

Thematic Group on Smart and Competitive Rural Areas – 3rd Meeting

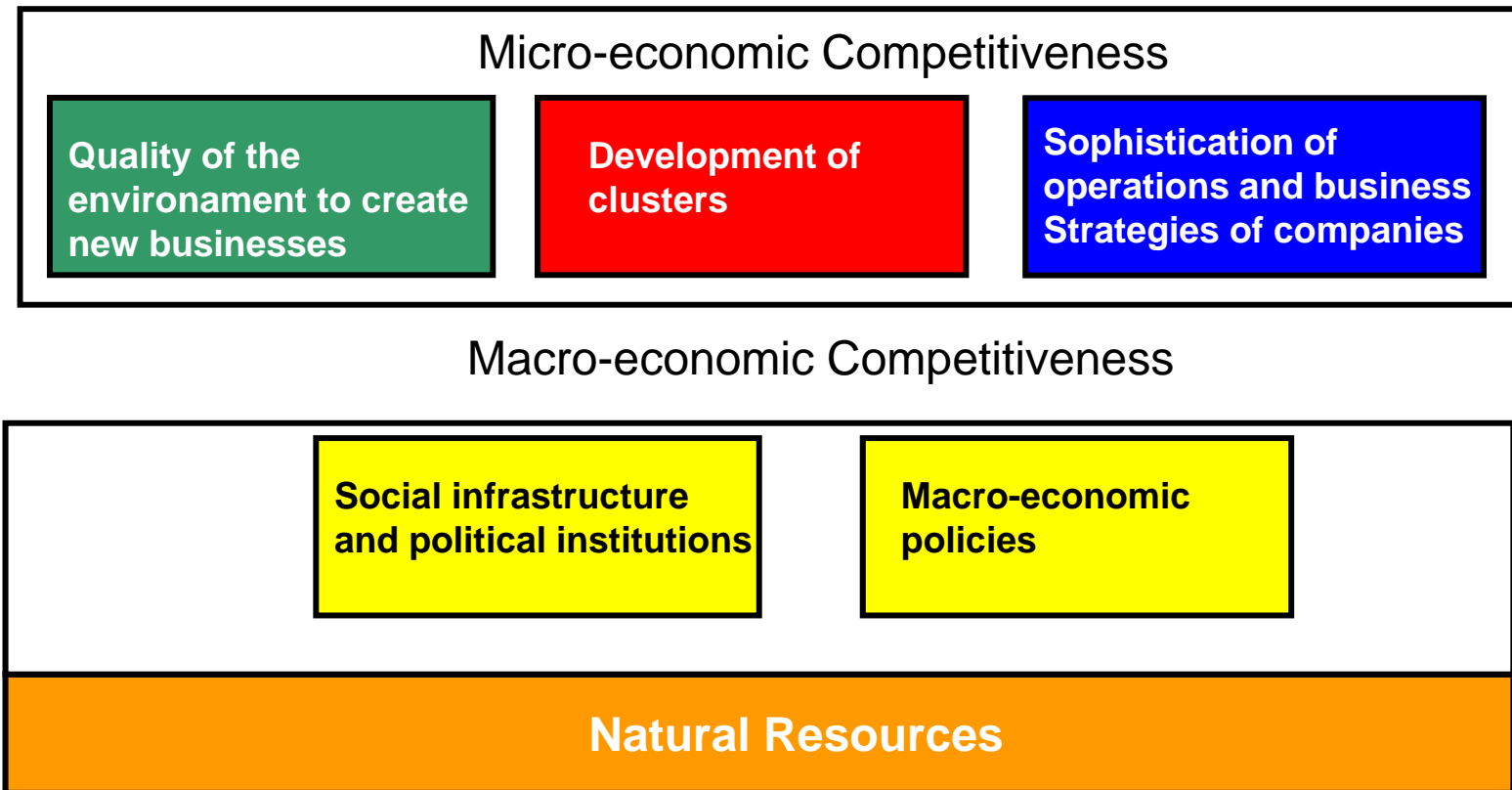


Brussels, 27th April 2016

THE LEADERSHIP ROLE IN THE FRAMEWORK OF SMART RURAL DEVELOPMENT

Porter & EU 2020

A) Regional competitiveness factors



B) EU 2020 – An intelligent, sustainable and integrated growth

Rural and intelligent development

Characteristics of local, efficient economic development:

