

GROW RUP : Entrepreneurship development and capacity building policies for business creation and growth in Outermost Regions

La Réunion, Actions plan



GROW RUP

Action plans

Action plan template

Part I – General information

Project: GROW RUP

Partner organisation: REGION REUNION

Other partner organisations involved (if relevant): CANARIES – MADERE – ACORES – LA MARTINIQUE

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NUTS2 region: FRY4

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Part II – Policy context

The Action Plan aims to impact Investment for Growth and Jobs programme, specifically ERDF : Interregional programme Réunion Conseil Régional 2014-2020 CCI number: 2014FR16RFOP007

Part III – Details of the action(s) envisaged

ACTION 1

Create a unifying structure around the blue economy: the Blue Institute and respond to strategic challenges for business development

1. The background

The reflections carried out during the various seminars (conference in Azores, seminar in Martinique) reinforced us in the need to develop a global blue economy strategy for the competitiveness of companies. This cannot be done without cohesion of local actors and knowledge of its maritime environment.

It therefore seems essential to bring together these players within a single entity in order to respond effectively to the challenges facing companies.

The creation of a structure with a legal framework (association law 1901) will allow actors to federate around the same strategy for the blue economy.

The structure will be financed by the Region Reunion in own funds for the administrative staff, according to SRDEII (Regional Plan for economic development, innovation and internationalization). This programming document with prescriptive value is the expression of regional economic development policy.

The projects of the stakeholders will benefit from european funds such as the EFDR, Interreg, and EMFF funds.

2. Action

The Action 1 is the establishment of the Blue Institute, structure that allows the stakeholders to implement shared projects.

(source : extract from the statutes of Blue Institute)

“The Blue Institute aims to ensure any action, at the level of the Territory of Reunion, French, European and International, aimed at promoting, developing, accompanying and structuring the ecosystem specific to the territory of Reunion in the areas of blue economy, particularly in the following seven themes :

- fishing, aquaculture and food processing of marine resources,
- biotechnology and non-food processing of marine resources,
- activities ports and ships,
- naval maintenance,
- renewable marine energy,
- mineral and maritime risks,
- tourism and leisure activities.

More precisely and within the framework of these seven themes, the association will carry out the following actions both in the territory of Reunion and in the Indian Ocean basin:

- uniting and networking the local players of the blue economy in order to define shared priorities and goals and bring out structuring and collaborative projects,

- establishing a comprehensive research strategy in the field of marine science in La Réunion that best supports economic development,
- creating a favourable environment for innovation by accompanying technology transfers and private initiatives and by animating the network of actors of the territory,
- facilitating the emergence of cooperation projects with the other French territories and island states of the Indian Ocean.”

In the timeframe of the Action Plan, the association will focus its efforts into strengthening a coherence of all the actions and initiatives concerning the blue economy in the territory, especially :

- Anticipating the training needs and carry out a territorial management action forecast of jobs and skills to ensure better employability
- Developing financial engineering for projects and make it easier to respond to calls for projects
- Assisting in the structuring of the blue growth sector in particular by defining a "blue growth" sector contract that will structure the sector with all stakeholders
- Developing a boat building integration workshop (Develop an innovative structure to best meet the challenge of boat renovation, develop a training offer adapted to the new needs of naval renovation)
- Effectively supporting blue economy enterprises by designing and/or adapting current financial measures of supporting the creation and development of value-added economic activities for the territory, in Regional council own funds or in the future European operational programs 2021-2027 funding.

Actions already implemented :

- The blue institute has been created
- The executive staff is working on the implementation of the Action Plan for 2020, described above.

Regarding future operational programs 2021-2027, Regional Council and blue institute are working on new proposals in order to implement the Action Plan. Workshops are organized with stakeholders to write the proposals for EMFF 2021-2027.

