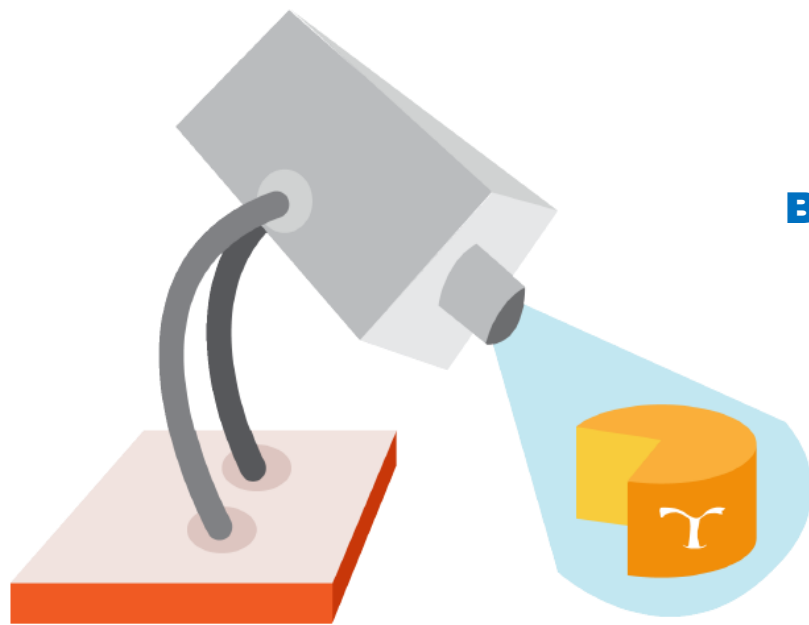




SMART LEADER

BRINGING SMART SPECIALISATION TO RURAL DEVELOPMENT



M ÁNGELES MURIEL GONZÁLEZ
PROJECT MANAGER,
BUSINESS CONSULTANT, S3 COORDINATOR
TAGUS LAG, SPAIN

PERMANENT SUBGROUP ON LEADER AND
COMMUNITY-LED LOCAL DEVELOPMENT
3RD MEETING
16 FEBRUARY 2016



European
Commission



UNIÓN EUROPEA
Fondo Europeo Agrícola de Desarrollo Rural:
Europa invierte en las zonas rurales



GOBIERNO DE EXTREMADURA
Consejería de Agricultura,
Desarrollo Rural, Medio Ambiente y Energía



GOBIERNO DE ESPAÑA
MINISTERIO DE AGRICULTURA,
GANADERÍA Y PESQUERÍA



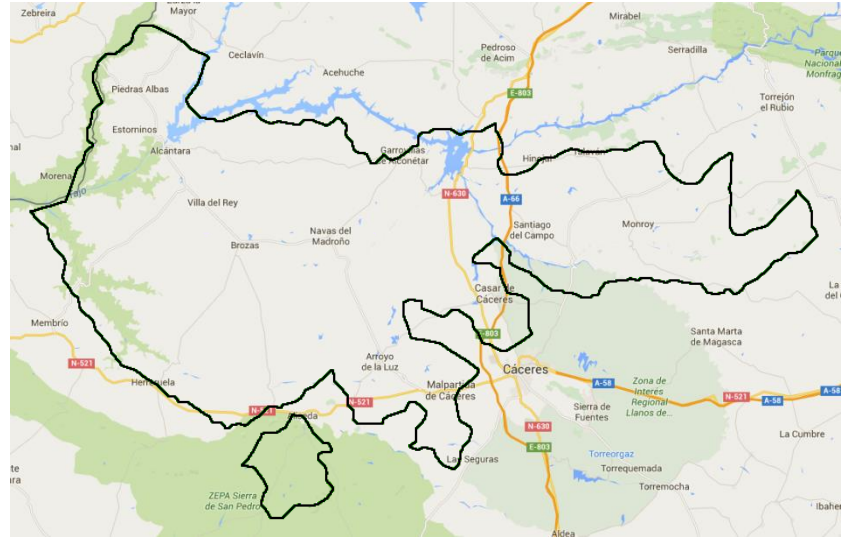
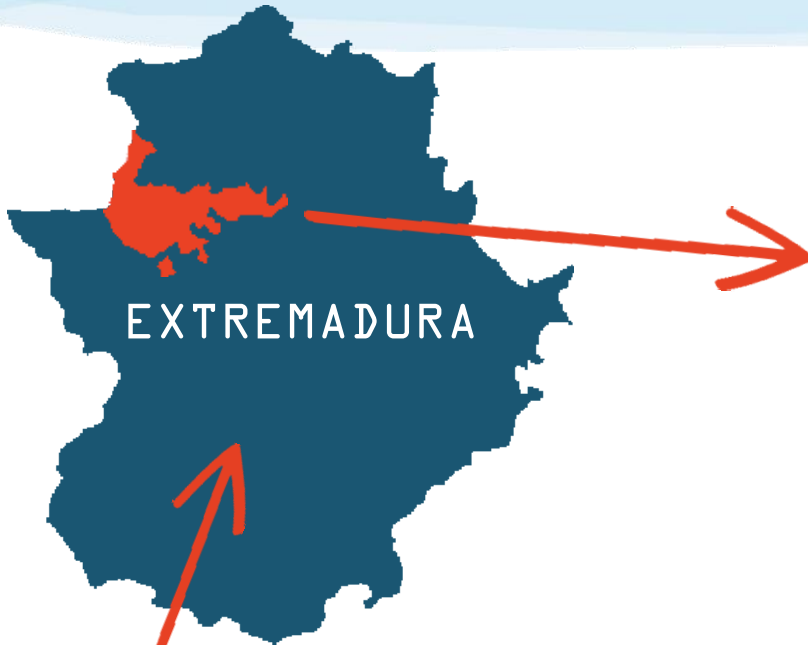
Con la Colaboración de la
DIPUTACIÓN
DE CÁCERES



