



# SMART LEADER

## PROMOTING EXTENDED ROLES IN FOOD SUPPLY CHAINS



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**ENRD SEMINAR ON**  
**SMART AND COMPETITIVE SUPPLY CHAINS**  
**26 MAY2016**



European  
Commission

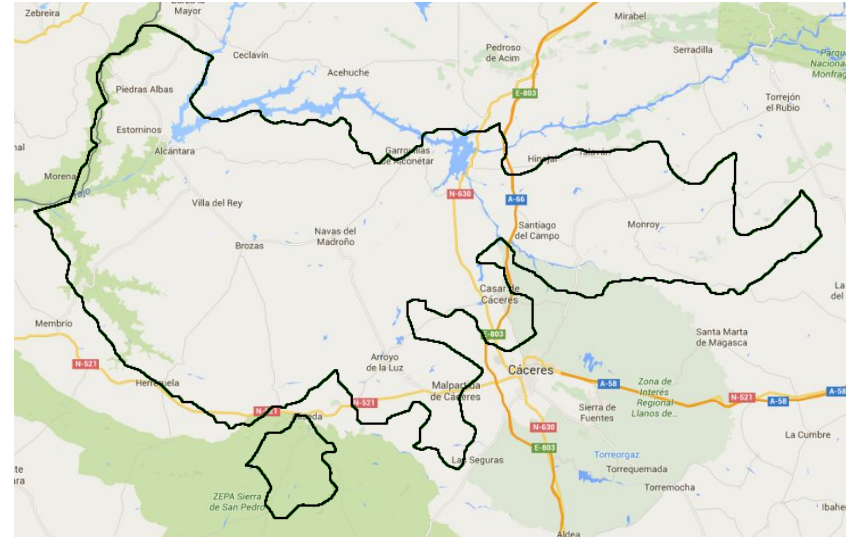


European Network for  
Rural Development



Asociación para el Desarrollo  
Integral Tajo Salor Almonte

# 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**



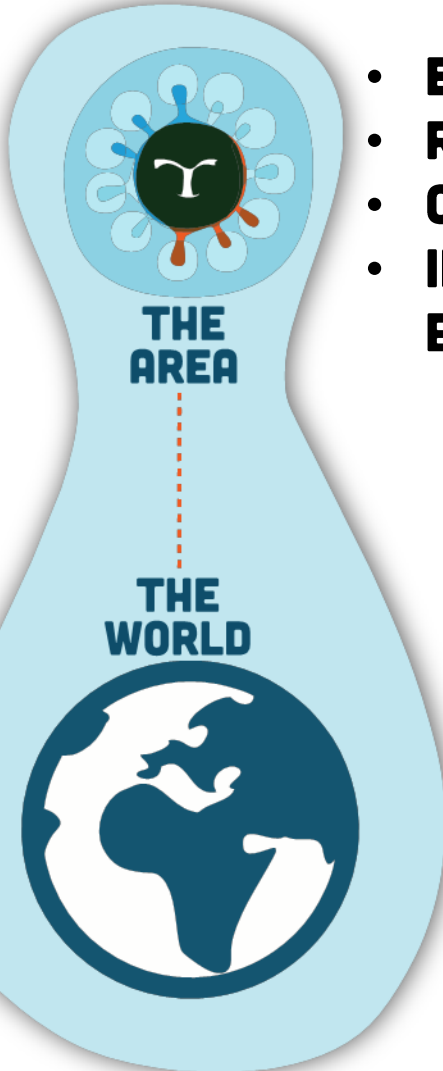
# DIFFERENTIATING ASPECTS OF THE TAJO-SALOR-ALMONTE AREA



