

Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	AgrifoodEntrepreneurship Program
Does this practice come from an Interreg Europe Project	NO <i>[Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]</i>

In case 'yes' is selected, the following sections appear:

Please select the project acronym	
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Specific objective	<i>Drop-down list of the 6 specific objectives</i> <i>[Technical: In case a project is selected, the specific objective is automatically completed]</i> 1.2 Improving innovation Delivery policies. Rural SMEs to consolidate and overcome barriers to their growth and competitiveness	
Main institution involved	The Regional Development Agency of the Government of Aragón, The Business incubators network, CITA (R&D public centre in the field of agrifood) The association of agrifood industries. <i>[Technical: The name of the institution and location of the practice are per default those of the practice author. They remain editable.]</i>	
Location of the practice	Country	SPAIN
	NUTS 1	ES2
	NUTS 2	ES24
	NUTS 3	

2. Detailed description

Detailed information on the practice

How to promote new entrepreneurs in the field of agro food in rural areas

Aragón is a region that has the 10% of the total surface of Spain, and just the 3% of the total population, so the challenge is who to loyal people to the rural areas. The Regional Development Agency of the Government of Aragón, the Business incubators network, CITA (R&D public centre in the field of agrifood) the association of agrifood industries, set up during two years a program to support new projects of entrepreneurs in the field of agrifood.

The methodology was a mix between **technical learning in agrifood industries** + Entrepreneurship learning + **Consultancy** in agrifood with mentors that works in the sector that help the projects to develop the plan.

During the program 20 projects were selected between 45 candidates in each edition. There must be at the beginning a pre-project and a minimum % of probability that the project can be set up.

CONTENTS OF THE PROGRAM

- Throughout entrepreneurial participation in the program the entrepreneurs received the information and training necessary to define the business plan and structure on a plan.

- It redefined the entrepreneur on the basic elements of the project, the characteristics of the general and specific project environment.

- It analyzed and assess the competitive features of the project, potential strategies and different production plans, marketing, finance, etc.

- The project had development assistance budget and the balanced scorecard and the initial legal assistance for the project were provided.

- It had support and accompany the entrepreneur in the implementation phase and to market your business until the first targets of the plan.

- They had assistance in the processing of grants and / or aid and looking for other operational and / or financial support (mentoring, business angel, venture capital, seed capital) will be provided.

- This program is particularly important to establish lines of cooperation and collaboration with the specialized technological centers in the agri-food sector with the main objective of increasing innovation in the sector through projects.

STAGES OF PROGRAM

- Selection of initiatives and agri-food entrepreneurs with projects capable of creating added value in their environment.

- Carrying out the approach and structure of your business idea as well as its strategic and competitive profile.

- Training for the development of entrepreneurial project, providing the tools of knowledge, analysis and management to bring projects to fruition.

- Specialized training on areas of the food industry based on the type of selected projects.

- Preincubation of projects in a coworking space technology, during which will be held mentoring process for the realization of the Business Plan and

	<p>precise lines of innovation and research for each project will be established.</p> <ul style="list-style-type: none"> - Specialized in seeking funding, support and advice for the project partners. - Accompanying the launch of the initiative and launch their products and / or services to commercial viability. - The process of mentoring project by agrifood entrepreneurs with extensive experience is essential to increase the guarantees of success of initiatives. - Throughout the program will be carried out actions of networking between companies and industry players and Innovation Days which have special consideration international cooperation and other regions 				
<p>Resources needed</p>	<p><i>[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.</i></p> <p>The total amount: 20.000 Euros in teaching and consultancy for each start up 10.000 marketing actions. (dissemination, website) 1 Team leader (coordination)</p>				
<p>Timescale (start/end date)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">Start</td> <td style="width: 20%; text-align: center;">2015</td> <td style="width: 15%; text-align: center;">End</td> <td style="width: 50%; text-align: center;">2016</td> </tr> </table>	Start	2015	End	2016
Start	2015	End	2016		
<p>Evidence of success (results achieved)</p>	<p>13 projects in the first edition were set up and 10 on the second. But the most important thing is that they are mirrors, success projects to imitate by the society.</p> <p>It has been a project promoted by four stakeholders. The average of the initial investment of each project is 80.000 Euro.</p> <p>It has been a project that was promoted between the Regional Government, the Research and Development Institutions, Agrifood Companies association and the Business Innovation Centres (Business Incubators) all together</p>				
<p>Difficulties encountered/ lessons learned</p>	<p><i>[300 characters] Please specify any difficulties encountered/lessons learned during the implementation of the practice.</i></p> <ul style="list-style-type: none"> - Identify and select projects with potential in the field of entrepreneurs in agro-food industries - Identify suitable tutors and trainers - Create a good network of mentors - Keep the illusion on the entrepreneurs and do not abandon - Define a good methodology to transform these ideas into business - Involve and coordinate different institutions 				

<p>Potential for learning or transfer</p>	<p><i>[1000 characters] Please explain why you consider this practice (or some aspects of this practice) as being potentially interesting for other regions to learn from. This can be done e.g. through information on key success factors for a transfer or on, factors that can hamper a transfer. Information on transfer(s) that already took place can also be provided (if possible, specify the country, the region – NUTS 2 – and organisation to which the practice was transferred)</i></p> <p>SHARING THE METHODOLOGY AND PHASES OF THE PROGRAM</p> <p><u>METODOLOGY</u></p> <p>Related to the management of entrepreneurs and the tools they have to use to have a roadmap that allows them to transform ideas into business.</p> <p>Creating a Community of Tutors and Mentors</p> <p>How to generate mechanisms to obtain funding for the project</p> <p><u>PHASES</u></p> <p>1) Selection of entrepreneurs with initiatives and agro-food projects capable of creating added value in their environment.</p> <p>2) Realization of the approach and structuring of its business idea as well as its strategic and competitive profile.</p> <p>3) Training for the development of the entrepreneurial project, providing the knowledge, analysis and management tools to carry out the projects.</p> <p>4) Specialized training in areas of the agro-food sector depending on the type of projects selected.</p> <p>5) Pre-incubation of the projects in a technological coworking space, during which the tutoring process will be carried out to carry out the Company Plan and establish the lines of innovation and research needed for each project.</p> <p>6) Advice specialized in the search of financing, aids and partners for the project.</p> <p>7) Accompaniment in the start up of the initiative and launch of its products and / or services until its commercial viability.</p> <p>8) The process of mentoring projects by agribusiness entrepreneurs with extensive experience is fundamental to increase the guarantees of success of the initiatives.</p> <p>9) Throughout the Program will be carried out networking actions between companies and agents of the sector, as well as Innovation Days where special consideration will be given to international cooperation</p> <p><i>[Technical: A good practice be edited throughout a project life time (e.g. to add information on the transfers that have occurred)]</i></p>
	<p>Further information</p>



	http://www.aragonemprendedor.com/contenido.php?modulo=contenido&padre=1 7 150&IDContenido=150
Contact details <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i>	
Name	José Luis Latorre
Organisation	Instituto Argonés de Fomento
Email	jllatorre@iaf.es
Expert opinion	<i>[500 characters] [Technical: to be filled in by the Policy Learning Platforms experts]</i>