

## **RURAL BUSINESSES - THE FUTURE IS NOW**



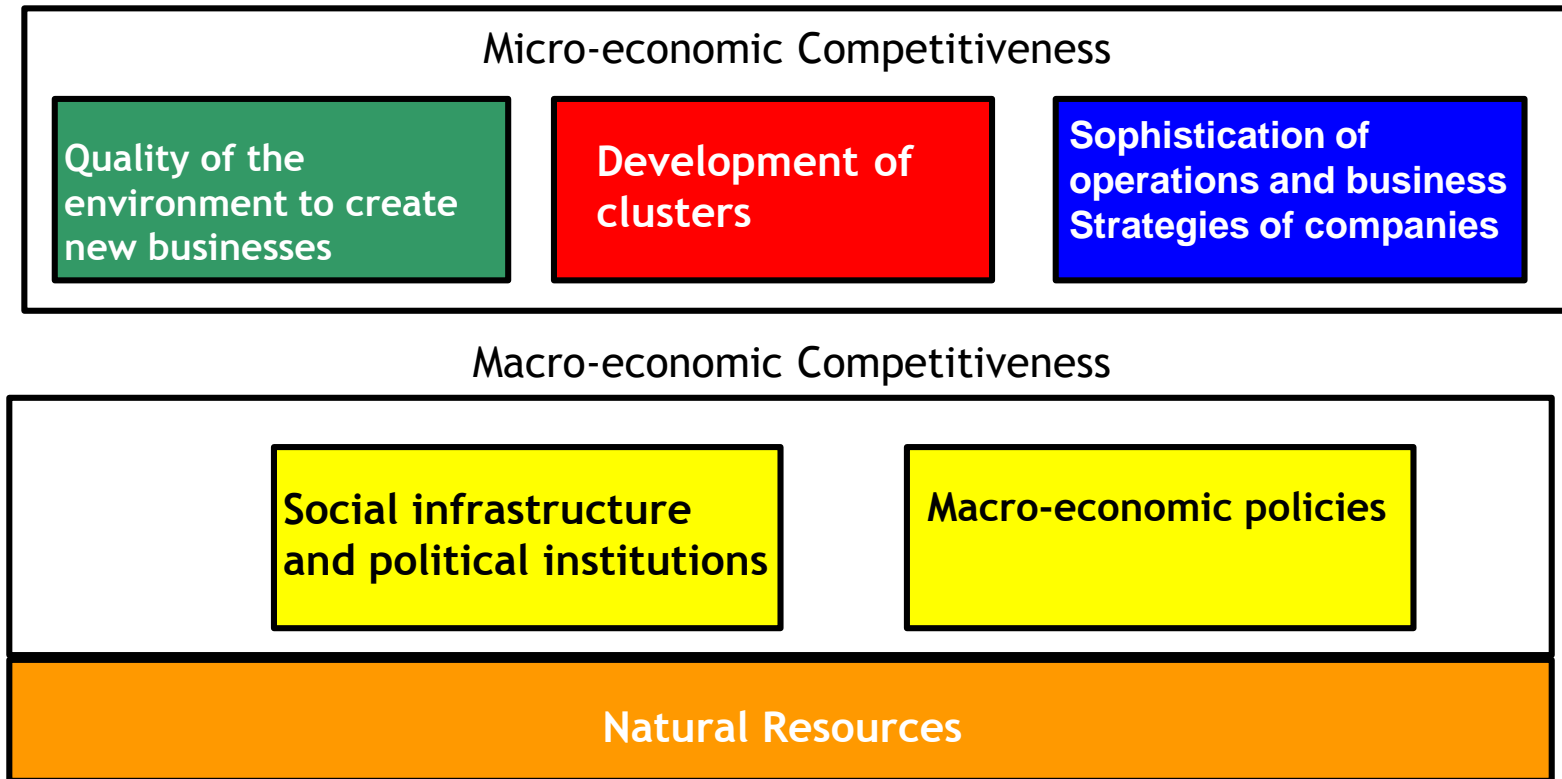
**Brussels, 30th March 2017**

# **THE ROLE OF LEADER IN THE FRAMEWORK OF SMART RURAL DEVELOPMENT**

# Porter & EU 2020

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## A) Regional competitiveness factors