# WHY WE NEED SPECIALIZATION MORE THAN EVER



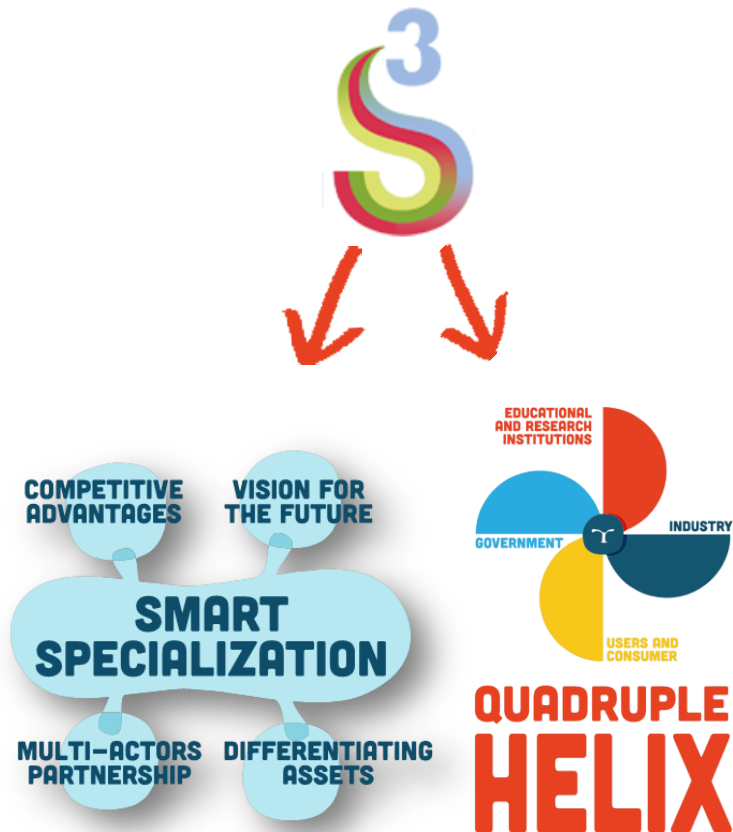
- **ECONOMIC CRISIS**
- **REDUCED RETURN OF INVESTMENT**
- **CITIZENS DEMAND HIGHER PARTICIPATION**
- **INNOVATION AT THE LOCAL LEVEL IS BROKEN BOTH WAYS**
  - **NO INNOVATION PLANS TARGETED AT THE TERRITORIES / AREAS**
  - **TERRITORIES AND CITIZENS CAN NOT INFLUENCE NATIONAL / REGIONAL INNOVATION**



