

Simplification policies for startups: the Emilia-Romagna Region case

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ART-ER Attractiveness Research Territory is the Emilia-Romagna Joint Stock Consortium that was born from the merger of ASTER and ERVET, with the purpose of fostering the region's **sustainable growth** by developing **innovation and knowledge, attractiveness and internationalisation of system.**



Tailor made support as simplification

Emilia-Romagna is a reference region for startup support policies in Italy.

Several measures have been:

- tested, thanks to EU projects
- and implemented thanks to EU funds

Example 1: EmiliaRomagnaStartup

EmiliaRomagnaStartup it is webplatform, a key instrument to diffuse policies and initiatives for the startup community.

It was designed during an Interreg Europe project (ENTREDI) and then launched in 2011 to **gather main regional players and improve the visibility of the two main target groups: existing startups and business support organisations.**





Agrifood: al via il programma EIT di accelerazione per startup

Chiusura: 10 Marzo 2020

Le tre migliori start up riceveranno un sostegno finanziario di 100.000 euro ciascuna, di cui 20.000 euro in equity-free cash, 20.000 euro in servizi e/o 60.000 euro in SAFE, un sistema flessibile di investimento.

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30 Gennaio 2020

MIA-Miss in Action: ultimi giorni per partecipare alla call per startup femminili
Scadenza call: 2 febbraio

30 Gennaio 2020

Al via il Fondo nazionale innovazione

30 Gennaio 2020

Business to Blue: incontri di business dedicati alla Blue Economy
Scadenza iscrizioni: 24 febbraio

Vuoi ampliare la tua rete? Entra nella comunità di EROI!

EROI
Emilia-Romagna Open Innovation

Get an office and access to



Example 2: Specific programs for different startups

Several (micro) support programs have been **tested to highlight specific needs of startups and business ideas belonging to different sectors**

These processes helped the Emilia-Romagna region in implementing more effective instruments.

