

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	<i>GoRural – Logistic services for rural areas</i>
Does this practice come from an Interreg Europe Project	No

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

Please select the project acronym	RATIO
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Specific objective	<i>Drop-down list of the 6 specific objectives [Technical: In case a project is selected, the specific objective is automatically completed]</i>	
Main institution involved	<i>Confederación de Empresarios de Aragón</i>	
Location of the practice	Country	<i>Spain</i>
	NUTS 1	<i>Drop-down list</i>
	NUTS 2	<i>Drop-down list</i>
	NUTS 3	<i>Drop-down list</i>

2. Detailed description	
Detailed information on the practice	<p>Many rural areas in Aragon region, as in other Spanish regions, are very isolated. That represents a problem for logistics services as they might increase their final price to remain competitive, and to solve the time loss and the effort invest they need to arrive to these areas.</p> <p>SMEs and other bodies located in these rural areas are directly affected by this price increase, and therefore they can be seen reduced their innovation capacity, not only for the price, but also for the difficulty to achieve some products or technologies.</p> <p>GoRural project aims at developing ICT solutions to support the transport, collection and distribution services in rural areas, through the trips optimization and also generating new business models between rural SMEs, as farmers, craftsmen, etc. That is to say, the project will develop technology platforms to provide support logistic services in rural areas, with origin and destination in urban areas or other rural areas.</p> <p>Beneficiaries are rural SMEs as final users, and also, logistic services providers.</p>
Resources needed	Total budget: 802.838 euro
Timescale (start/end date)	01/01/2013 – 31/12/2015
Evidence of success (results achieved)	This project is a good example of cooperation between public innovation bodies and companies to joint-undertaking of R&D&i projects that help to improve the innovation capacity. Three partners took part in the project: two regional public bodies (ITAINNOVA and SARGA - public company that acts as manager of all public infrastructures and services related to agriculture and environment), and a private partner, HIBERUS, a



	<p>company specializing in business consulting and technology services and outsourcing. These three partners have worked in closely cooperation with rural SMEs.</p> <p>It has helped to reduce truck shipments to rural areas through the optimization of resources, vehicles, trucks and carriers' investments in real time, to minimize time problems, shipments, etc.</p> <p>And among others, the project has also developed new business models with all the stakeholders involved, having in mind all the legal and contractual details of the new models.</p>
<p>Difficulties encountered/ lessons learned</p>	
<p>Potential for learning or transfer</p>	<p>The most interesting and innovative point of the project is the effective coordination of already existing resources through ICT solutions. The cooperation between different sectors and stakeholders is sometimes difficult, but ICT solutions may help a lot. The results are the generation of cartographic mapping, route calculation to reach an effective use of transport in rural areas, and also the cooperation between final users (SMEs) to develop new business models.</p> <p>The practice developed by this project is easily transferred to other regions with similar characteristics (isolation, low population density, etc.).</p>
<p>Further information</p>	<p>http://www.itainnova.es/proyectos/go-rural</p>
<p>Contact details <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i></p>	
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<p>Expert opinion</p>	<p><i>[500 characters]</i> [Technical: to be filled in by the Policy Learning Platforms experts]</p>