1. An agenda for all of the sub-region
2. Entrepreneurial leadership that is organised, demanding and coherent
3. Adoption of key priorities, sectors, and locations
4. Increasing the capacity to implement projects
5. A variety of tools available for financing
6. A variety of loan vehicles that attract external investment
7. Resolution of problems with a focus on project management
8. An economic agenda featuring solid partnerships with the local public sector as well as the local and regional private sector
10. A collaborative leadership that guides, gives autonomy, and is centred on global outcomes and makes the most of its resources to obtain results

“La troika”: Territorial Strategy + System + Leadership

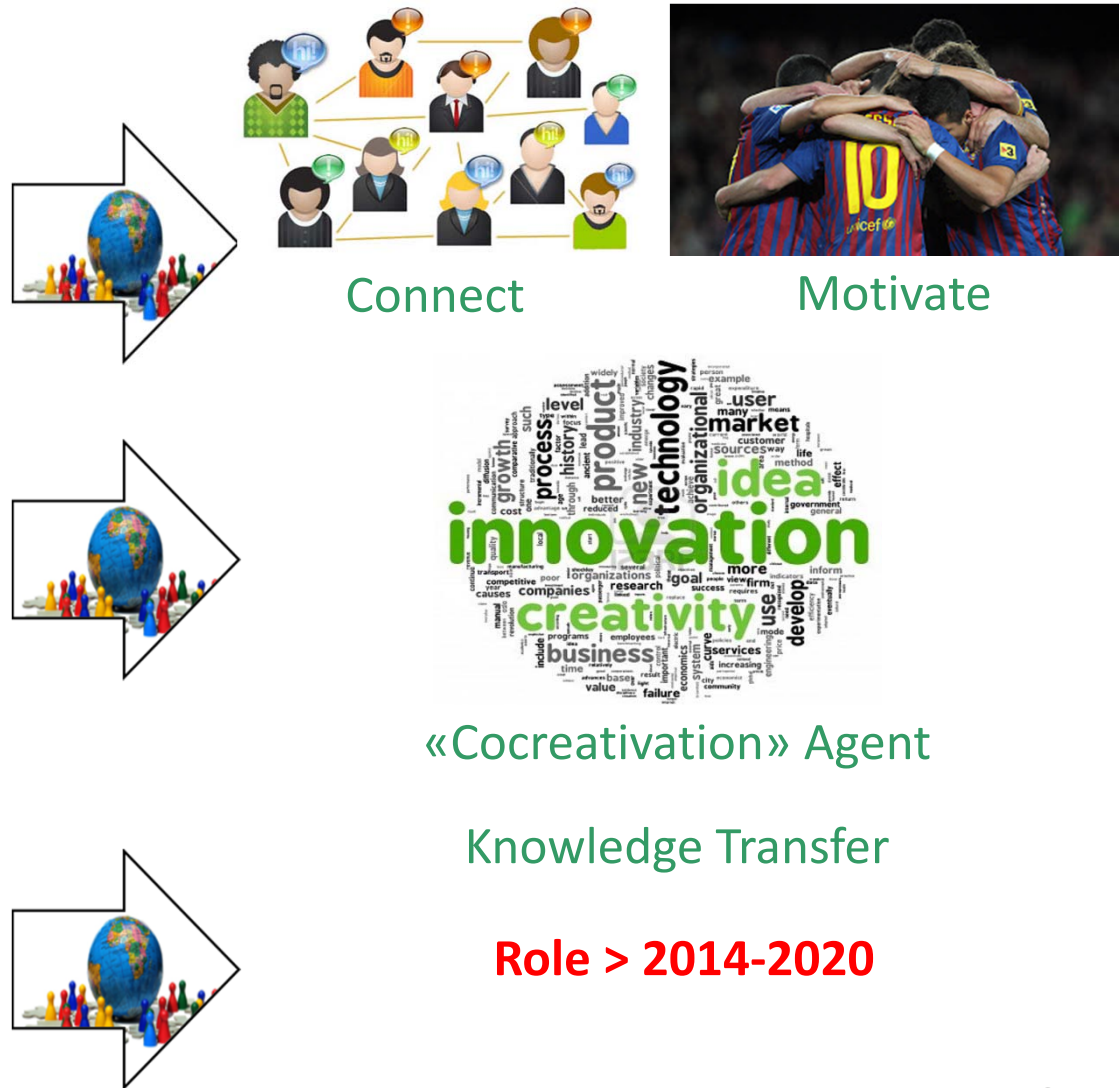
Which is the risk of rural areas?