## B) Rural and intelligent development: Territorial Strategy + System + Leadership

## What risks face rural areas?

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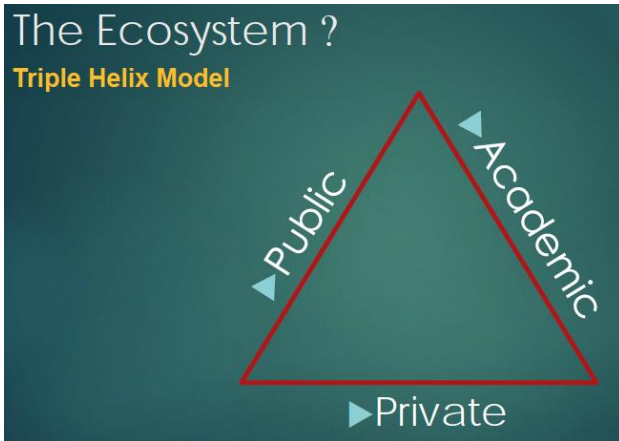
- The policies imposed (or top-down) and EU funds often created "**cathedrals in the desert**" that do not generate growth for the territory. An instrument like LEADER gives us the opportunity to build policy expertise and competitiveness in the rural world
- The competitiveness of rural areas depends on their productivity; why should public policy act as the leader of the factors that determine productivity; innovation, human capital, necessary infrastructure, etc?
- What should be the role of LEADER Groups? Promoting specialization and regional competitiveness; transferring knowledge; co-creativity agent? Indeed, **LEADER should not just be rural development subsidy.**

# The grant is the end of the beginning

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# The ecosystem players that LAGs should align

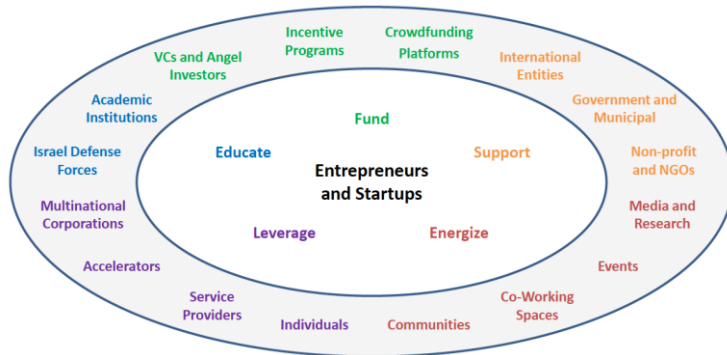


## ec·o·sys·tem

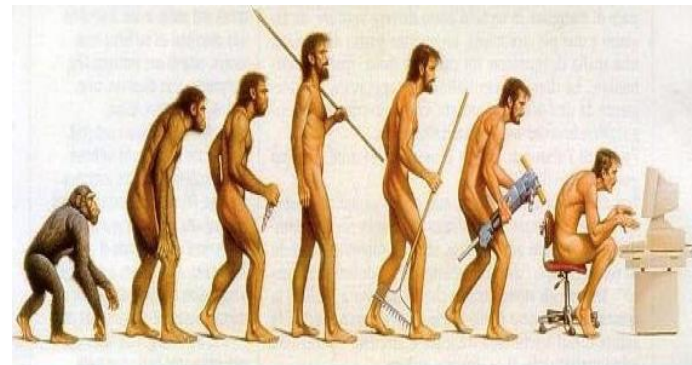
- A biological community of interacting organisms and their physical environment
- (in general) a complex network or interconnected system



**A startup ecosystem** is formed by people, startups in their various stages and various types of organizations in a location (physical or virtual), interacting as **a system to create new startup companies.**



## What is innovation



# MAKING SUPPORT TOOLS FOR BUSINESS INNOVATION IN OUR RURAL AREA







## 2014-2020. We know it was time ....

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

**Innovation: continuous improvements and disruptive**

**We haven’t to do as much as possible, we have to do what is necessary**

**To deliver grant from a systemic program**

**To be the best LAG in Catalonia**

**To promote a LEADER platform in service management, greater participation and accountability**



## 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**

# Our LAG portfolio in order to boost business innovation

To promote an entrepreneurship culture

To reduce the transaction costs in the funding process

Emerge cluster

Corporate entrepreneurship

Accelerator programme

Physical work spaces

Technological support in circular economy

Talent programmes

# New steps. "If you will it. It is no fairy-tale"

Create the first rural incubator in  
Catalunya & Spain

IoT  
Wearables  
Video  
Big Data  
Smart Home  
Smart City  
Machine Learning  
Mobile  
Connected Vehicles  
Cloud  
Content & Media  
Digital Life & Wellness  
And more.

Equity Investment  
Hands-on involvement, from A to Z...  
Startups scouting & market analysis  
Strategy planning  
Market Analysis and Ecosystem Analysis  
Network and go-to market  
Mentoring & management escorting  
Growth planning  
Fund raising process  
Admin, office, finance, etc.  
Weekly meetings, KPI monitoring

New funding instruments  
(grants, loans, PPP)



# QUESTIONS, COMMENTS...



*The policy of competitiveness and expertise gives us an instrument such as LEADER, a bottom up process through which many individuals, companies and institutions are involved and engaged with the territory*



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