iberbank



THE AREA WE WORK IN: TAJO-SALOR-ALMONTE

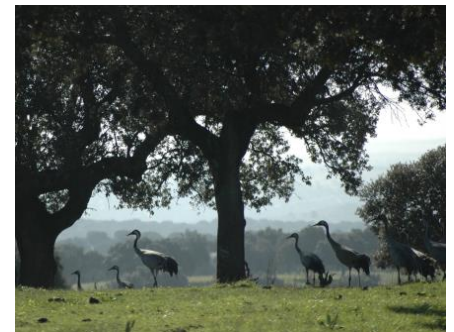


TAJO-SALOR-ALMONTE

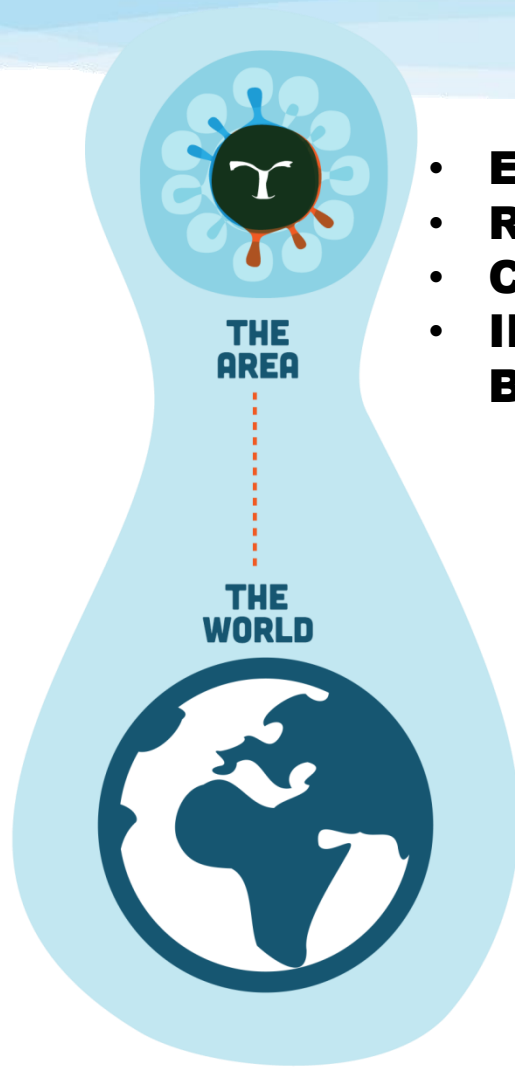
- **2,345 KM2**
- **SPARSELY POPULATED**
 - **POP 28,258, 12.05 PEOPLE / KM2**
- **NATURAL AND PATRIMONIAL ASSETS**
- **INDUSTRIAL FRAGMENTATION: SERVICES**
- **MAINLY PRIMARY SECTOR**
- **HIGH UNEMPLOYMENT RATE**