- ❑ The imposed (or top-down) policies and European funds FEADER or FEDER, often created "cathedrals in the desert" that do not generate growth for the territory ". An instrument like LEADER gives us the opportunity to build a policy expertise and competitiveness in the rural world.
- ❑ The competitiveness of rural areas depends on their productivity; why policy public should act as the Leader of the factors that determine productivity, innovation, human capital, necessary infrastructure, etc.
- ❑ Catalonia / Europe are in danger of rural world leave again be part of this "intelligent agenda," we must therefore take advantage of Leader groups strategy so that if necessary, permits, while , a project promoting specialization and regional competitiveness

What should be the role of Group Leader?



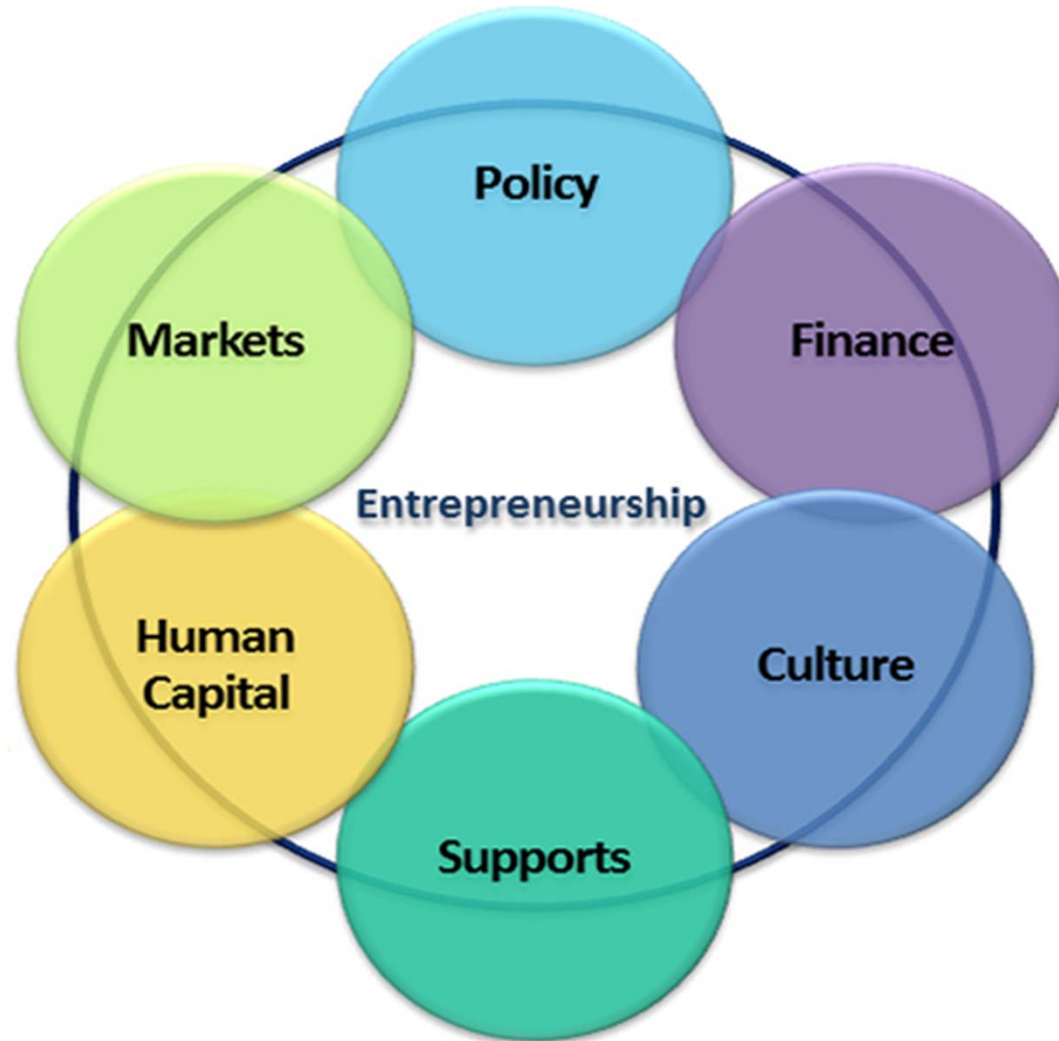
Role < 2013



The grant is the end of the beginning



