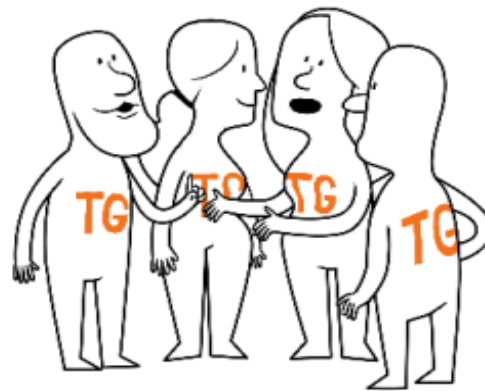


4th Thematic Group Meeting on Rural Businesses

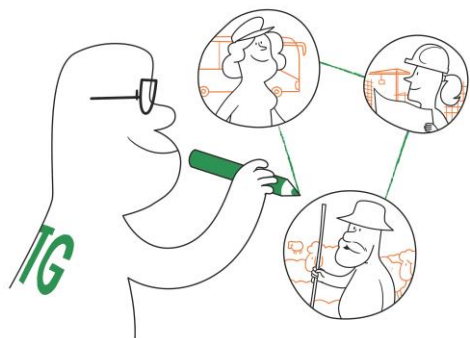
What have we achieved?

Edina Ocsko & Elena Maccioni, ENRD Contact Point

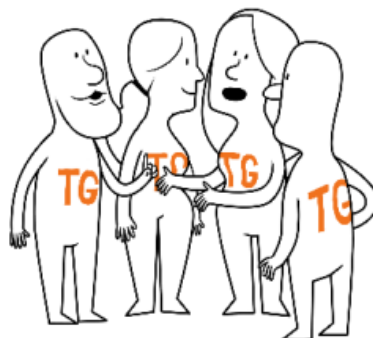


Finland, 18 May 2017

The Process



Mapping &
background paper



TG meetings
Seminar



Events summary



Practical case
studies



RDP analysis



Focus now



Case Studies



RDP analysis



Case studies of the TG

Three case studies are being carried out:

- **Accelerator approach** (AgriEnt / GR, Masterclass / NL, Bus on Tour / BE)
- **Digital hubs** (Ludgate Hub / IRL, hellodigital / SCOT, Cocotte Numerique / FR)
- **Community broadband** (Molenwaard/ NL, N-W Kuhmo/ FI)

How case studies were developed?

- Developed on the basis of 2-3 concrete cases – Synthesis

Thanks for support of TG members!

- Supposed to be detailed & practical

Accelerators: The approach

- What is an accelerator? – inspiration, peer-learning, networking, different from traditional

Main findings:

- Driven by needs & knowledge of initiators of these needs
- Innovation and inspiration is core
- Strong vision & leadership
- Involving different types of expertise (science, technology, funding, etc.)
- Building on existing networks of lead organisations

Accelerators: Set-up & run

- Identifying the right businesses: time/availability; level of experience?
- Time requirement (varies largely): 6 x 1-day workshop (MC); 1 day (BoT); 15 weekends (AgriEnt)
- Financial resources required: 16,000+? (MC); 8000+11,500€ (BoT); 3000+50-60,000€ (AgriEnt)
- Full business cycle
- Methods: interactive, peer-to-peer, ...
- Follow-up advisory services

Accelerators: Challenges

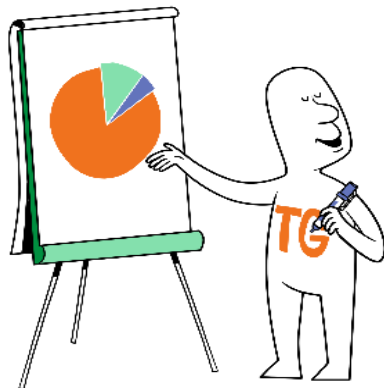
- Access to (timely) finance
- Develop inspiring – encourage continuous participation – bring in examples
- Identify and engage the right experts (in some cases on a voluntary basis)

Accelerators: Results

- Soft outcomes: inspiration, new business ideas / doing business differently
- Need longer time to show? (How long?)
- Quantifiable results? – we may need to strengthen to demonstrate



