

INNOGROW project
4th policy workshop 5th steering group meeting
02nd – 04th July 2018
Győr city (Hungary)

Venue
Hotel Famulus
Győr, Budai út 4.
Hungary

The interregional workshop on innovation support centres for rural economy SMEs was hosted by the “Pannon Novum West-Transdanubian Regional Innovation Non-Profit Ltd” in the city of Győr, Hungary. The interregional thematic workshop has been organized for two days (from the 2nd until the 4th of July) and all project partners were participated in, with members of their stakeholder groups and external experts.

Győr city hosted an international meeting organized in the framework of the INNOGROW project, where representatives of eight countries, Bulgarian, Greek, Italian, Czech, Slovenian, Latvian, English and host Hungarian partners exchanged their experiences on the latest challenges in rural development with their best practices in three days. The working language of the workshop was English.

WORKSHOP AGENDA

DAY 1., MONDAY, 2nd July 2018

” Interregional workshop on supporting new business models for rural SMEs”

<u>Time/ Duration</u>	<u>Description</u>
13:00 – 13:30	<i>Arrivals and registration</i>
13:30 – 14:00	Opening speech
14:00 – 16:00	<p>The challenge of business model innovation for rural SMEs</p> <ul style="list-style-type: none"> ○ <i>Introduction of innovation supporting, Zoltán Farsang, Project manager, Pannon Novum</i> - <i>Success factors of business model innovation with cases</i> <ul style="list-style-type: none"> ○ <i>Successful local examples of rural SME’s innovation, Zoltan Kalcsu, project manager, Pannon Novum</i> ○ <i>Pörneczki Attila, Szechenyi University, Drons in the agricultural rural territories</i> - <i>Innovation constrains and barriers for rural economy SMEs</i> <ul style="list-style-type: none"> ○ <i>Kalmárné Dr. Hollósi Erika, Győr – Moson - Sopron County Chamber of Commerce – Promotion innovation for rural SME’s</i> - <i>EU & international developments in the field of innovation</i> <ul style="list-style-type: none"> ○ <i>Carlo Palazzoli, DG Lombardy Region - Rural-Urban Partnerships and Innovative Good Practices in the Metropolitan Area of Milan"</i>
16:00 – 16:30	<i>Coffee break</i>
16:30 – 17:30	<p>Workshop on supporting new business models for rural SMEs</p> <ul style="list-style-type: none"> - <i>EU & international developments in the field of innovation</i>

	<ul style="list-style-type: none"> ○ <i>Cseke Bence project manager, Rural development in field of tourism, Nagykanizsa Municipality, IE RuralGrowth</i>
17:30 – 18:00	Discussion on project activities / Wrap - up
19.30 –	<i>Networking dinner in the Hotel</i>

DAY 2., TUESDAY, 03rd JULY 2018

<u>Time/ Duration</u>	<u>Description</u>
09:30 – 11:30	<p>Recommendations for policy makers on business model innovation</p> <ul style="list-style-type: none"> - <i>Policy recommendations for public authorities regarding the regulatory framework on innovation for rural SMEs</i> <ul style="list-style-type: none"> ○ <i>Bodor Norbert, Ministry of Finance State Secretariat for the EU Resources, The Territorial and Settlement Development Operational Programme (TOP1)</i> ○ <i>Cseke Bence, Local agricultural logistics developments in Letenye, TOP 1.1.3</i> - <i>Determinants of innovation in rural SMEs</i> <ul style="list-style-type: none"> ○ <i>Comparative Analysis report on existing rural economy SMEs competitiveness policies, Jeremy Phillipson, Newcastle University</i> ○ <i>Inzsöl Renata, cluster manager, Financial support and Leader program for rural development activities, Local Product Cluster</i> ○ <i>Artūrs Penčura, project manager, Public consultation meeting in Zemgale Planning Region's</i>
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 12:30	<p>Factors that influence SMEs' involvement in new coalitions Questions of attendees on speaker's speech (15 minutes) Interactive session (roundtable discussion or interactive exercises): Participants will be split into small groups to discuss specific topics or issues raised during the presentation (45 minutes) Wrap up: The main conclusions and findings from the interactive session will be presented (30 minutes)</p>
13:00 – 14:30	<i>Networking lunch</i>
14.45 – 17.15	<i>Steering Group Meeting</i>
19.00 –	<i>City tour and networking dinner</i>