The ecosystem that should "germinate" around all Leader Groups



STRATEGY OF OUR LAG

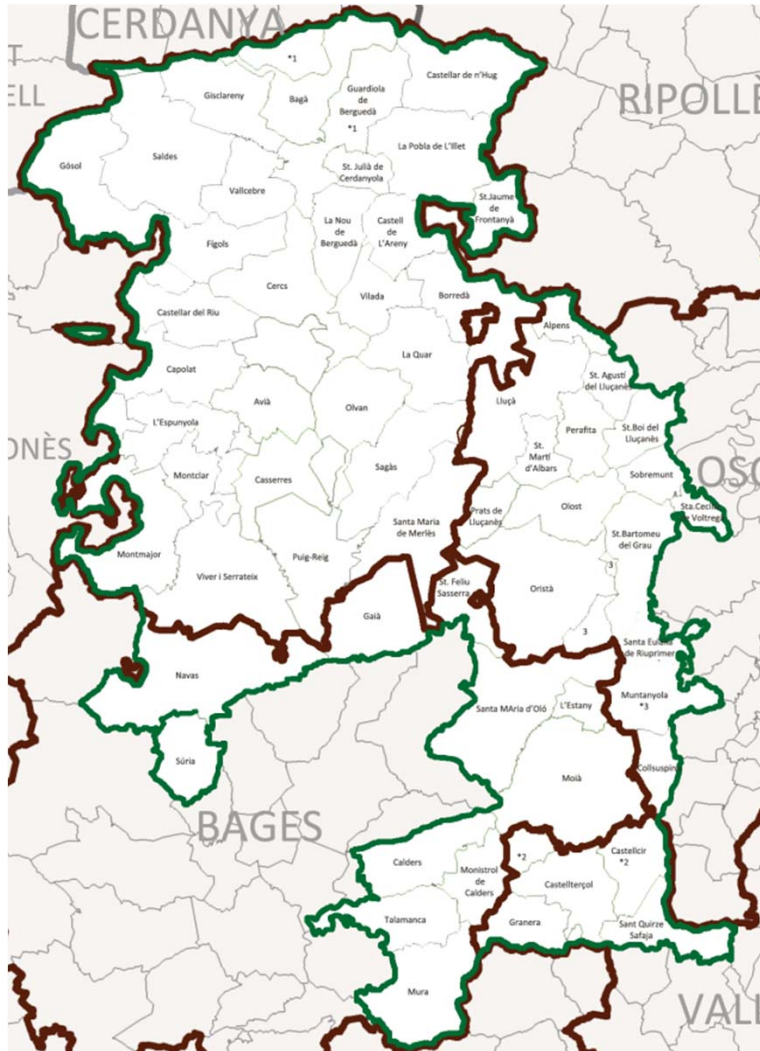
2014-2020

The Leader 2014-2020 in Catalonia. Territory, objectives



- In Catalonia there are 11 Local Action Groups (LAGs)
- Managers manage Leader
- These having parity of representing public and private stakeholders in each territory
- The LEADER methodology is included in the Rural Development Programme for Catalonia (2014-2020) on the basis of which summon aid for organizations and companies in order to improve the quality of life in rural areas and promote economic diversification , preserving the environment and the countryside.

Territorial Area



TERRITORIAL AREA (61 municipalities):

- Berguedà
- Moianès
- Lluçanès
- Mura, Talamanca, Gaià, Santa Eulàlia de Riuprimer, Muntanyola, Súria, Navàs i Santa Cecília de Voltregà

