

1st Thematic Group Meeting  
Smart and Competitive Rural Businesses

# The purpose and process of the Thematic Group & results of the survey with you

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#EventName

# Objectives of the TG

- **Improve the quality of rural development programmes (RDPs)**
- **Increase the involvement of stakeholders in the implementation of rural development**

# Thematic Group Approach

- Stakeholder-oriented and participative
- Focused & practical
- Complementary to existing work
- Inspiring
- Relevant to a wider audience

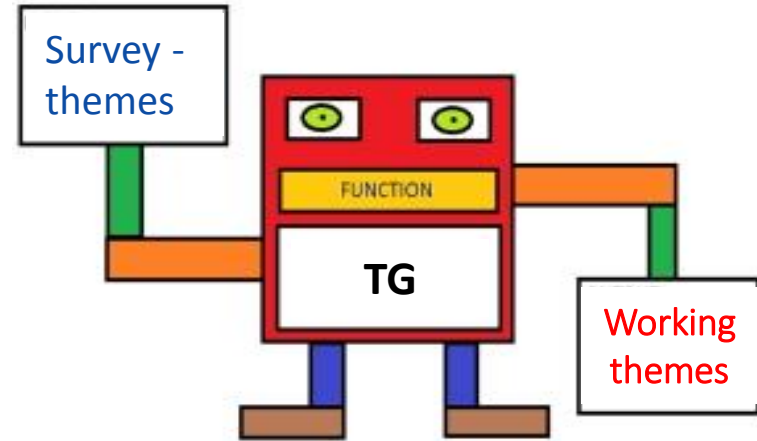
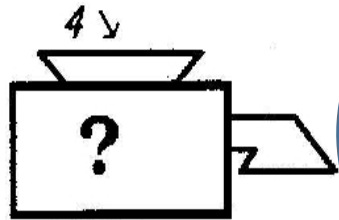


# Purpose of the 1<sup>st</sup> TG meeting

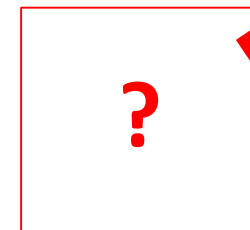
- Identify **sub-themes** that the group will work on
- Discuss specific **challenges and opportunities**
- Think about **methods and tools** that would be most useful for you (and others outside of the group)
- Discuss the possible **contribution of members** and of the ENRD Contact Point

# The process of the meeting

*You put a number into your imaginary machine, and it dumps another number out. What did the machine do to your number?*

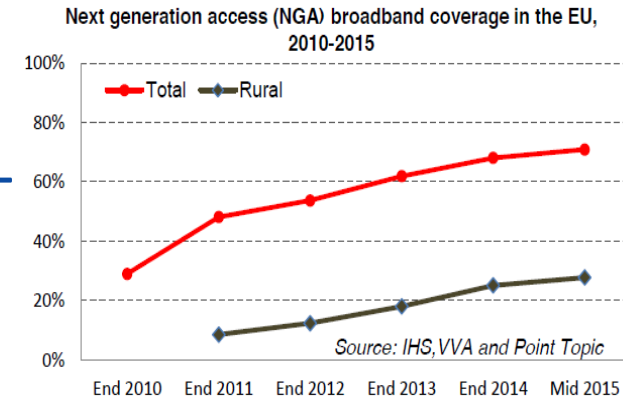


- Digitalisation, the use of ICT and access to broadband
- Smart networking for rural businesses
- Business development based on local community, natural and cultural assets
- Urban-rural linkages



# Digitisation, the use of ICT and access to broadband

- **Digital divide** (urban-rural)
- **EAFRD offers support:** mainly M07 (including broadband infrastructure, e-governance, IT applications), M16 cooperation, M01 knowledge transfer, M02 advisory services



## TG added value?

- **Once you have the infrastructure what do you do with it?**
- How businesses can efficiently use broadband and ICT?
- Links to social services? Socio-economic impact?

# Digitisation, the use of ICT and access to broadband

**Possibilities of digitisation**

Connection to the **world of information**, e.g. broadband but much more

**Digital and economic skills and competences**



Lack of information about **new clustering technologies & applications**

Developing appropriate digital **knowledge and skills**

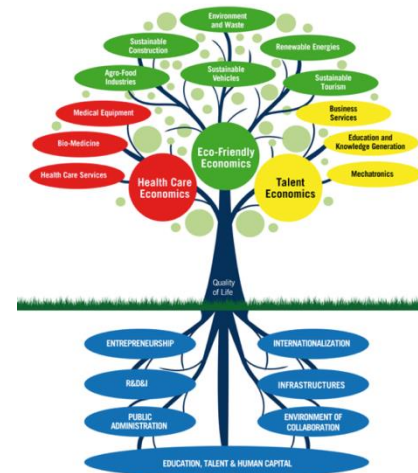
**New business models, sectors and tools** (including digitalisation)

# Building on local community, natural and cultural assets

- “**Smart specialisation**” (comparative advantage & interaction of stakeholders)
- **EAFRD offers support:**, LEADER/CLLD; M16 – Cooperation, diversification, M01 – knowledge transfer

## TG added value?

- Supporting rural businesses in finding new creative business ideas, building on local assets
- Tools for LEADER/LAGs (strengthening entrepreneurial culture)
- Genuinely integrated, cross-fund strategies: linking RIS3 and LEADER strategies





# Building on local assets

Rural entrepreneurs need to find their **niche markets**, understand/use their specific chances and create **unique businesses**

