

BACID WORKSHOP ON Community Innovation and EU Funds

Martin Marek, Michael Gansch

Pärmet | 06.05.2019



AGENDA

TURNING IDEAS INTO EU PROJECTS

09:30 – 09:45	Welcome and registration
09:45 – 10:15	Introduction
10:15 – 11:00	Workshop: Local Development Strategy for Përmet
11:00 – 11:30	Coffee Break
11:30 – 12:30	Reflection and Summary of Results
12:30 – 13:30	Community driven innovation – good practices from other regions
13:30 – 14:00	Where to find EU Funds?

INTRODUCTION

TURNING IDEAS INTO EU PROJECTS



Martin Marek

Project Management
Programme Management
Innovation Expert
Balkan - Traveller



Michael Gansch

Project Management
Sustainable Tourism
Destination Management
Regional Development

EUROVIENNA MAKES IT POSSIBLE!

TURNING IDEAS INTO EU PROJECTS

- ➔ **Project development - We implement your idea successfully.**
- ➔ **Project management - We handle your administrative tasks.**
- ➔ **Financial management - We deal with financial matters.**
- ➔ **EUROACCESS DANUBE REGION - One click away from EU funding.**
- ➔ **EUROACCESS TRAINING - Ready for your EU grant.**

What is a Local Development Strategy?

- Many EU Programmes Require regional/local/national Development Strategies
 - LEADER, IPA,
- It illustrates the strengths, weaknesses, opportunities and threats of a destination
- 3 pillars of sustainability
- Out of the SWOT, Goals are being defined
- Out of the Goals – Actions are being defined, which shall help achieving the goals
- Goals have to be measurable
- Strategies for EU Programmes are usually planned for 7 years
- Strategies help when applying for EU funds

Why doing a local development strategy?

What is a Local Development Strategy?

- Many EU Programmes Require regional/local/national Development Strategies
 - LEADER, IPA,

LEADER Approach:

- Several communities are cooperating as 1 region
- Local stakeholders are developing the strategy (min. 51% non- political members, 34% women).
- The region applies for acceptance of the strategy – if approved, region can develop and hand in suitable projects for the next 7 years/until money is gone.

Why doing such a strategy as region/city outside the EU

- It is a benefit when applying for other programmes too
 - You can apply for certain EU Funds – do you know how many?
- When Albania is developing a new IPA – Strategy, they can just take over your content for your region – that means future IPA- programmes will fit to your needs
- It helps to exchange thoughts and knowledge between municipality and local stakeholders
- It helps staying focussed on regional level
- It helps making clearer, what you actually want
- It does not matter where you try to get money for your project. But if you can refer to your multi- annual strategy, you will be taken more serious.

WORKSHOP

TURNING IDEAS INTO EU PROJECTS

Form 4 groups

Group 1: Economic Development and Innovation in Tourism

Group 2: Ecological Development

Group 3: Social Development

Group 4: Cultural Heritage

WORKSHOP

Every Group tries to answer the following questions:

1. What are the strengths, weaknesses of your town/region?
2. Vision: How should the town/region develop in the upcoming 5 years?
3. Mission: What could be possible projects that would help achieving the goals set in your Vision?
4. What do you need for implementing those projects? (Time, Money, Staff, Know- How...)

Take 45 minutes.

WORKSHOP- SUMMARY

Please present your findings

Open Discussion

Joint Summary

What are we doing with those results?
reporting to municipality
summarizing to a short local development strategy

INNOVATION

Innovation

- Innovation vs. Invention
- Definition / Theory
 - successful / added value / needed (economic or user point of view)
 - different types
 - product / service
 - process
 - business model
 - social
 - ...
 - open vs. closed
 - examples
 - public "private transport"
 - provide a service instead selling a product (Hilti)
 - renting a holiday home directly from owner

CDI ... Community Driven Innovation

- bottom up approach
- inclusive communities (or user groups)
- engaged and connected citizens
- targets
 - identify community related issues
 - prioritize them
 - provide solutions
- similar to **Innovation Management**
 - decide about fund raising
 - raise awareness and education
 - branding
 - idea and solution collection
 - selection
 - awarding (take it seriously; ev. no money needed -> responsibility)

Important:
Supported by decision makers!

