRENGTHEN CCIs ENTREPRENEURIAL SKILLS AND CAPACITY TO MASTER TAX AND ADMINISTRATIVE REGULATION

ACTIVITIES TO IMPLEMENT THE GOAL

- D.1) Ad hoc services/Service Centres (monitoring; organization & management support; temporary managers)**

- D.2) Mobility of expertise**

- D.3) Reform of VET systems to strengthen link between education and business sector**

E. OFFER OF SERVICES AND INTERNATIONALIZATION CALIBRATED FOR CCIs

ACTIVITIES TO IMPLEMENT THE GOAL

- E. 1) Internationalization paths and services designed for CCIs. Improved involvement of sectors' businesses associations**

F. EASE, ASSIST AND EXTEND CREDIT ACCESS (PROCEDURES, INFO)

ACTIVITIES TO IMPLEMENT THE GOAL

- F. 1) Reinforced role (as enablers) of sector businesses associations (by funding)**

- F. 2) Simplified procedures to access financial instruments; broader eligibility criteria**

G. BETTER ALLOCATE PUBLIC FUNDING, IN ORDER TO PROMOTE ENTREPRENEURSHIP (SKILLS; LEGAL STATUS)

ACTIVITIES TO IMPLEMENT THE GOAL

- G. 1) New conditionality criteria introduced in public funding (minimum of skills mix)**

- G. 2) FVG legislative powers exploited to better segment the support**

H. ADOPT A META-DISTRICT PERSPECTIVE IN POLICY-MAKING

ACTIVITIES TO IMPLEMENT THE GOAL

H. 1) Meta-district approach (cross-sectoral; services and resources)

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Thank you!