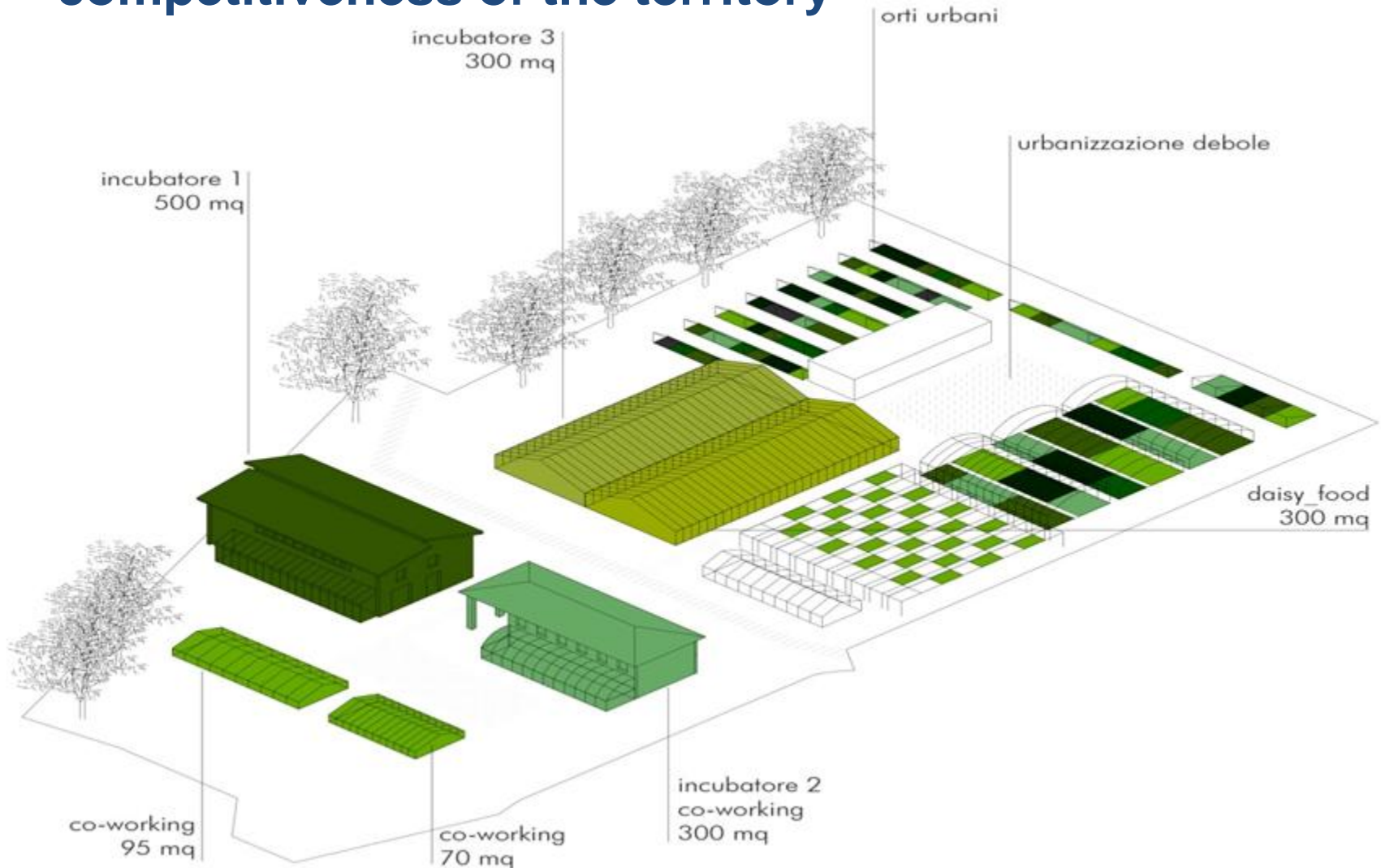
Pilot action	Year	Target beneficiary	Mainstream policy
CREATER (Creative Growth)	2011	Creative Industries	Regional Annual call for Startups
AccelMed, MED-KED	2013	Knowledge-based startups	Regional Annual call for Startups
Pilot action for clean energy startups (Energeia)	2015	Clean tech startups	Energy Fund
StartInnMed	2017	Scaleups/ Internatiionalization	Go Global

AGENDA



- **Regional Program for productive activities:**
Support for the development of infrastructures for the competitiveness of the territory
- **ER Regional Annual**
Call for Innovative Startups
- **High competences for new businesses:**
Regional Lab for entrepreneurship

1. Regional Program for productive activities: Support for the development of infrastructure for the competitiveness of the territory



THE REGIONAL PROGRAMME FOR PRODUCTIVE ACTIVITIES (2012-2015)

ACTIVITY 5.1 “Support for the development of infrastructure for the competitiveness of the territory”

- **innovative diversification of production** correlated to the territorial productive specializations and vertical strengthening of the chains towards the most innovative activities, in particular towards the intangible components of knowledge-intensive services;
- **development of new clusters in urban centers to support cultural and creative industries and at high-tech manufacturing and tertiary sectors**, able to involve young people with high competences

- **expansion and qualification of the spaces available inside the Technopoles** for industrial research activities, incubation of companies and collaboration with international research organizations
- promotion of the **expansion and international opening of research and technology transfer facilities**, and consolidation of their relationship with companies to support innovation processes

3 CALLS

23 PROJECT FINANCED

12 ML EURO

THE REGIONAL PROGRAMME FOR PRODUCTIVE ACTIVITIES (2012-2015)

ACTIVITY 5.1 – 1° CALL (2013)

SPECIFIC OBJECTIVE

realization, reorganization or re-launch of projects **supporting new innovative and creative companies with programmes and services dedicated**

for example:

- incubators for new high-tech companies
- "hubs" for creative companies
- poles for innovative tertiary activities

