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.

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| 1. **General information** | |
| **Title of the practice** | *TECHtoRURAL – Technology Transfer from traditional Technological Centre to Rural Development* |
| **Does this practice come from an Interreg Europe Project** | *No* |

In case ‘yes’ is selected, the following sections appear:

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| ***Please select the project acronym*** | *RATIO* |

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| **Specific objective** | *Drop-down list of the 6 specific objectives*  *[Technical:* *In case a project is selected, the specific objective is automatically completed]* | |
| **Main institution involved** | *Confederación de Empresarios de Aragón* | |
| **Location of the practice** | Country | *Spain* |
| NUTS 1 | *Aragon* |
| NUTS 2 | *Drop-down list* |
| NUTS 3 | *Drop-down list* |

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| 1. **Detailed description** | |
| **Detailed information on the practice** | Rural areas have development needs usually not addressed by technological solutions. The terms "technology" and "innovation" may not often be associated with rural areas. There are not institutions devoted to provide these solutions indeed. Technology should be purchased to ordinary providers (standard solutions/tools), and it is not easy to find tailor made technology developments fitted to their needs.  Usually innovation in rural areas is looked for out of the traditional activities; instead of innovate in those traditional activities, SMEs look for innovation doing new work. Let’s improve that framework.  ITAINNOVA is the Technological Institute of Aragon, a publicly funded Technological Centre. The main objective of ITAINNOVA is to provide services to industrial companies for technological research, development and innovation in order to help them in the design and development of products, services and processes.  But, what about to use that expertise in rural areas? Can we apply the same schemes and knowledge to these rural SMEs that we apply in industrial traditional sector? At a first view seems to be obvious, but neither technologist nor SMEs in rural areas have worked together previously. Uses and experiences are completely different.  In Aragon we have make the effort. To use a traditional Tech Centre with no experience in primary sector to serve the innovation needs of rural area. The experience has been positive.  After several months of work, there are some good examples of this experience in different fields of work, and targeted to SMEs, clusters and other institutions.  As a result of this change of approach, several results have been performed, as the development of a data measurement and treatment system for the identification of fat content in lamb carcasses, or the design of a new self-propelled mixer. |
| **Resources needed** | ITAINNOVA did not need to create new structures or to employ new staff, as this Tech Centre had enough resources to respond to rural innovation needs. Therefore, the Centre used its current budget (15M€ exploitation budget) to provide assistance and to work with rural companies and other stakeholders. |
| **Timescale (start/end date)** | *01/01/2016 – Ongoing* |
| **Evidence of success (results achieved)** | ITAINNOVA is located in the city of Zaragoza, and its activity has been traditionally related to this urban area. This is due to the fact of the local business network that concentrates a large number of SMEs, and also to the isolation of the main rural areas, that increase the gap between rural and urban areas of the region.  Since ITAINNOVA is also working in rural areas, eight projects have been developed (5 in SMEs, 2 in institutions, and one in a cluster) with a high impact in the areas. Especially because a technological innovation in SME non intensive in technology is disruptive. |
| **Difficulties encountered/ lessons learned** |  |
| **Potential for learning or transfer** | This practice is potentially interesting for other regions that, like previously happen in Zaragoza region, tend to centralise the innovation activity of their Tech Centres in urban areas.  It means a change of approach, to think out of the box, and look for increasing its activity in rural areas, and letting rural SMEs to benefit from it support in innovation and technology development.  Besides, this model is very cheap in term of investments, as no new structures or invest in assets have been specifically designed for rural areas. There is no need to create a new technological centre for rural areas, and on the other side, users and also potential users do not need to purchase or hire technology developments to ordinary providers without knowledge of rural idiosyncrasy.  Therefore, these solutions are easily replicable to other regions. |
| **Further information** | *http://www.itainnova.es/en/* |
| **Contact details** *[Technical: the contact details will be visible only to “Policy Learning Platforms registered members”* | |
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| **Expert opinion** | *[500 characters] [****Technical: to be filled in by the Policy Learning Platforms experts****]* |