Advantages

- get "local" or "topic related" knowledge from involved users
- use resources otherwise not available
- involvement creates responsibilities
- improve linkage between citizens and local government
- inclusive (all citizens)

Challenges

- Administrative effort
- "pick the right citizens"
- handling of rejected ideas
- effort to create a lively and engaging community

HORIZON EUROPE

TURNING IDEAS INTO EU PROJECTS

EU Funding for Research and Innovation 2021 - 2027

- Albania: Associated country (since 2017) - participation under same conditions as EU member states
- € 100 billion (proposed budget)



(c) EC 2018

HORIZON EUROPE

TURNING IDEAS INTO EU PROJECTS

EU Funding for Research and Innovation 2021 - 2027

- Three pillars



(c) EC 2018

- Pillar 2: € 52.7 billion - societal challenges / EU wide missions

EU Funding for Research and Innovation 2021 - 2027

- Pillar 2

Health	Inclusive and Secure Society	Digital and Industry	Climate, Energy and Mobility	Food and Natural Resources
<ul style="list-style-type: none"> - Health throughout the Life Course - Environmental and Social Health Determinants - Non-Communicable and Rare Diseases - Infectious Diseases - Tools, Technologies and Digital Solutions for Health and Care - Health Care Systems 	<ul style="list-style-type: none"> - Democracy - Cultural Heritage - Social and Economic Transformations - Disaster-Resilient Societies - Protection and Security - Cybersecurity 	<ul style="list-style-type: none"> - Manufacturing Technologies - Key Digital Technologies - Advanced Materials - Artificial Intelligence and Robotics - Next Generation Internet - Advanced Computing and Big Data - Circular Industries - Low-Carbon and Clean Industries - Space 	<ul style="list-style-type: none"> - Climate Science and Solutions - Energy Supply - Energy Systems and Grids - Buildings and Industrial Facilities in Energy Transition - Communities and Cities - Industrial Competitiveness in Transport - Clean Transport and Mobility - Smart Mobility - Energy Storage 	<ul style="list-style-type: none"> - Environmental Observation - Biodiversity and Natural Capital - Agriculture, Forestry and Rural Areas - Sea and Oceans - Food Systems - Bio-based Innovation Systems - Circular Systems

Quelle: COM(2018) 435 final (Annex I); Darstellung: FFG

- Horizon 2020: CSA & IA

SME Instrument

- part of Enhanced European Innovation Council Pilot (FTI, FET Open, Prizes)
- funding for high-potential, high-risk innovation developed by SMEs
- develop and commercialise new **products, services** and **business models** that could **drive economic growth** and shape **new markets** or disrupt existing ones in Europe and worldwide
- Feasibility assessment (phase 1): lump sum of €50,000 (~ 6 months duration)
- Innovation project (phase 2): €500,000 – € 2.5 million or more (covering up to 70% of eligible costs)
- Business acceleration (phase 3): linking with private investors and customers
- Coaching by Enterprise Europe Network (EEN)
<https://een.ec.europa.eu/>

BEST PRACTICE - BERGSTEIGERDÖRFER

TURNING IDEAS INTO EU PROJECTS

Bergsteigerdörfer - Mountaineering Villages

- Initiative founded 2018
- Austrian Alpine Club
- Ministry of Sustainability and Tourism
- Funded also by European Agricultural Fund for Rural Development
- incl. Germany, Italy and Slovenia
- Main goal: Development of an alternative and sustainable Alpine tourism
- Today: 16 municipalities and villages
- Branding and quality seal
 - Visual impact and image
 - Mountain farming, mountain forestry
 - Nature and landscape conservation
 - Mobility / traffic
 - Communication and information exchange



BERGSTEIGER
DÖRFER

BEST PRACTICE - BERGSTEIGERDÖRFER

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Bergsteigerdörfer - Mountaineering Villages - Summary

- Advantages
 - It's "just" a brand and a quality seal
 - Free to create criteria
 - No big investment to start
 - Easy to sign an agreement (no huge investments)
- Challenges
 - Secure continuous commitment
 - How to reach target group(s)?



BERGSTEIGER
DÖRFER

BEST PRACTICE - HOLIDAYS ON THE FARM

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Holidays on the farm

- Association of > 3.000 farms (owned by its families)
- Founded 1991
- Co-funded by European Agricultural Fund for Rural Development
- Brand and sub-brands (e.g. holiday on a wine-growing farm)
- Only for farms with active farming
- Max. 10 beds / farm
- Providing marketing material

- Goals
 - support small family farms
 - provide (low cost) accommodations (in structurally weak regions; not only;)
 - real world experience
 - access to farming topic for population living in cities