DIFFERENTIATING ASPECTS OF THE TAJO-SALOR-ALMONTE AREA



WHY WE NEED SPECIALISATION MORE THAN EVER



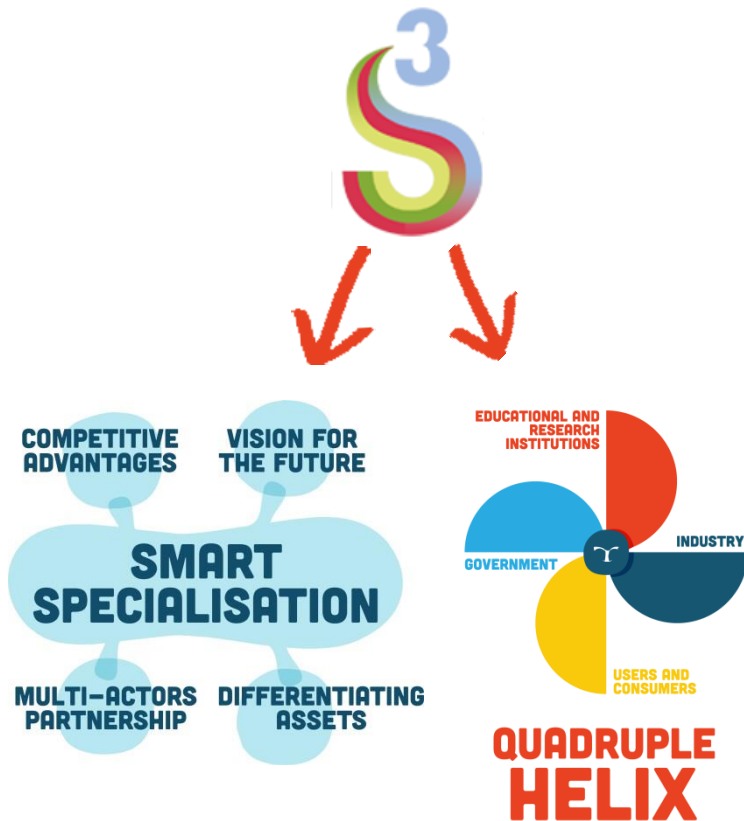
- **ECONOMIC CRISIS**
- **REDUCED RETURN OF INVESTMENT**
- **CITIZENS DEMAND HIGHER PARTICIPATION**
- **INNOVATION AT THE LOCAL LEVEL IS BROKEN BOTH WAYS**
 - **NO INNOVATION PLANS TARGETED AT THE TERRITORIES/AREAS**
 - **TERRITORIES AND CITIZENS CAN NOT INFLUENCE NATIONAL/REGIONAL INNOVATION**



SMART LEADER



CONNECTING AND MATCHING S3 INNOVATION FEATURES WITH LEADER



IMPROVING LEADER GOVERNANCE MODEL

LAGS' GOVERNANCE MODEL

QUADRUPLE HELIX GOVERNANCE MODEL (RIS3)



