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Regional Action Plan

Mazowieckie Voivodeship

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Background



The huge disproportion of development within the region: PLg1 - Warszawski Stołeczny and PLg2 - Mazowiecki Regionalny is the main reason of the backwardness of the Mazowiecki Regionalny Region around new technologies, digitalization, entrepreneurial skills.

The difference in the development level across these two sub-regions:

- contributes to the **loss of qualified labour force** (emigration and brain drain) in rural and peripheral areas
- contributes to the uneven distribution of GDP per capita

Eurostat reports (Feb. 2019) shows that among 281 regions both NUTS regions are ranked:

Warsaw
19th
position

Mazovia
222nd
position



Background

- In Mazovia, there are currently over 907k registered SME entities
- SMEs are 99.89% of all entities registered in Mazovia
- most of SMEs are registered in the Warszawski Stołeczny region
- most of business environment institutions are mainly concentrated in and around Warsaw
- Warsaw is much more business attractive than whole Mazovia region
- the Mazowiecki Regionalny does not offer sufficient support structures - the presence of Business Environment Institutions (BEI) is not enough to encourage community to build their own system.



we identified the need to complement this system through actions for **improving new services – One Stop Shop – Local competitiveness**

Inspiration

Catalan OSS system

Within this system, the entrepreneurship oriented One Stop Shop (OSS) model has been developed and implemented in 97% of the city councils. Particularly inspiring for us was the implementation of uniform rules of service provision to entrepreneurs in the whole region, which translated into the idea of creating and working out recommendations for the Mazowieckie Voivodeship on how to build OSS based on its own available resources and commune characteristics.

Our Action Plan focuses on the creation of a uniform program aimed at raising awareness and **sensitization of relevant policy makers** (local government units); **the provision of appropriate knowledge and assistance in implementing OSS** in the LGUs, and **increasing the competences of OSS employees**. This **uniform program** will be presented successively to other municipalities/communes that will be encouraged to create OSS or expand their service portfolio with the usage of similar methodology and tools.

Lessons learned	Knowledge elements transferred in the Action Plan's activities
<ul style="list-style-type: none">✓ Implementation of uniform entrepreneurship-oriented One Stop Shop (OSS) in 97% of the city councils✓ Implementation of the Law 16/2015 of simplification by the Ministry of Catalonia	Transfer of uniform standards through the creation of a uniform program for all LGUs aimed at promoting the idea of OSS; raising awareness among stakeholders; transferring uniform knowledge and standards



Inspiration

"Business Projects" office in Metropolitan City of Bologna

This good practice shares similarities with our good practice – the Warsaw Centre for Entrepreneurship. The fact that the “Business Projects” office performs **an advisory role while being a public administration office has been particularly interesting**. There is a great potential to learn how to build a public office performing an advisory role, which takes responsibility for its decisions, and to adequately train human resources in such an office.

In addition, significant **upskilling measures are required to train employees** to provide appropriate knowledge to entrepreneurs. Furthermore, civil servants will need to be equipped with the necessary authorization to provide personalized advice/counselling that goes beyond the simple provision of information.

It should be stressed that a **civil servant in Poland is not allowed to advise an entrepreneur**, which means that other models of cooperation will need to be implemented. Inspired by the Bologna model and adapting to the regional conditions of the voivodeship, we focus on the solution assuming the use of such an OSS, which could come as a combination of OSS services offered jointly with the services of BEI **to ensure SMEs an access to a comprehensive range of development services**.

Lessons learned	Knowledge elements transferred in the Action Plan's activities
Advisory role of the Office	Transfer of advisory role by combining the OSS services with the services of business environment institutions to ensure SMEs access to a comprehensive range of development services

Inspiration

ITW on "Improving New Services for Different One-Stop Shop Models"

We decided to **use knowledge from ITW in building a regional OSS system**. Running an OSS requires a defined organizational structure, stakeholder identification, and a portfolio of tasks. From a management perspective, an OSS also requires the allocation of resources - financial, human, technological, infrastructural, amongst others. Standards can be used by local/regional authorities to create and map all OSSs providing business services in a geographical area and to assess whether they meet minimum standards in providing integrated services to their customers. With standards, local/regional authorities can maintain all OSSs that meet the criteria and motivate them to improve certain aspects in order to provide quality services.