DAY 3., WEDNESDAY, 04th JULY 2018

09.30 – 12.30	Exchange of Experiences
	<i>Site visit in rural SME's, Szigetköz Soul" Pálinka House's", Dunakiliti</i>
11.30 – 12.30	Consultation on the topic
12.30 – 13.00	Questions and Answers (All partners)
13.00 –	<i>Buffet lunch</i>

Participant list:

1	Rumyana Grozeva	SZREDA	Partner	Bulgaria
2	Venelin Dobrev	SZREDA	Partner	Bulgaria
3	Neli Grozeva	Faculty of Agriculture, Trakia University	Stakeholder	Bulgaria
4	Anna Doncheva	Ministry of Economy, Bulgaria	Stakeholder	Bulgaria
5	Arturs Pencura	Zemgale planning region	Partner	Latvia
6	Sanita Larionova	Zemgale planning region	Partner	Latvia
7	Sandra Muizniece-Brasava	LLU Technology and Knowledge Transfer Department, ZPR Stakeholder	Stakeholder	Latvia
8	Francesca Cuna	Chamber of Commerce of Molise	Partner	Italy
9	Giuseppe Cutillo	Chamber of Commerce of Molise	Partner	Italy
10	Adele Rossi	Chamber of Commerce of Molise	Partner	Italy
11	Rosa Maria Fanelli	University of Molise	Stakeholder	Italy
12	Konstantina Spyropoulou	Region of Thessaly	Partner	Greece
13	Lorenzo Cozzi	FLA	Partner	Italy
14	Carlo Palazzoli	Lombardy Region	stakeholder	Italy
15	Blanka Odlazek	BSC Ltd Kranj RDA of Gorenjska	Partner	Slovenia
16	Gregor Erznožnik	BSC Kranj	Partner	Slovenia
17	Jeremy Phillipson	Newcastle University	Partner	UK
18	Steve Hall	Newcastle University	Partner	UK
19	Constantia Vrakopoulou	Region of Thessaly	Partner	Greece
20	Petra Smuts	RRA PK	Partner	Czech Republic
21	Klára Štefančová	RRA PK	Partner	Czech Republic
22	Václav Kroutil	Pardubice region	Stakeholder	Czech Republic
23	Regner Márta	Pannon Novum IMRO-DDKK Nonprofit Kft.	Partner	Hungary
24	Kalsú Zoltán	Pannon Novum IMRO-DDKK Nonprofit Kft.	Partner	Hungary
25	Vatics László	Pannon Novum IMRO-DDKK Nonprofit Kft.	Partner	Hungary
26	Cseke Bence	IMRO-DDKK Nonprofit Kft.	Stakeholder	Hungary
27	Petya Shakarova	Regional Development Agency Stara Zagora	Stakeholder	Bulgaria

Programm

During the workshop, regional authorities' representatives have had the opportunities to exchange views and ideas with their peers, familiarize themselves with policy measures and strategies implemented in other regions and co-shape a common approach for promoting business model innovation and forwarding rural SMEs involvement in new coalitions.

The mission of the workshop was to facilitate the exchange of ideas and experiences, acquisition of knowledge and inspiration on how to steer policy implementation in developing innovation support centers for rural economy SMEs. The interregional workshop was pursue the following four objectives:

- Highlight the most relevant needs and challenges (associated with the adoption of innovation by rural economy SMEs) to be addressed through regional policies.
- Inform regional authorities about the impact of innovation technologies on SMEs' competitiveness and productivity.
- Gather experience form different regions and countries towards coordinated strategies in developing and running innovation support centres.
- Bring together elected representatives of regional public administrations and members of stakeholders' groups, to enable them benefit from a structured interaction, revolving around a specific thematic area.

Day 1

- **Introduction of innovation supporting, Roland Dancsecs, Project manager, Pannon Novum**

Pannon Novum Regional Innovation Agency is a nonprofit company which is located in West-Transdanubia and founded in 2008. The main services are innovation survey, application consulting and writing, business planning and feasibility study. Currently the company The company is currently involved in 17 international projects, working together with 96 partners from 22 countries

- **Success factors of business model innovation with cases**

- **Pörneczi Attila, Szechenyi University, Drons in the agricultural rural territories**

We were able to gain insight into the role of drons in agriculture. In addition, we have learned a number of types, such as fixed winged and rotary types.

Drones are used for tasks that are too dangerous or it takes too long maybe for several days so more than one pilot would be able to fulfill it.