COPARTICIPATION

COLEADERSHIP

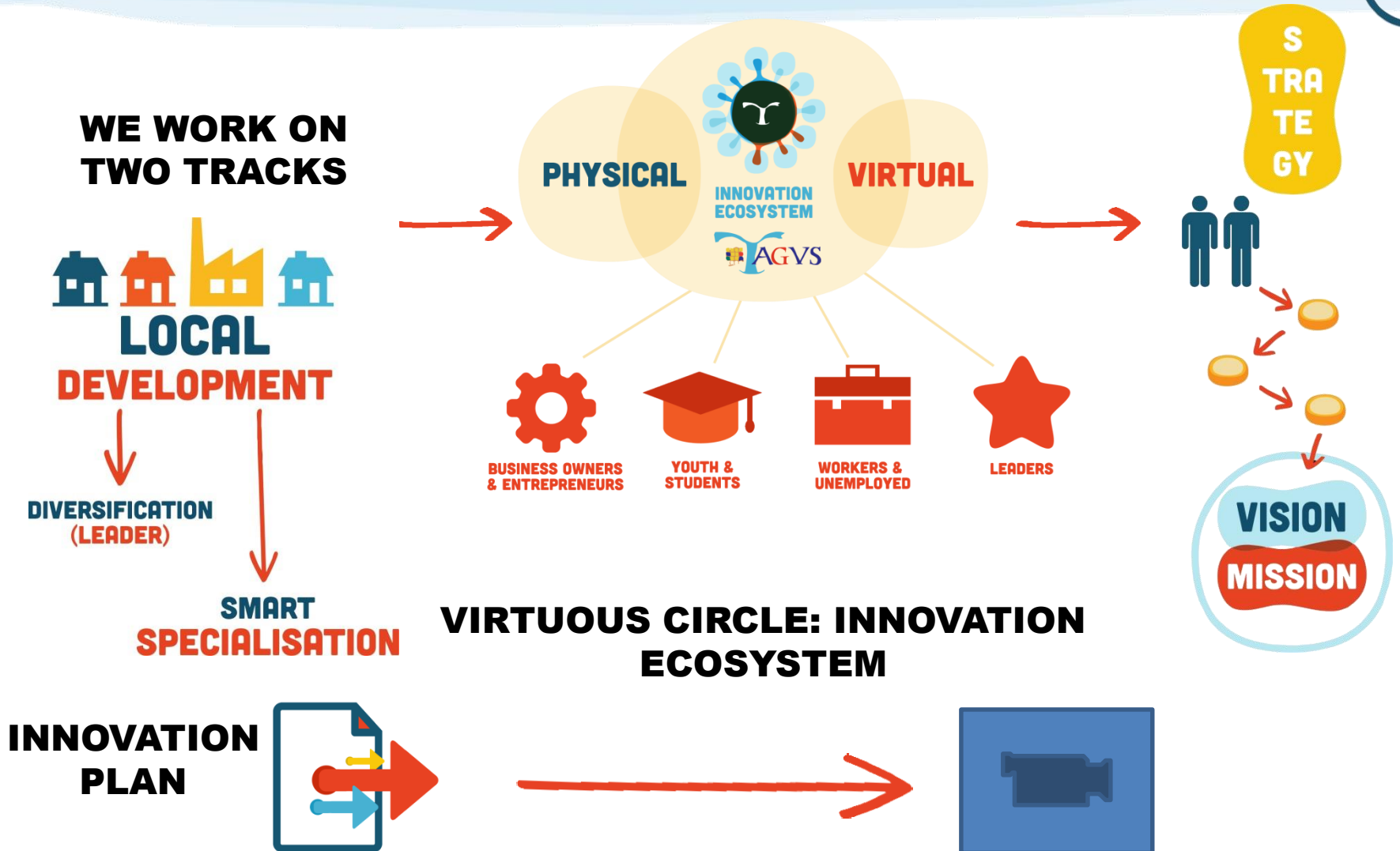
CORRESPONSIBILITY

TERRITORIAL GOVERNANCE



- PUBLIC ADMINISTRATION
- ASSOCIATIVE/CITIZENRY
- BUSINESS NETWORKS
- RESEARCH AND KNOWLEDGE CENTRES

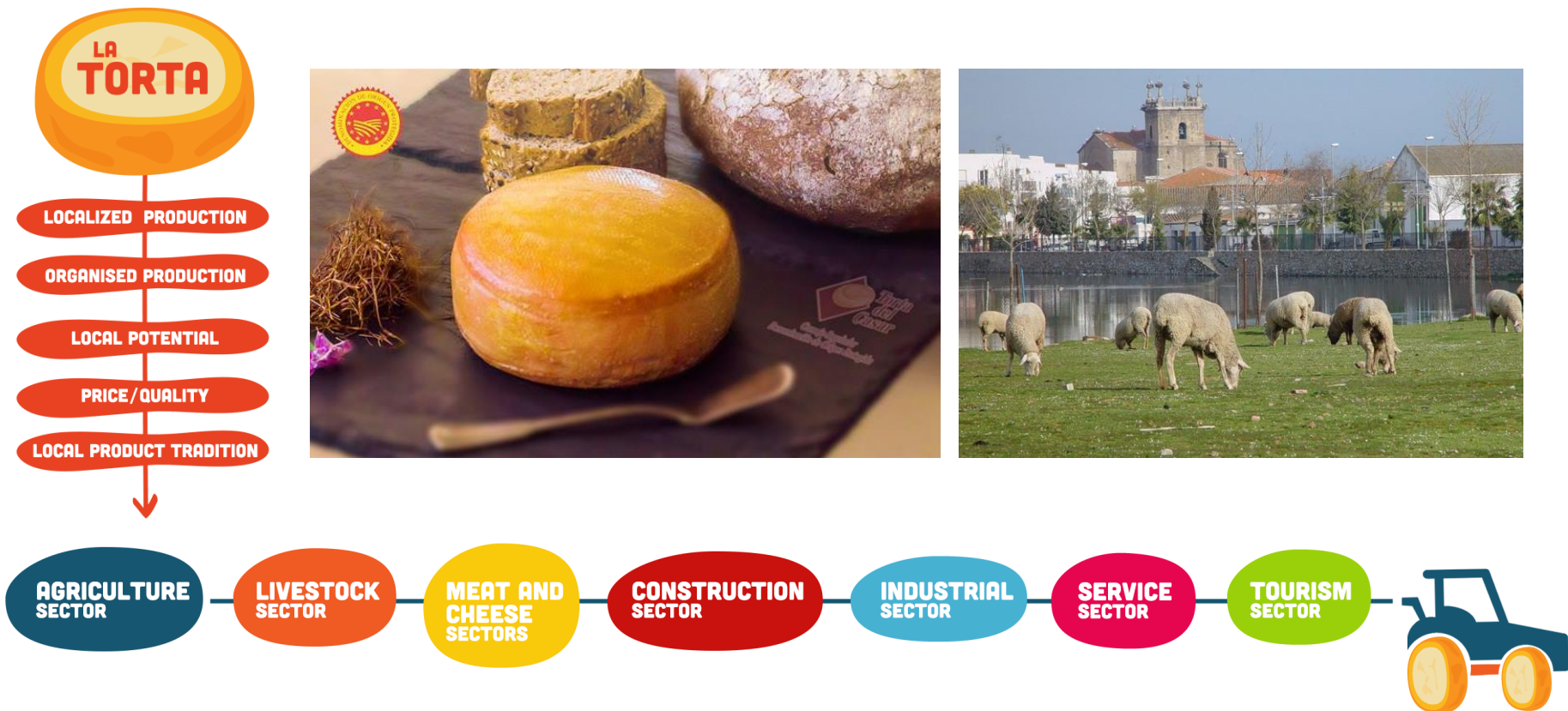
DEPLOYMENT OF SMART LEADER



SELECTION OF SPECIALIZATION ACTIVITY BASED ON COMPETITIVE ADVANTAGES



- **RURAL AREAS ARE STRONG ON FOOD PRODUCTION AND ENVIRONMENTAL AMENITIES**
- **LA TORTA AS TAJO-SALOR-ALMONTE ECONOMIC CATALYSER**



SMART LEADER IN PRACTICE SHEPHERDING SCHOOL



- **NOT ENOUGH SUPPLY DURING DEMAND PEAK SEASON**
- **THE SCHOOL WILL INCREASE SUPPLY**
- **UNIVERSITY & TECHNOLOGY CENTRES BRING EXCELLENCE TO THE PROFESSION**
- **COLEADERSHIP: COOPERATIVE + UNIVERSITY + CICYTEX + TAGUS + CRDOP TORTA**



Torta
del
Casar

Consejo Regulador
Denominación de Origen Protegida



fundación
universidad
sociedad



CENTRO DE INVESTIGACIONES
CIENTÍFICAS Y TECNOLÓGICAS