Lessons learned	Knowledge elements transferred in the Action Plan's activities
<ul style="list-style-type: none">✓ Different models of OSS✓ OSS's stakeholders mapping methodology✓ OSS standards criteria✓ OSS evaluation criteria	Transfer of methodology for conducting workshops and development of consultation topics for LGUs

Inspiration

Centre of Entrepreneurship Smolna (CES) - Municipality of Warsaw

In the Mazovia region, we identified **Centre of Entrepreneurship Smolna (CES)** as a good practice. This Centre is an OSS not only for people who want to start a business, but also for those who want to expand an existing one or look for support. The CES is also a business incubator and offers training and educational services, as well as business, financial and legal advisory. The challenges tackled by the CES are closely connected to the challenges identified in our region, namely the lack of support provided to entrepreneurs by public entities to setting up and running a business.

Lessons learned	Knowledge elements transferred in the Action Plan's activities
<ul style="list-style-type: none">✓ Structure of the CES and methods of financing activities aimed at entrepreneurs.✓ Use of the intrinsic institutional, technological, financial and human resources as particularly important to enabling / facilitating the successful implementation of the OSS in the different models	Transfer of knowledge and experience of CES to the programming of workshops and consultations, including the preparation of study visits for local government units at CES

Actions

The proposed Action aims to:

- support the implementation of the Strategic Objectives of the Regional Innovation Strategy for Mazovia 2030
- reduce the differences between the NUTS regions of Warsaw Capital and Mazowieckie Regional (NUTS PL91 and PL92).
- raising awareness and sensitizing the staff of the regional administration involved in the implementation of RIS to the **problems accompanying the process of setting up companies and for the needs of entrepreneurs**
- the practical transfer of knowledge, including:
 - how to map relevant stakeholders
 - how to determine what type of OSS to choose, considering information such as resources available, possible expenses and their amount, etc.
 - the type of services included in the OSS (including new services or change to existing service offers).
 - how to perform a self-evaluation of existing OSS.

Actions

Webinars / information meetings for local government units

- promoting the knowledge on OSS and presenting the benefits of OSS implementation in the commune / city;
- introduction to the issue of creating and developing OSS, creating services for SMEs and start-ups,
- general knowledge of OSS and standards
- organization of a series of minimum 2 webinars dedicated to representatives of local authorities and public sector employees. (min. 20 people)

Workshops for local government units - practical knowledge

- how to map stakeholders
- how to determine what type of OSS to choose, considering information such as resources available, possible expenses and their amount, etc
- which services to include in the OSS portfolio
- what new services to introduce or how to change the existing ones
- how to do the self-evaluation of existing OSS
- organization of minimum 1 workshop dedicated to representatives of local authorities and public sector employees.

Actions

Consultations for local government units

- ❑ detailed support and information provision on how to create and develop OSS, and to create services for SMEs and start-ups
- ❑ accompanying interested communes in the process of building OSS,
- ❑ providing best practices related to the standards of business services,
- ❑ jointly analyzing LGU's situation, map stakeholders, and discuss potential new services under the OSS
- ❑ organization of minimum 2 consultations dedicated to representatives of local authorities and public sector employees

Study Visits in OSS Warsaw – Centrum Przedsiębiorczości Smolna

- ❑ Learning process focused on knowledge transfer (from good practice to LGU)
- ❑ details on the methods of financing the activities of OSS and individual OSS services
- ❑ series of individual study visits dedicated to representatives of local authorities and public sector employees (substantive staff), in person or online
- ❑ organization of minimum 1 study visit dedicated to representatives of local authorities and public sector employees.

Actions

Time frame

	6th semester of I Phase	I quarter of II Phase	II quarter of II Phase	III quarter of II Phase	IV quarter of II Phase
Pre-action	X				
Webinar 1		X	X		
Webinar 2		X	X		
Workshop			X		
Consultation 1			X	X	X
Consultation 2			X	X	X
Study Visit			X	X	X



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Thank you!