2014-2020. We know it was time

““We haven't the money, so we have to think“

Innovation: continuous improvements and disruption



We haven't got to do as much as possible, we have to do what is necessary

To get the grant from a systemic program

To be the best LAG in Catalonia

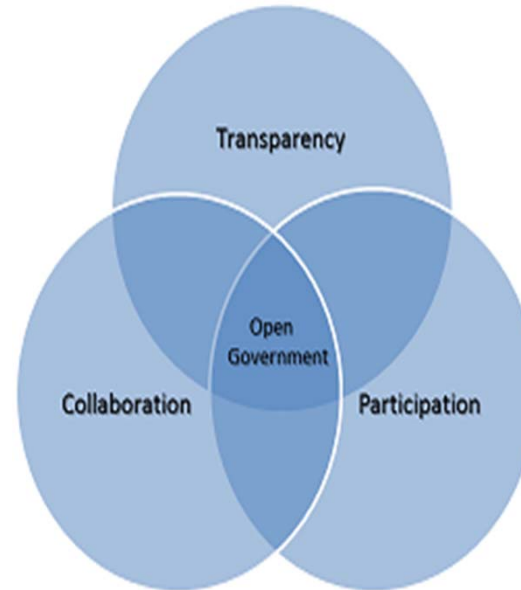
2014-2020.Regional Strategy

VIEW: CATCENTRAL: smart rural area

Mission: to manage Leader in a disruptive manner so that it could become a systemic instrument and to promote innovation;

Central objective: to deploy a project of specialization and competitiveness in the Leader territory based on strengthening the competitiveness of the business especially in the following areas: quality of food, energy and resources, and industrial services sectors and leaders emerging

2014-2020. Processed electronically Leader



Before the "liquid time" necessary to promote a platform Leader in service management, greater participation and accountability

Demonstrative video management plataform : <https://www.youtube.com/watch?v=ydTVvsoAnp4>

2014-2020. From the Sustainability to the circular economy

❑ *“Through this action we want to initiate a process to promote a strategy to boost the green economy and circular economy, it will be an element to boost the competitiveness of the territory Leader”*

❑ Actions planned :

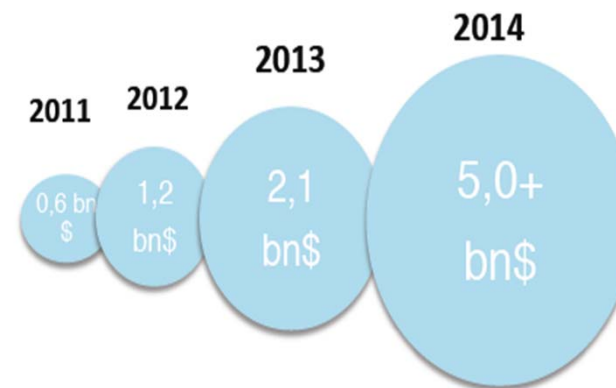
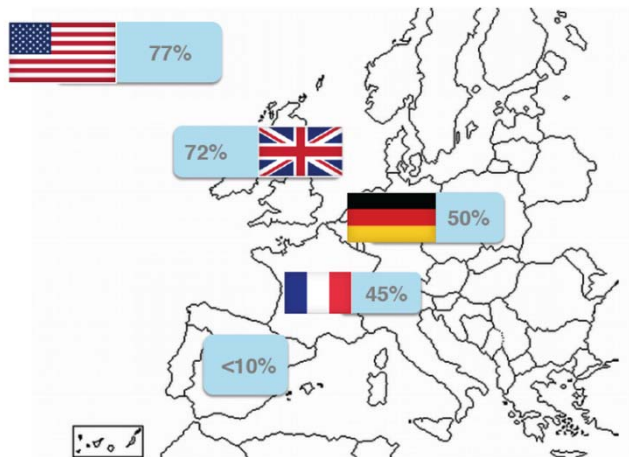


TEMPORALITZACIÓ	
1. Redacció de la diagnosi i del pla d'acció	Març-Juny
2. Procés de sensibilització i participació pública	
Organització d'una "Green week" pel GAL Leader	Juliol
Jornades sectorials (ecoconstrucció, energia, etc)	Juliol-October
Campanyes de foment de l'economia verda i circular	Juliol-October
3. Ecoemprenedoria	
Fòrum d'inversió	Setembre
Concurs de projectes demostratius	October
4. "Green territory"	
Promoció de cartes del paisatge	Abril-October
Impuls a la producció ecològica	Abril-October
5. Coordinació	Març-October

2014-2020.Larger tools financing by the beneficiary

A) What is the crowdfunding?