3. Players involved

- Blue Institute,
- Reunion Regional Council
- University of Reunion Island ,
- IRD French National Research Institute for Sustainable Development
- IFREMER French Research Institute for Exploitation of the Sea
- ARIPA Reunion Interprofessional Association for Fisheries and Fish Farming
- CRPMEM Regional Committee of Maritime Fisheries and Marine Fish Farming
- Maritime Cluster

4. Timeframe

Create a unifying structure around the blue economy: the Blue Institute and respond to strategic challenges for business development

Activities	Semester				
	5	6	7	8	9
Creation of Institut Bleu	X				
Workshop Eco bleue - Innovation	X				
Workshop Economie bleue	X	X	X	X	
Identification of SMES projects		X	X		
Accompanying business creation			X	X	X

5. Costs

administrative staff

1 ETP for Blue Institute (Institut Bleu) (~50K€ annual)

1 ETP for the accompaniment of identified projects (~50K€ annual)

Indirect costs for Blue Institute: valuation of room rental costs, subsistence allowance

6. Funding sources

REGION REUNION funds for administrative staff, according to SRDEII, (Regional Plan for economic development, innovation and internationalization) which is the framework of regional economic development instrument, including the blue economy sector.

ACTION 2

Establish a territorial brand with high added value for the territory

1. The background

The presentation of the territorial brand Azores as well as its positioning in the economic development of companies and its territory has reinforced us in the benefits of an identity marker to support the local companies (increase of 22% of the sales after the introduction of the brand).

This territorial brand will help boost and identify companies and products involved in the economic development of the island to maximize the potential of the territory.

Also, it's necessary for La Reunion to develop a "general brand" to increase the visibility and the attractiveness of the territory.

2. Action

The objectives of the action 2 are to:

- Establish a territorial brand that will respect quality criteria (environment, local products, short circuits...)
- Create specific products
- Increase business and activities development through the new brand
- Impact the employment rate through the new brand

The regional council has adopted budgetary guidelines in 2019 and 2020 referring specifically to the establishment of a territorial brand for La Reunion, according to Economic Development, Innovation and Internationalization Regional Scheme (SRDEII). To further the thinking on this project, several meetings had been organized during 2019, including linking with steering committees of Strategic Direction for Tourism (PRE-COST) and of Regional Plan for the internationalization of companies (PRIE).

STEP 1 :

On 9th December 2019, a workshop had been organized with special speech from Phillipe Lentschener who had been President of the governmental mission "France Brand" from 2013 to 2015.

This Workshop has laid the foundations for a participative and collaborative initiative which integrates La Réunion as a whole, with economic players and network heads, aiming to create an umbrella brand available and adaptable to different sectors.

STEP 2:

In the first semester of 2020, the regional council will commission an Assistance with contracting and project management to implement and monitor the effective deployment of the territorial brand, of which specifications are currently being drafted.

The aim is to work on the brand positioning.

=> Which target does the territory want to attract ?

=> What are the assets compared to the neighbours ? (e.g; Mauritius, Madagascar...)

STEP 3 : STRATEGIC CHOICE

The aim is to decide either Reunion Island is going to use an existing brand (Tourism One) OR creating a new one to cover all the areas (goods, tourism, services...).

STEP 4 : End second semester 2020

Creation and deposit of the name and brand code at the INPI (French accreditation)

3. Players involved

- Reunion Regional Council
- Maison de l'Export TEAM FRANCE EXPORT
- IRT Reunion Island Tourism Board
- ADIR Association for the Industrial Development of Reunion

4. Timeframe

Establish a territorial brand with high added value for the territory					
Activities	Semester				
	5	6	7	8	9
Establish a brand for partner projects	X				
Definition of a schedule for the brand development	X	X			
Construction of a territorial marketing strategy		X	X		
Launch of the experimental brand				X	X

5. Costs

*Valorisation of the full-time equivalents of the teams mobilized on the project.
Financing a strategic positioning study 60,000€.*

6. Funding sources (if relevant)

The costs will be supported by ERDF : Interregional programme Réunion Conseil Régional 2014-2020 CCI number: 2014FR16RFOP007, priority axis "Improve the creation of SMEs and their competitiveness" 3A 3D + Financial engineering.

The mobilization of the European funds 2014-2020 or 2021-2027 will depend on the progress of the reflection on the mark for the preliminary studies and feasibility, then for the setting up and the follow-up of this one.