Smart specialisation & **wild ideas**

Creating the **experience economy** and promoting rural destinations

**Link** local food production and touristic services



Awareness of economic challenges and opportunities, based on endogenic resources and cooperation

Enhancement of the **involvement of LAGs** in RIS3 process

# Smart networking

- **Added value of networking:** economies of scale, better market access, know-how, innovation
- Improving interaction & linkages: farmer-to-farmer, farmer to non-farmer, urban-rural, etc.
- **EAFRD offers support:** M20 Technical assistance, M16 Cooperation, M19 LEADER/CLLD, M9 producer groups, M01 knowledge transfer

## TG added value?

- Identify key stakeholders and **linkages that need to be strengthened**
- How RDPs can be used for **more effective networking?**



# Smart networking

Working on attitudes of stakeholders,  
increasing awareness of the  
importance of networking and  
cooperation

Horizontal networking,  
value chains and  
business networks



Surprising liaisons  
will lead to  
innovative  
solutions

Smart  
horizontal  
networking

Creation of  
effective local  
networks,  
partnerships

# Urban-rural linkages

- Regions that are accessible to significant population centres do better than more remote areas (OECD)
- Capitalising on opportunities from rural-urban interactions (growing demand for healthy/environmentally-friendly food, provision of services, etc.)
- **EAFRD offers support:** M16 – Cooperation, M03 support for information and promotion, M09 support for jointly placing goods on the market, LEADER/CLLD – cooperation measure

## TG added value?

- Building on recent work on ‘cities and food’
- How to support activities through the RDP to strengthen these linkages?



# Urban-rural linkages

Cooperation and co-business between urban and rural areas

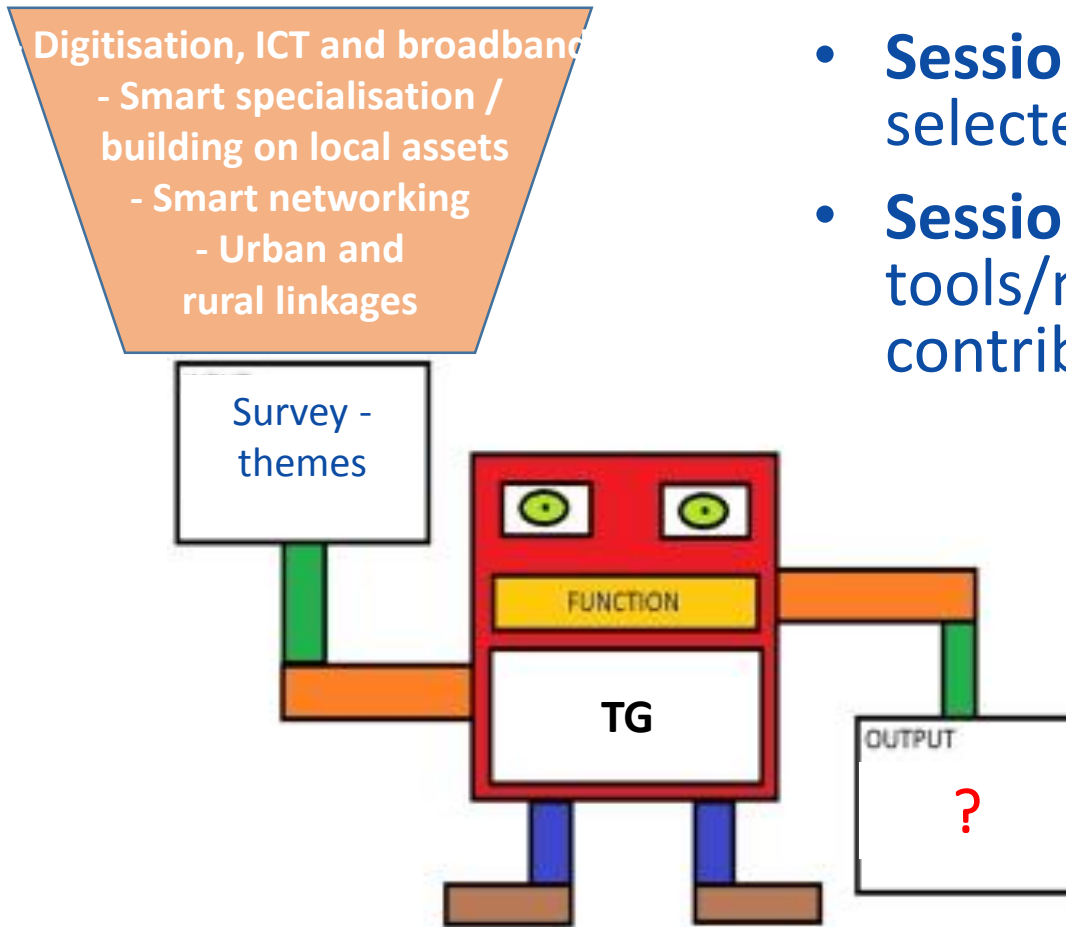
General image campaign in favour of rural areas



It is important to find the chances to profit by connecting urban and rural dynamics. Development of new concepts, products and services

Access to the market, mobility business. Consumer awareness of rural importance

Lowering the border between rural and urban areas. More cooperation less competition



- **Session 2:** 3 sub-themes: challenges & opportunities
- **Session 3:** 2 sub-themes selected
- **Session 4:** 2 sub-themes - tools/methods contributions

# ENRD Tools

- Good practices/ Case studies
- Publications & articles
- Background research & surveys
- RDP 'screening' & in-depth analysis
- Dissemination: seminar & website
- ...