BEST PRACTICE - HOLIDAYS ON THE FARM

TURNING IDEAS INTO EU PROJECTS



Holidays on the farm - Summary

- Advantages
 - Only small investments needed
 - Supporting small sized farmers
 - Ensuring continuous landscape maintenance
- Challenges
 - Creation of criteria for brand
 - Ongoing monitoring of these criteria
 - Addressing target group(s)

BEST PRACTICE - BERGBAUERNHILFE

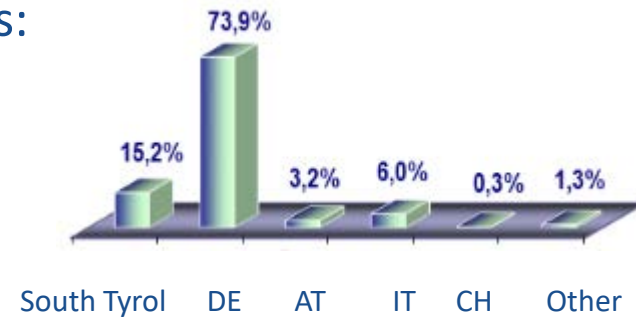
TURNING IDEAS INTO EU PROJECTS



Freiwillige Arbeitseinsätze
— in Südtirol —

Bergbauernhilfe - Mountain farmer support

- Association founded in 1997 by South Tyrolean (IT) associations
- Based on voluntary help
- Based on an idea from Switzerland
- 1997: approx. 1.000 days of "free" work
- 2018: more than 19.000 days of "free" work
- Origin of helpers:



BEST PRACTICE - BERGBAUERNHILFE

Bergbauernhilfe - Mountain farmer support

- Goals
 - Help in emergency situations
 - Bring together people with different "backgrounds"
 - Understand the difficulties of mountain farmers
 - Social learning and development
- Similar to
 - sponsorships for public areas (meadows, hiking paths, etc.)
 - responsible travel & sustainable tourism

TURNING IDEAS INTO EU PROJECTS



BEST PRACTICE - PIELACHTAL - DIRNDLTAL

TURNING IDEAS INTO EU PROJECTS



Was möchten
Sie erleben?

Wohin möchten
Sie reisen?

Wann möchten
Sie urlaubeu?

Suche

Mostviertel

Frühlingszeit im Dirndtal

Suchen & Buchen
Urlaubsangebote

 Aktuelle Angebote

BEST PRACTICE - PIELACHTAL - DIRNDLTAL

TURNING IDEAS INTO EU PROJECTS

The Pielachtal Valley in the 1990s: a touristic no- mans land.
Located in the sub- alps. No high mountains, few historic buildings, little original regional culture.
A historically poor farming region without glamorous, touristic tradidions.

Then, an exiled Pielachtal – resident found out, that there was one thing, the people in the Pielachtal used for producing jam, juice, liquor and other foods, which is hardly being used anywhere.....

BEST PRACTICE - PIELACHTAL - DIRNDLTAL

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.....

The Dirndl (Cornus Mas)



BEST PRACTICE - PIELACHTAL - DIRNDLTAL

A regional initiative was started and old recipes were brought up again – new ones were created – quality improved.

Soon, the valley started to name itself Dirndltal instead of Pielachtal (Tal = Valley)



BEST PRACTICE - PIELACHTAL - DIRNDLTAL

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Since Dirndl has 3 meanings in Austria:



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People were getting interested....

BEST PRACTICE - PIELACHTAL - DIRNDLTAL

Sales of Dirndl Products were rising, tourism increasing. Once a year a big festival called “Dirndlkirtag” is being organized having now more than 15.000 visitors on 2 days.

A partnership with Bosnian region Drvar established because of the Dirndl- products (called Brek in Bosnia).

And the valley now got its USP.

BEST PRACTICE - DORFRESORT MITTERBACH

Mitterbach is a small town next to lake Erlaufsee in the north-eastern Austrian Alps.

The traditionally depend on tourism (Nature Park, Skiing Lift, lake Erlaufsee).

But face decreasing population

Many privately owned small hotels and guest houses closed or are about to close, because of missing family members to take over.

What to do?

BEST PRACTICE - DORFRESORT MITTERBACH

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What to do?

The municipality now acts as central booking station, being in charge of all private guest rooms. The owners still earn money – with little or no work. The town has increased the service quality and maintained the number of guest beds.

Thank you for your attention!

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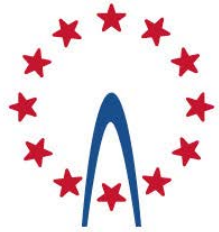
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