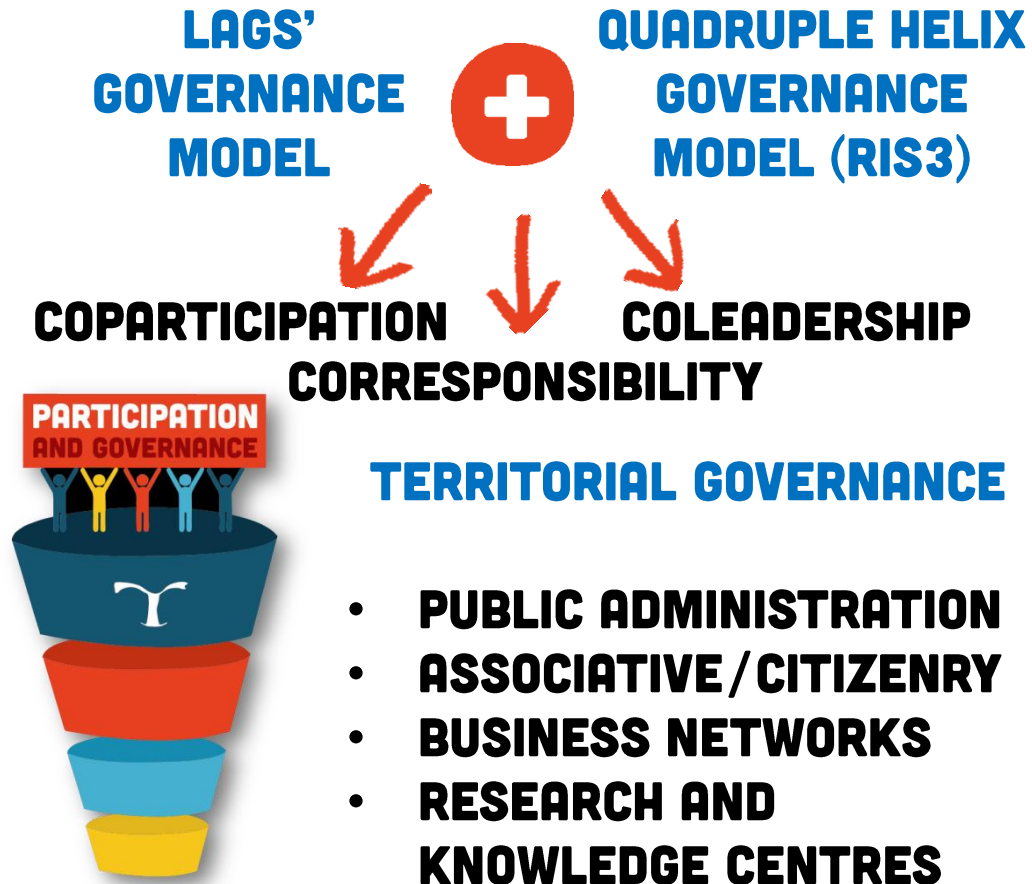
# SMART LEADER



## CONNECTING AND MATCHING S3 INNOVATION FEATURES WITH LEADER



## IMPROVING LEADER GOVERNANCE MODEL



# 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**



LOCALIZED PRODUCTION

ORGANISED PRODUCTION

LOCAL POTENTIAL

PRICE / QUALITY

LOCAL PRODUCT TRADITION



AGRICULTURE  
SECTOR

LIVESTOCK  
SECTOR

MEAT AND  
CHEESE  
SECTORS

CONSTRUCTION  
SECTOR

INDUSTRIAL  
SECTOR

SERVICE  
SECTOR

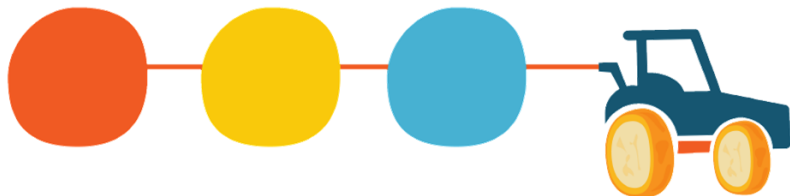
TOURISM  
SECTOR



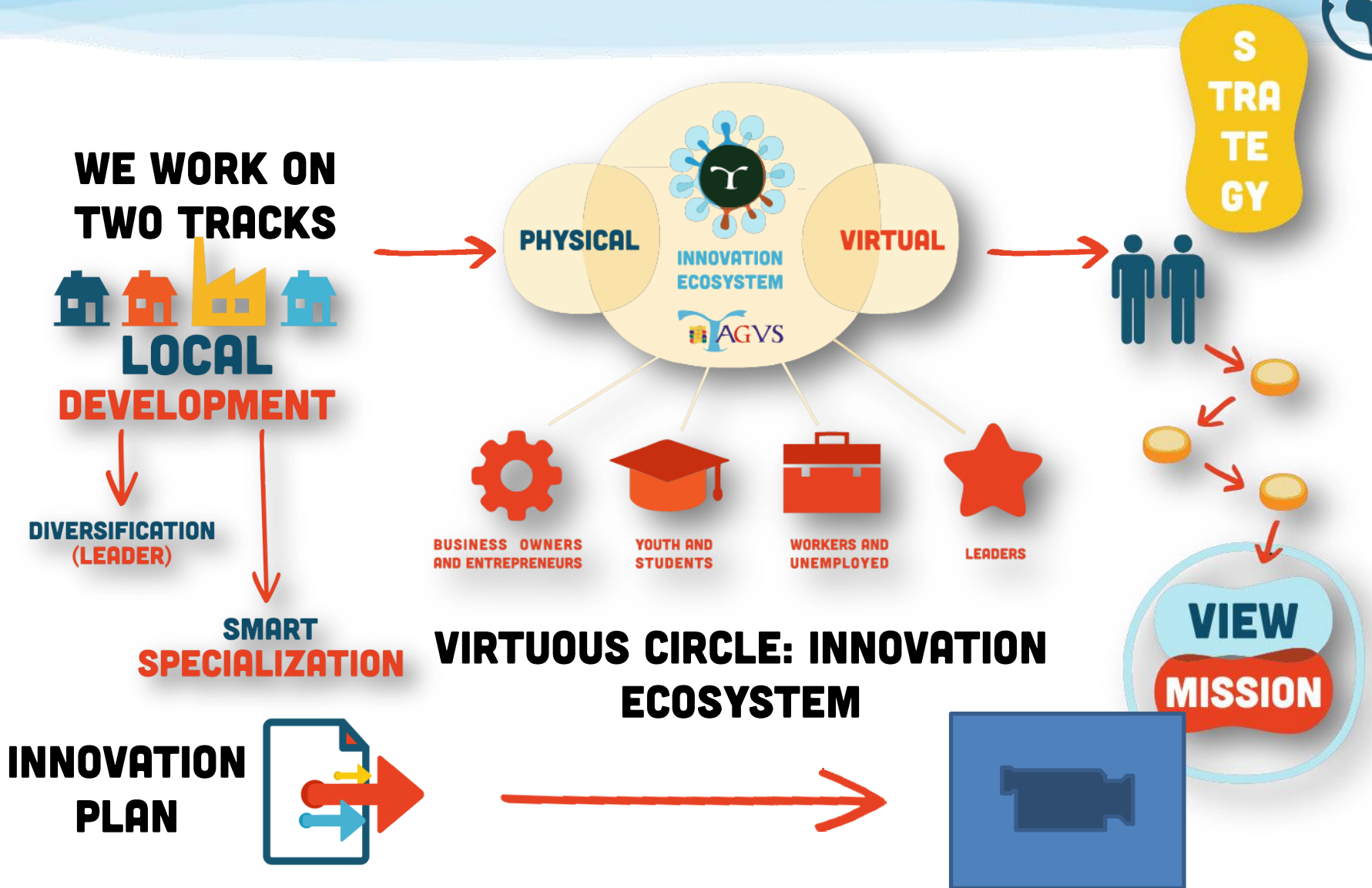
# SMART SPECIALIZATION AND PROMOTION OF LOCAL ROLE IN SUPPLY CHAIN



- **SMART SPECIALISATION GATHERS THE TERRITORY AROUND A SHARED VISION OF INNOVATION**
- **PROMOTION OF 360 VIEW OF SUPPLY CHAIN**
  - **NOT ONLY RAW PRODUCTION**
    - **UPSTREAM / DOWNSTREAM SEGMENTS**
    - **DIRECT MARKETING**
  - **INTERNATIONALISATION**
