



MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH

bmlfuw.gv.at



LE 14-20

Entwicklung für den Ländlichen Raum

SUPPORT OF INNOVATIVE BUSINESSES IN RURAL AREAS

Markus Stadler, 30/11/2016, Brussels

CONTENT

1. AUSTRIAN RD PROGRAMMING PROCESS 2014-2020
2. CREATION AND DEVELOPMENT OF SMALL START-UPS AND YOUNG ENTERPRISES IN RURAL AREAS

SUPPORTED BY THE FEDERAL GOVERNMENT, FEDERAL PROVINCES AND THE EUROPEAN UNION



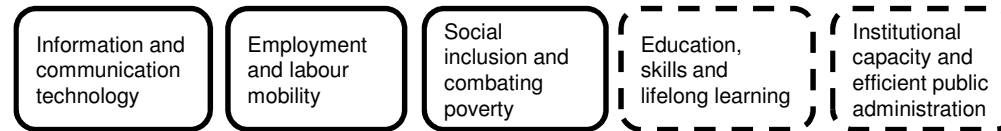
The European
Agricultural Fund for
Rural Development:
Europe investing in
rural areas



EU 2020



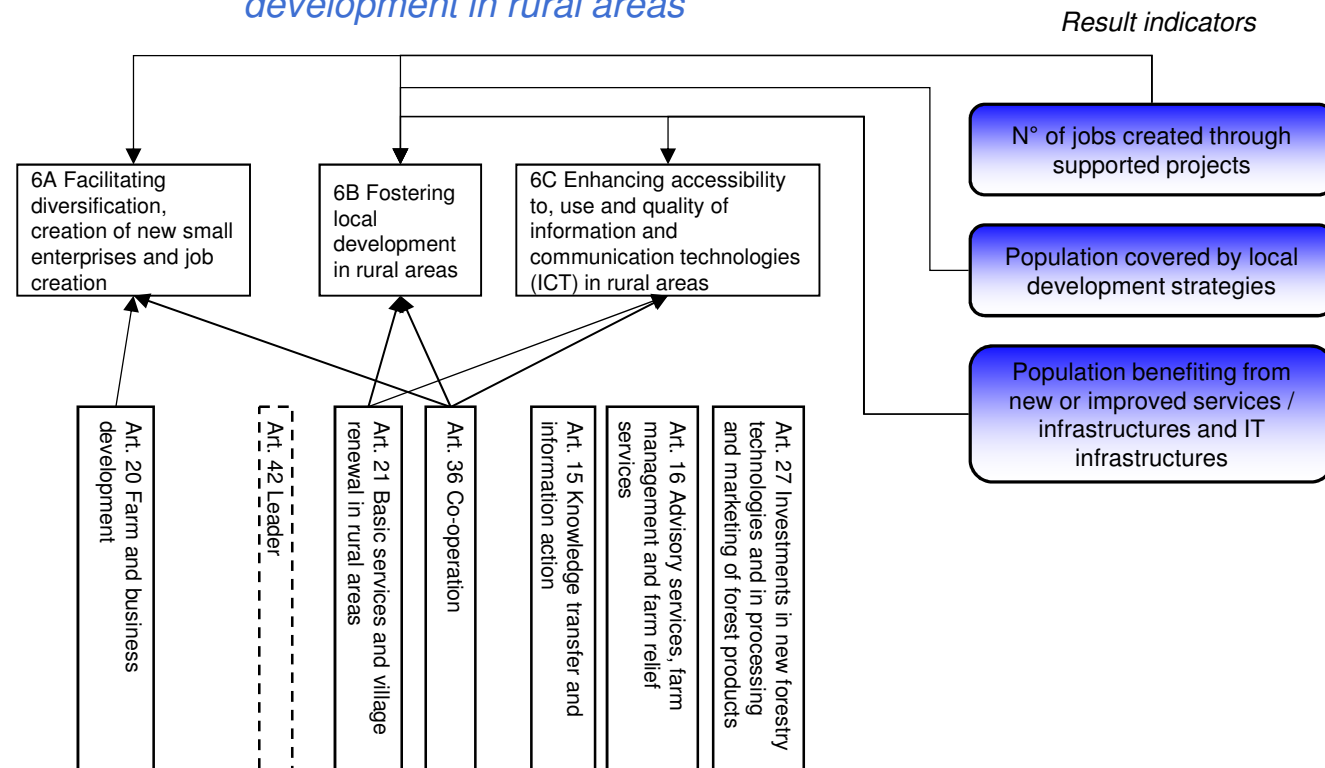
CSF Thematic Objectives



6. Promoting social inclusion, poverty reduction and economic development in rural areas

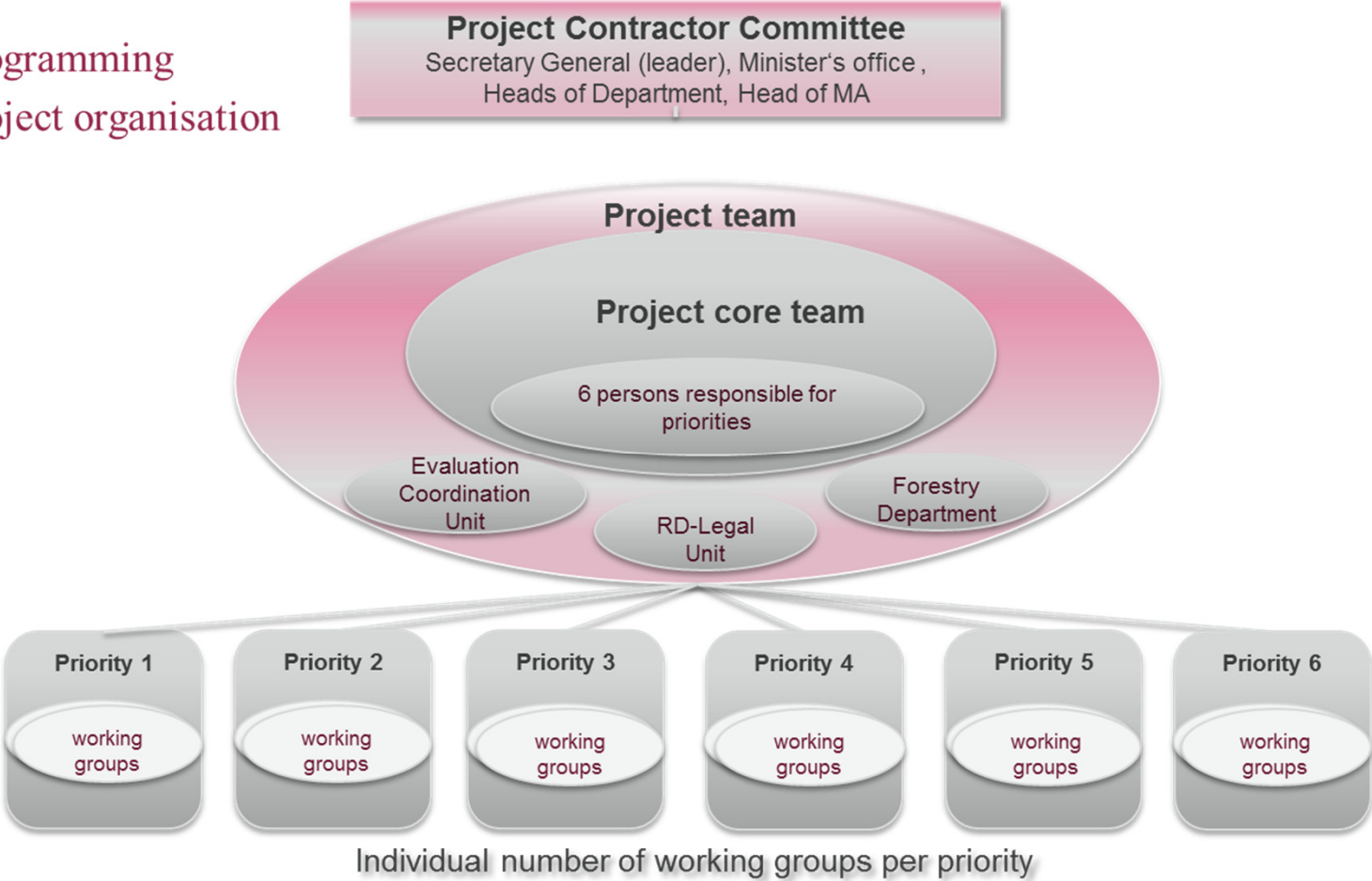
RD Focus areas