- **Innovation constrains and barriers for rural economy SMEs**

- **Kalmárné Dr. Hollósi Erika, Győr – Moson - Sopron County Chamber of Commerce – Promotion innovation for rural SME's**

The location of the county has always had a significant impact on the development of trade, agriculture, industry, transport and also on cultural life. Transport infrastructure includes road, rail, water and air traffic networks and crossroads. Several corridors of the Europe-wide Trans-European transport network pass through the county, indicating the main transit routes. Innovation-management supporting young entrepreneurs (under 5 years) in innovation processes, encouraging and supporting start-ups, building a start-up ecosystem in Győr.

- **EU & international developments in the field of innovation**

- **Carlo Palazzoli, DG Lombardy Region - Rural-Urban Partnerships and Innovative Good Practices in the Metropolitan Area of Milan"**

The Rural-Urban Systems' Governance is very important but it's also a complex method. To achieve this Public – Private cooperation and collaboration required. It's approach start with a dialogue on territorial management and rural activities development thereafter comes the result what is an Official Agreement «Milan Rural Metropoly» for local development focused on the reinforcement of the rural matrix of the metropolitan territory of Milano.

Workshop on supporting new business models for rural SMEs

- **EU & international developments in the field of innovation**

- **Cseke Bence project manager, Rural development in field of tourism, Nagykanizsa Municipality, IE Rural Growth**

The aim of RuralGrowth is to improve the policies related to small rural businesses within the visitor economy. To achieve this, the scheme fosters the uptake of the green innovative solutions serving as a launchpad for the SME competitiveness and a driver for the sustainable development in the rural regions. There are 7 partners in this project from 7 different countries (Finland, Hungary, Italy, Netherlands, Romania, Spain, UK) and the total budget is €1.7 million.

Day 2

Recommendations for policy makers on business model innovation

- **Policy recommendations for public authorities regarding the regulatory framework on innovation for rural SMEs**

- **Bodor Norbert, Ministry of Finance State Secretariat for the EU Resources, The Territorial and Settlement Development Operational Programme (TOP1)**

The Territorial and Settlement Development Operational Programme is the follow-up of regional operational programmes (among others of the North Hungary OP) for the budgetary period 2014-2020. It is a centralised OP in the sense that there will be only one OP that incorporates the territorial development objectives of all regions. The main actors of the implementation system in the 2014-2020 Programming Period are the following

organizations: Government, Strategic Cabinet, Development Policy Coordination Committee and Minister responsible for the utilization of the European Union's funds.

- **Cseke Bence, Local agricultural logistics developments in Letenye, TOP 1.1.3**

The aim of the TOP 1.1.3 is the local economic development and one of the most important part of self-sustaining activities is supporting the local producers and local products on the market.

In Letenye there is a local market producer market supporting local market access, and a cold store is being implemented to support agro-logistical developments supporting local products market access as a collection point

- **Determinants of innovation in rural SMEs**

- **Comparative Analysis report on existing rural economy SMEs competitiveness policies, Jeremy Phillipson, Newcastle University**

Main difficulties faced in the adoption of innovative technologies are lack of funding, followed by lack of appropriate external advice, lack of skills within the firm and inability to hire employees with relevant skills.

Successful measures more likely to be implemented through local or regional agencies to provide support for rural SMEs.

- **Inzsöl Renata, cluster manager, Financial support and Leader program for rural development activities, Local Product Cluster**

The Hungarian Leader Programme is a bottom-up system with a high level of efficiency and it's uses local resources.

The Local Development Strategy defines the most appropriate development directions and content frameworks for the specifics and needs of the given area and the work organization capacity and operating modes necessary for the implementation of the strategy.

- **Artūrs Penčura, project manager, Public consultation meeting in Zemgale Planning Region's**

The aim of the public consultation meetings was to build consensus and ensure support by a broader regional audience with regard to the promotion of innovations in the rural SMEs, which operate in rural areas, contribute to the GDP of rural areas, and are related with rural-specific activities.