Recommendations

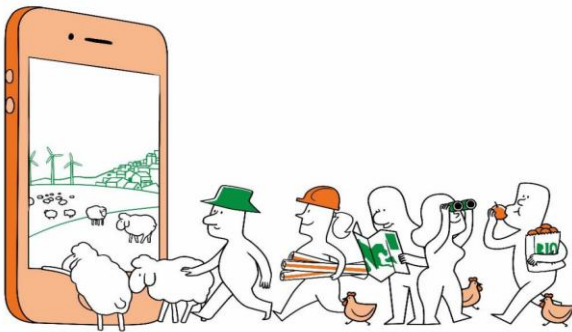


Digital Hubs: The approach

- Why a digital hub? – addressing digital divide & provision of basic services / types of digital hubs

Main findings:

- Broadband is a necessary condition
- Attractiveness of the location
- Community involvement leading to community support
- Strong initiators (private - often pro bono; governmental)



Digital hubs: Set-up & run

- Technical requirements: broadband, building, equipment
- Financial resources required: 120,000€ (Ludgate); 110,000€ (Cocotte); ? (hellodigital)
- Sustainability: Ludgate (almost self-sustainable); CoCotte & hellodigital: long-term public funding

Digital hubs: Challenges

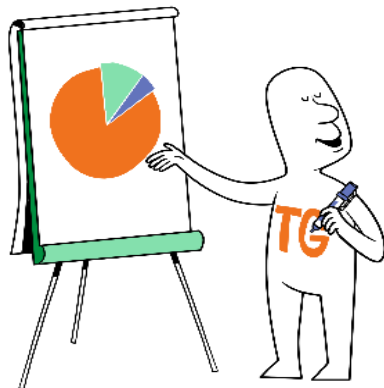
- Start-off the services (previous experience helps)
- Gathering the necessary funding (for set-up – one-off large investment + running – can it be made self-sustainable?)
- Other basic services are not sufficient to meet specific tech start-up needs

Digital Hubs: Results

- Provide a strategy & vision for the town
- Improved broadband connectivity
- Attract new businesses
- More visible quantifiable results (1GB connect, number of new businesses, families, etc.)



Recommendations



RDP Support to rural businesses

Elena Maccioni
Finland, 18.05.17



Objectives

Business support services...

For innovation

i.e. cooperation,
start-ups...

Integrated and holistic

i.e. networking & peer-
to-peer ('inspiration')

To make best use of digitisation opportunities

i.e. available broadband and
new technologies

Questions

- What is the wider **policy context** for business support (RDP and other funds)?
- How **do RDP measures** support ?
- Does the RDP present **interesting and creative Measures' approaches** to help businesses?

Policy context

Demarcation, complementarity, rural proofing

- Better to use national or EU funding?

Digitisation strategy in Baque Country

- Can we set up complementarities between EU funding and national funding?

Business advisory support & M06 in Basque Country

Different levels ecosystem of support in Finland

- Given the resources and the challenges, what is the best Fund to support rural businesses? And what measures?

ERDF support to SMEs in Portugal

LEADER and rural businesses in Scotland

Digital services

- National – EU funded mixed strategies

 - Basque Country digital plan

 - Scotland Digital Future strategy (2011)

- EU funded mixed strategies

 - Community broadband scheme in Scotland

 - M07 support to broadband in Finland

Stimulating new business ideas - mentoring start-ups

- Networking and knowledge exchange
- Stimulating cooperation
- Advice on existing models, approaches, technologies

Monitoring farms in Scotland

Ktulu and M16 in the Basque Country

M1 & M6 in the Basque Country

NRN work (M20) – Innovation camps in Finland

Mentoring through the steps

- Knowledge transfer & building skills
- Cure the business through the hard steps (idea, partners, funding, implementation)

LEADER in Scotland

Rural Entrepreneurship Thursdays in Basque country (+M1 and M6)

Ecosystem of business support services

Building skills

- Technical knowledge
- Entrepreneurial skills
- Advice on existing models, approaches, technologies (innovation)

Monitoring farms in Scotland

M1 & M6 in the Basque Country

KTIF in Scotland – innovation in agriculture

Flexible funding for innovation

- Support for innovative approaches

M6 support for innovation in Finland

- Mentoring support at early stages reducing the risk

M6 – business start-up aid in Basque country

Thank you very much!