Relevant measures/approaches



STRUCTURE OF THE PROGRAMMING PROCESS IN AUSTRIA

Programming
Project organisation



WORKING GROUP 6A - DIVERSIFICATION, CREATION OF NEW SMALL ENTERPRISES AND JOB CREATION



20 members:

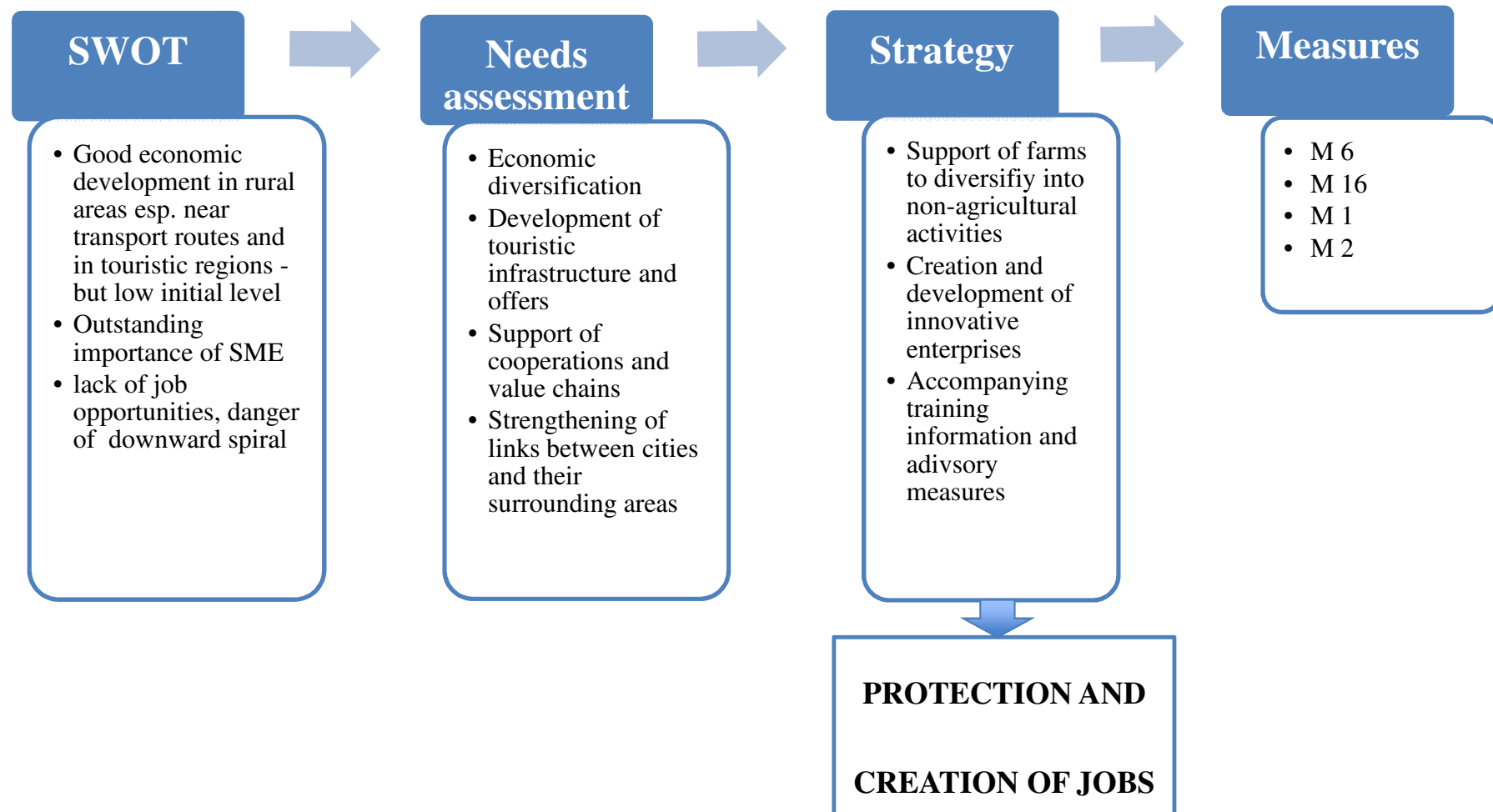
- Ministry of Agriculture
- Ministry of Economics & Tourism
- Federal Provinces
- Chambers of Labour, Commerce and Agriculture