ELIGIBLE APPLICANTS

local public bodies in collaboration with Chambers of Commerce, business organizations, local credit institutes, foundations, public / private consortia, universities, research bodies and organizations, businesses and other bodies engaged in the economic development of the territory

TIMETABLE

duration of the project: **36 months**

THE REGIONAL PROGRAMME FOR PRODUCTIVE ACTIVITIES (2012-2015)

ACTIVITY 5.1 – 1° CALL (2013)

ELIGIBLE COSTS

- costs for **infrastructure** (design, construction, adaptation, including connections and urbanization)
- costs for **equipment** (ICT or any other equipment of shared use)
- costs for **communication and promotion** activities
- costs for the **selection of start ups**
- costs to **support services** related to management, commercial and financial skills
- **staff costs** (up to 20% of the total)
- **overheads** (up to 5% of the total)

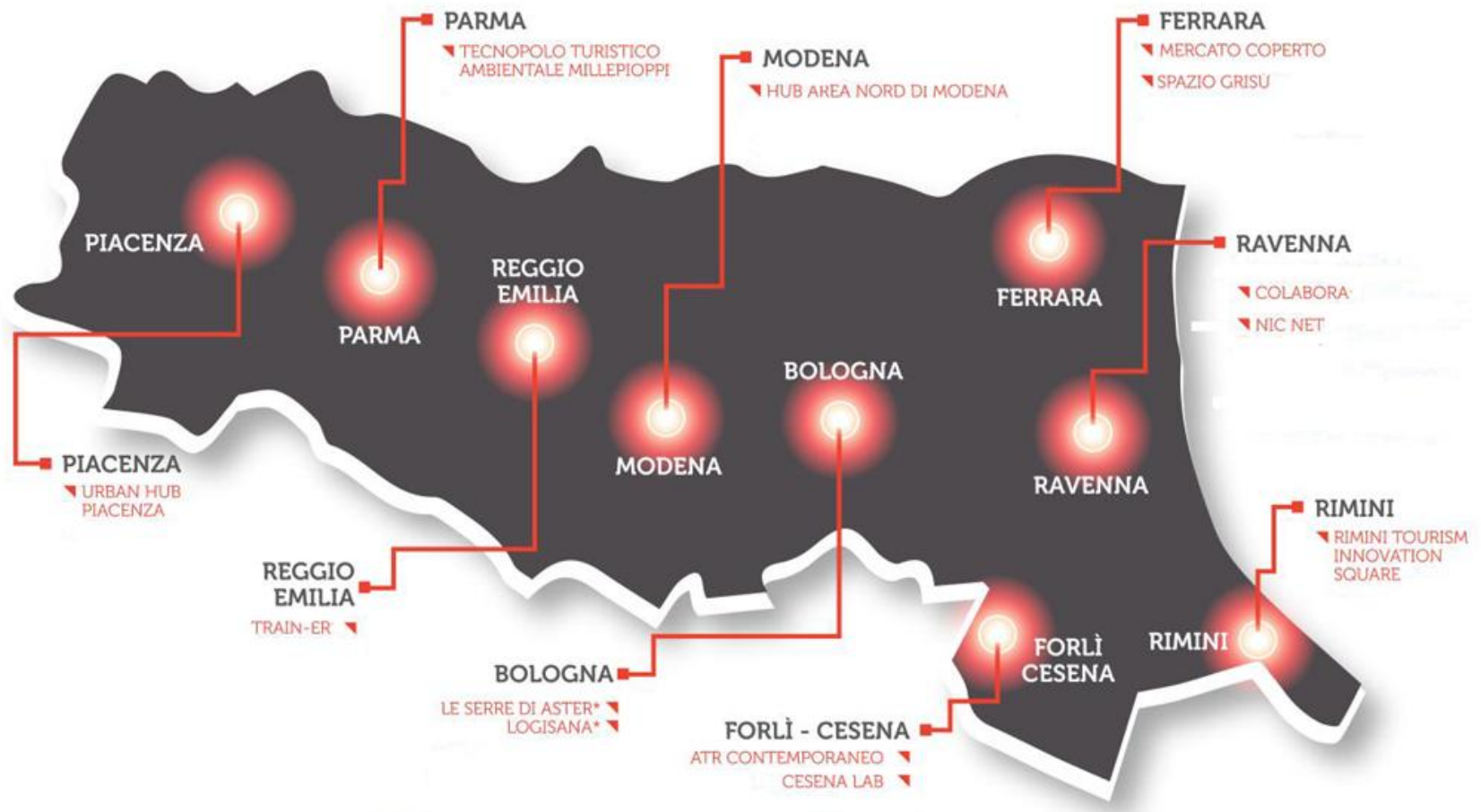
BUDGET

maximum value of single project:
1 ML Euro

financial contribution from the Region: **50% of the total eligible costs**

THE REGIONAL PROGRAMME FOR PRODUCTIVE ACTIVITIES (2012-2015)

ACTIVITY 5.1 – 1° CALL (2013) – The project financed



ER Regional Annual Call for Innovative Startups

Funded by: ERDF Axis 1

S3 priority - support to the growth of high potential productive systems

Action: support to startups and research-based spinoffs

The goal is to support highly **innovative startups** that can approach new market niches through new products, services and production systems, able to meet the main global trends and create employment opportunities.

Beneficiaries

Type A. Early stage/start up, for initial investment (up to 80.000 €)

Type B. Expansion (up to 150,000 €)

*duly registered in the national database for Innovative Startups (National Law 221/2012)

* different schemes for startup in CCI, social innovation, high-knowledge services

ER Regional Annual Call for Innovative Startups

Eligible costs

For Type A:

- machinery, equipment, installations, hardware and software;
- rent and lease of laboratories and scientific equipment (up to 20% of the costs);
- purchase of patents, licenses and/or software from external parties;
- incorporation expenses (max € 2.000);
- promotional expenses including participation in fairs and events (max € 25.000);
