3rdThematic Group Meeting
Smart and Competitive Rural Businesses

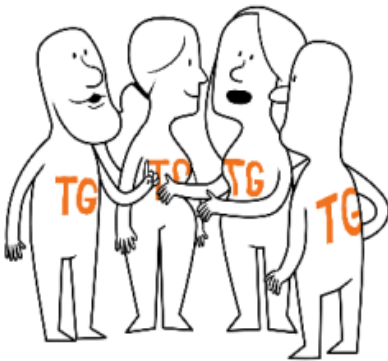# Introduction: Where are we and what are we doing today?

Edina Ocsko, ENRD Contact Point

The Netherlands, 24 January 2017

Where are we?

- Activities that we've done

- Planned outputs of the Thematic Work and how the TG can (still contribute)

- Upcoming ('remaining') activities until the end of the ENRD year (Jul 2017)

Smart and competitive rural businesses
Main sub-themes

- New trends and opportunities - 'wild ideas'

- Innovative support tools to help businesses to develop and realise their 'wild ideas' (including taking up digitisation opportunities)
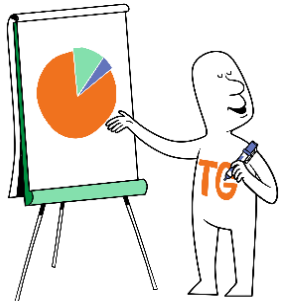
- Enabling policy environment: improve the use of RDPs

New trends & opportunities

- The 'Vision of the Group' (2nd TG meeting)

- 'Method' examples of identifying new trends & wild ideas (e.g. LEADER2030 in Finland)

  - *Other activities: Projects Brochure & Rural Review article on 'new trends'*

Innovative business support - Ecosystem

- Thematic Group meetings (Events Summaries): business support tools:

  - ✓ (Internal) business capacity: accelerators/incubators & digital hubs (examples, lessons)

  - ✓ External environment: broadband infrastructure & facilities (hubs), links to wider rural community & service environ.

    - Factsheets: description, lessons learnt, examples
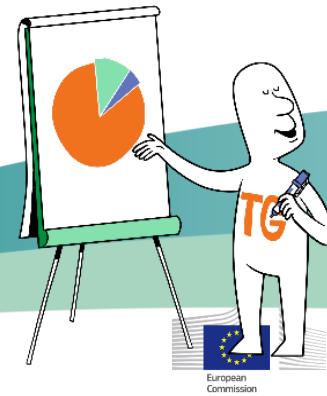
    - Case studies (which ones?)

Practical recommendations - mostly at practitioner/ local level – and support for this)

Enabling policy environment – the role of RDPs

- Overview/ identification of relevant RDP measures (Background Paper, NRN interviews)

- Identification of RDP examples (M6 – Austria, NRN – Finland)

- RDP Analysis: 5 RDP/Member States (FI, SCOT - PT, ES, SI or LV – to be confirmed)

- *Other activities*: *overview of the wider policy framework (Rural Review, Seminar)*

Recommendations- mostly RDP – national/regional level

Purpose of today

Innovative business support – Filling some gaps

- External business environment: links to wider rural community and services: eTownz (IE), CoCotte & others (France)

- Identifying the most relevant examples and 'points of interest' among all the examples identified so far - What would we like to know more/ further exchange about?
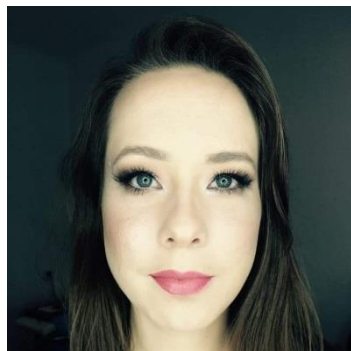
Moving towards practical recommendations

Board of 'good students'

KARI KYLKILAHTI

AGNIESZKA WROBLEWSKA

MARKUS STADLER

MARKO MÄKI-HAKOLA

Stage 1: Discussion in pairs

What are the most relevant examples from your perspective?

What are the main points of interest/questions that you would like to find out about these examples? (challenges, interesting aspects, etc.)

Agree 2 examples that you'd like to see being developed into case studies

Identify a set of specific questions of particular interest

Stage 2: Discussion in group of 6 (=3 pairs)

Discuss why pairs picked the 2 examples and points of interest / questions

Narrow down from (up to) 6 to 2 examples / group

Define or refine questions and points of interest

Stage 3: Feedback from groups & voting (after lunch)