DE EXTREMADURA



SMART LEADER IN PRACTICE HOLISTIC SHEPHERDING



- **OPTIMIZE SHEEP FEEDING**
- **SATELLITE TO MONITOR PASTURE NUTRITIONAL VALUE**
- **WORKING TO BECOME AN OPERATIONAL GROUP WITH PUBLIC/PRIVATE GOVERNANCE**
- **UEX (HORIZON 2020) + COOPRADO + EAGROUP R&D + TOWN COUNCILS + TAGUS+ ACTYVA SC**



E A group sc

 **COOPRADO**

UNIVERSIDAD  DE EXTREMADURA

 **ACTYVA**
COOPERATIVA AGRARIA, S.L. SOCIEDAD

 **TAGUS+**

SMART LEADER CONCLUDING REMARKS



- **SMART LEADER**

LEADER
+
SPECIALISATION
+
KNOWLEDGE
+
GOVERNANCE+

- **SMART LEADER BRINGS INNOVATION INTO OUR DEVELOPMENT ACTIVITIES**
- **SMART LEADER FOR CONSIDERATION AS REFERENCE MODEL**
- **RC-IPTS: SMART SPECIALISATION AND INNOVATION IN RURAL AREAS**



SMART LEADER BRINGING SMART SPECIALISATION TO RURAL DEVELOPMENT



THANK YOU FOR YOUR ATTENTION!



INFO@TAGUS.NET

MAMURIEL@TAGUS.NET

WWW.TAGUS.NET



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