- external consultancies not related to ordinary administration.

For Type B:

- acquisition of seats for production, logistics and trading
- machinery, equipment, installations, hardware and soft-ware, strictly functional furniture;
- rent and lease of laboratories and scientific equipment (up to 20% of the costs);
- purchase of patents, licenses and/or soft-ware from external parties;
- promotional expenses including participation in fairs and events (up to 10%);
- external consultancies not related to ordinary administration.

ER Regional Annual Call for Innovative Startups

Results

POR FESR 2007-2013

3 calls (2012, 2013 and 2014) funding 110 projects, for over 15 million investment and 8.9 million grants awarded.

POR FESR 2014-2020

Year	supported startups	funds (€)
2016	54	9,1 ml
2017	40	5,4 ml
2018	16	1,8 ml
2019	13	2,4 ml
tot	123	18,7 ml

3. High competences for new businesses: Regional Lab for entrepreneurship



ER Regional Call - High competences for new businesses

The call

Funding scheme: ESF 2014/2020 - 780.000,00 €
up to 30 grants (max 26.000 € per grant)
launched in 2019

measures to enhance the connections between learning processes, research and transfer of knowledge to support business creation paths.

The goal is to activate a regional laboratory for entrepreneurship to support the development of new businesses, as a further way to enhance research activities and to create new jobs.

*Projects should be implemented in cooperation with ART-ER and with the ClustER (in domains as AI and Big Data - focusing on the most relevant regional value chains)

ER Regional Call - High competences for new businesses

Contents

Target: Candidatures are equivalent to research activities, in accordance with the national rules: II level qualification or people with a PhD degree also coming from abroad. Applications must be submitted by Universities and Training centers to activate research fellowships.

Projects should carry out:

- scouting and pre-selection of ideas with entrepreneurial potential;
- tutoring and actions for the go-to-market;
- annual research grants for research projects with potential impact on the market;
- training measures to strengthen managerial and managerial skills

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