  - **RELATED DIVERSITY**
    - **TOURISM**
    - **SERVICES**
- **FROM RAW PRODUCED TO PLAYER IN AN EXTENDED SUPPLY CHAIN**
- **NEW KNOWLEDGE-BASED COMPETENCIES ARE REQUIRED**
  - **INNOVATION ECOSYSTEM DRIVES CREATION OF THESE COMPETENCIES**



# DEPLOYMENT OF SMART LEADER





# 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 PASTORAL DEL SUROESTE

 **AGVS**

# PROMOTING EXTENDED ROLES IN FOOD SUPPLY CHAINS CONCLUDING REMARKS



- **SMART LEADER**

**LEADER**  
+  
**SPECIALIZATION**  
+  
**KNOWLEDGE**  
+  
**GOVERNANCE+**



- **SMART LEADER BRINGS INNOVATION INTO OUR DEVELOPMENT ACTIVITIES**
- **PROMOTION OF AN EXTENDED VISION OF LOCAL ROLE IN SUPPLY CHAIN**
- **KNOWLEDGE-BASED INNOVATION AS KEY ENABLER FOR RURAL GROWTH**



# SMART LEADER

## PROMOTING EXTENDED ROLES IN FOOD SUPPLY CHAINS



**THANK YOU FOR YOUR ATTENTION!**



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