- Type: donation; reward; actions and business participation; crowdfunding
- Legal framework in Spain (Law 5/2015 Financing Promotion of Business; regulated plataforms participatory financing)
- Financing not share bank: - Evolution of crowdfunding in Europe:



B) How?

- Study Leader align existing funds or create a unique platform for projects crowdlending Leader.

SOME IDEAS ABOUT HOW TO ALIGN THE LEADER PROGRAM AND RIS3



The RIS3 in Catalonia. Instruments

Aim 1	Aim 2	Aim 3	Aim 4
<p>Sectorials leaders area</p> <ul style="list-style-type: none"> A.1. Food A.2. Energy and resources A.3. Industrials systems A.4. Industries related to design A.5. Industries related to sustainable mobility A.6. Health Industries A.7. Industries based on experience 	<p>Emerging cluster (Must be identified in the process of enterprising discovery.)</p>	<p>Facilitation cross technologies</p> <ul style="list-style-type: none"> T.1. TIC T.2. Nanotechnology T.3. Advanced materials T.4. Fotonica T.5. Biotechnology T.6. Advanced Manufacturing 	<p>Innovation environment</p> <ul style="list-style-type: none"> P.1. Digital agenda P.2. Support enterprising P.3. Ecoinnovation (green economy) P.4. Supporting non-technological innovation P.5. Education, training and talent
<p>Instruments</p> <ul style="list-style-type: none"> I.1. Comunities RIS3CAT I.2. Support emergents clusters I.3. Support the development of key technological capabilities I.4. Research infrastructure and transfer technology I.5. Support collaborative projects R & D I.6. Instruments to support the recovery and innovative transfer. I.7. International agreements to promote cooperation in R & D and technology transfer I.8. Innovative public procurement <p>I.9. Projects of specialization and territorial competitiveness (PECT)</p>			

The RIS3 and the Leader now

... Fragmented actors

... Uncoordinated



... **Strategy without action is science fiction**

... **The triple helix is a chimera to date in the rural world ...**

How we reconnect RIS3 methodology and Leader?

- ❑ RIS3 is a guideline and a model of prioritization, evaluation and selection of projects and programs funded by the Regional Commission. So one of the instruments that is fixed for RIS3 is specialization projects and regional competitiveness:
 - a) A project of specialization and territorial competitiveness is an instrument that tries to “build” innovative economic activity through public and private partnership.
 - b) There is not a strategic plan, the plan must relate to specific and transforming projects.
 - c) Agents: local government, associations, innovation agents, social agents ...

- ❑ Objectives:

“Take advantage of Group Leader’s structure to promote a project of regional specialization and competitiveness, therefore generating synergies between the Leader program included in RDP 2014-2020 and Barcelona Provincial Council, RIS3CAT ... “

Measures and actions

Business Innovation (leader projects approved)

-.Research's Vouchers

-.Description: To finance coupons in technology centers for five LEADER companies, during an annuallity, for testing new products and services

-.Intensity of the grants: 75%

-.Action: Made to measure Programmes of Technology Transfer

-.Description: A service of diagnosis orientation for a maximum of five Leader companies per year.

-.Grant intensity: 75%

Measures and actions

Green and circular economy

-Support program for improving rural scale the efficient use of resources and waste prevention:

-Technical assistance to beneficiary companies

-Support program for the implementation of efficiency measures businesses Leader:

-Technical assistance to beneficiary companies

Green public investment:

-Select a maximum of six public projects . Initiatives nature municipal or county should be based on stimulating demand for green economy either make an innovative investment . Maximum cost per project : 15.000 euros

Measures and actions

Talent (Leader projects approved)

- Promote incentives through the hire of doctorates and university students in companies that have obtained LEADER grants

- Incentivize with the amount of 2000 € projects that hire doctoral students

- Promote labor practices in companies that have obtained LEADER grants:

- Meliorate up to 50% of the wage cost of an internship agreement by university in companies with up to half a year

- Reclaim up to 25% of the cost of procurement or grant a student of dual vocational training, with a maximum of half a year

QUESTIONS, COMMENTS...



The policy of competitiveness and expertise which gives us an instrument like Leader is a bottom up process, in which many individuals , companies and institutions involved and engage with the territory



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**Fons Europeu Agrícola de
Desenvolupament Rural:**
Europa inverteix en les zones rurals