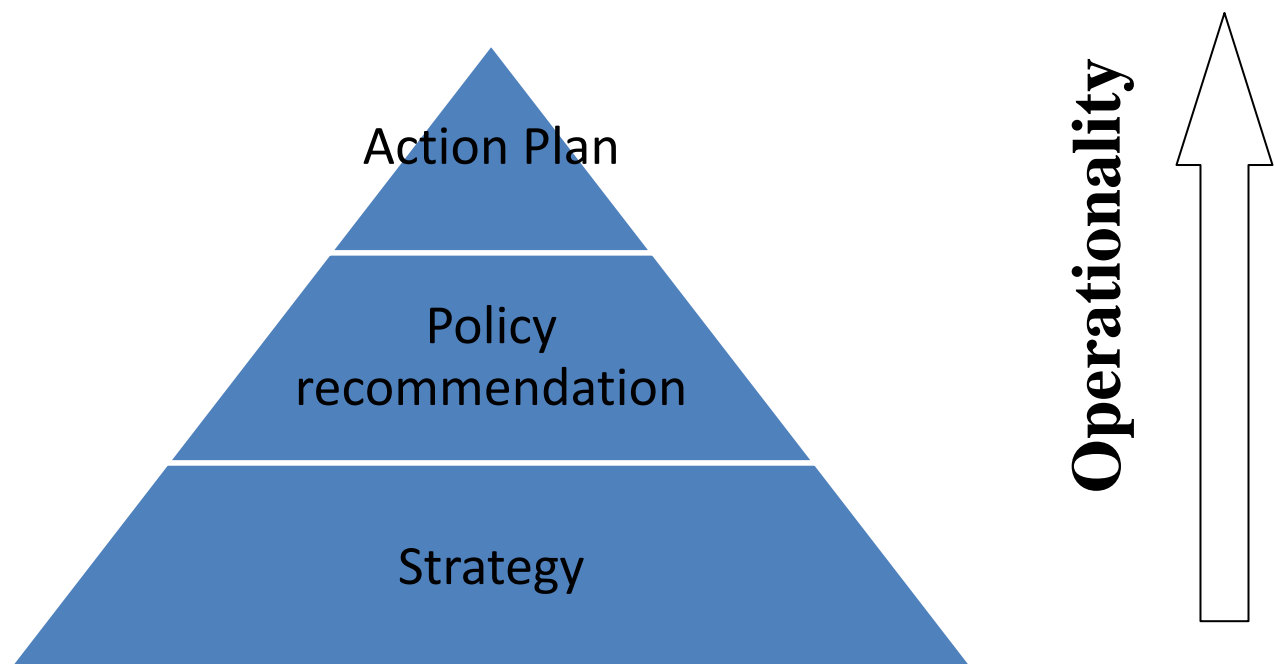
Roundtable discussions

The roundtable discussions constituted a flexible form of discussion employed at workshops to facilitate participants' interaction and exchange of ideas. A small number of participants was seated around a table in two groups to discuss in-depth a particular topic of interest, seeking to resolve issues of disagreement; extract useful conclusions and decide upon future actions.

Roundtables were considered in two groups for providing and receiving targeted feedback, engaging in in-depth discussions, and meeting colleagues with similar interests. The roundtable discussion format allowed the participants to interact with each other, promoting networking and equal participation/contribution, triggering spontaneous conversations and allowing for faster decisions. Roundtable discussions contained 15 minutes of presentation, followed by 45 minutes of discussion and feedback.

Participants had been split into two smaller groups to discuss specific topics or issues raised during the presentation. The first group moderator was Bence Cseke project manager from Hungary, and the second one was Jeremy Phillipson, Professor of Rural Development School, University of Newcastle, UK. The discussion have been followed by Wrap up, where the main conclusions and findings from the interactive session had been presented in 30 minutes.

The main conclusions of the roundtable discussions:



Strategy

- Comment of PM
- Division / SQA / Roadmap, milestones
- Avoiding info gap → public dialogue
- Spillover effects

- Bottom up approach
- Involvement of local stakeholders

Policy recommendation

- Money for purpose
- More Accurate
- Focusing on regional OP's
- Extended classifications of calls (participants)
- Diversification of services
- Constant feedback from stakeholders
- „Common” language

Action Plan

- Coherence between interests
- Financial evaluation / Time schedule
- Priority segmentation
- Effects
- „Open” calls
- Indicators
- Recommendations for future – Process (road map)
- Niche expert support
- Monitoring

Day 3

Site visit in rural SME's, Szigetköz Soul" Pálinka House's”

During the day partners visited the most spectacular varieties of the "Szigetköz Soul" Pálinka House's fruit plantation and tasted the many international prizes they won from high quality pálinka. The most commonly used pálinka is plum, pear, apple, apricot, cherries, but can be made from any fruit produced in Hungary.

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