5 meetings between January 2013 and February 2014
(submission of the programme to the Commission in April
2014)

topics:

- Discussion of legal texts, EC-guidelines, SWOT analysis, needs assessment, measure design, drafting programme text

PROGRAMME LOGIC – FOCUS AREA 6A



MEASURES TO TARGET FOCUS AREA 6A



Farm and business development (M6)

- Diversification of farms into non-agricultural activities
- Creation and development of small start-ups and young enterprises in rural areas
- Support of local supply

Cooperation (M16)

- Cooperation in tourism services
- Development of small and micro enterprises in rural areas
- Operation of cluster and networks
- Diversification of farms into social services

Knowledge transfer and information actions (M1)

Advisory services, farm management and farm relief services (M2)

RD-MEASURE “Creation and development of small start-ups and young enterprises in rural areas“



– Eligible projects

- innovative crafts, innovative manufacturing, industrial production
- innovative services
- new products and services in the region, which complement the regional value chains

– Beneficiaries

- Start ups and innovative young small enterprises (up to 5 years) in rural areas

– Eligible costs

- material investment costs (eg purchase of machines), immaterial investment costs (eg licenses), investment-related personnel and general costs
- Projects between EUR 20,000 and EUR 200,000 and cost positions above EUR 5,000.00 are eligible, max. EUR 50.000 support

[HTTP://WWW.AWSG.AT/CONTENT.NODE/GRUENDEN/FOERDERUNGEN/3983.DE.PHP](http://www.awsg.at/content/node/gruenden/foerderungen/3983.de.php) (DE)

RD-PROJECT “LIVING CONTAINER”

- **Conversion of high sea containers into autonomous small apartments with 25m² living area**
- **Key characteristics**
 - stackability and mobility
 - recyclable
 - all-year use
 - affordable price
- **RD-funding**
 - total costs: 95,900 EUR
 - funding: 50,000 EUR
 - 3 prototypes for non-commercial demonstration purposes
 - eligible costs: materials and technical services for the containers and their conversion



<http://www.livingcontainer.at> (DE)

RD-PROJECT „NRGkick“ - mobile charging unit for electric vehicles

- **Key characteristics**
 - no dependency on public charging stations
 - compact and handy to transport in the car
 - safe and fast charging at any standard wall outlet (up to 22kW)
 - reduced charging time that standard 3-phase power sockets allow
- **in addition a smartphone app and intelligent plug adapters are developed**



<http://www.nrgkick.com> (EN)

THANK YOU FOR YOUR ATTENTION!

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Unit II 2 – Managing Authority for Rural Development and
Fisheries Fund

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