



# COMPETE IN

Interreg Europe



European Union  
European Regional  
Development Fund

# EURADA ASSOCIATION

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Section I

# THE ASSOCIATION

# European Association of Development Agencies

## • Who we are?

Professional association of  
Regional Development  
Agencies

70 members in 21  
countries

Established in 1991

## • What we do?

Best practices  
exchange

Promote agencies  
actors of regional  
development

Development and  
implementation of  
projects

# 70 members in 21 countries



# Agreements with international and national networks

## International Networks



- **IEDC:** International Economic Development Council (USA)



- **EDANZ:** Economic Development Association New Zealand (NZ)



- **EDA:** Economic Development Australia (AU)



- **EDAC:** Economic Developers Association of Canada (CA)



- **CADZ:** China Association of Development Zones (CN)



- **SMRJ:** Organization for Small & Medium Enterprises and Regional Innovation, Japan (JP)

## European Networks



- **BARDA:** Bulgarian Association of RDAs and Business Centres



- **FORO ADR:** Spanish Association of RDAs



- **CNER:** Conseil National des Economies Regionales



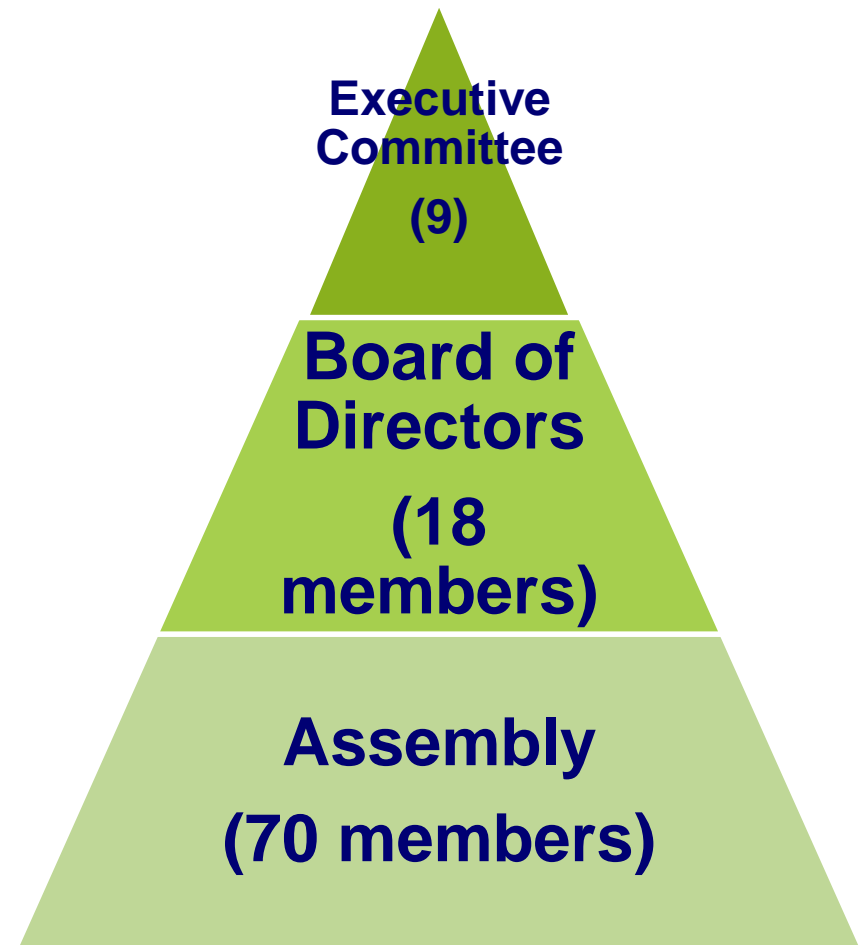
- **NARDA:** Ukraine National Association of Regional Development Agencies



# Eurada's members and governance

Category of Members	Number
Full members EU 15	48
Full members EU 13	6
Full members accession countries	15
Partner members	3
Associate and subscribing members	0
Members from TACIS and other non-European countries	5
Partner national associations	10

Eurada Partnership Forum	Number
Corporates	0
Small & medium sized consultants	1
Universities	4



# Eurada's Government bodies composition

## Executive Committee

**President**

**Stanislaw GINDA**

**1st Vice-President**

**Roberta DALL'OLIO**

**Vice-Presidents**

**Andrea DI ANSELMO**

**Sarah ENGLISH**

**Rafael ESCAMILLA**

**Bruno LINDORFER**

**Mevlüt ÖZEN**

**Murat YILMAZCOBAN**

**Past President**

**Antoine PLATEN**

# Benefits of being a member of Eurada

## Stay informed

- Speedy receipt of up to date, high quality news and information about policy and trends

## Design regional policies

- Effective interface with EU officials, helping to influence the development of future policy

## Exchange of best practices

- Participation in EURADA conferences, seminars and workshops - which facilitate the exchange of good practice and making connections across the network

## Find partners

- Access to the EURADA network to find business partners and strengthen internationalisation programmes

## Became well-known

- Boost your region's or organisation's profile across the EURADA membership, with the European Commission, and more widely through EURADA's global networks.





Section II

# ACTIVITIES

# EURADA activities

Dialogue with EU institutions especially the European Commission

Validation and dissemination of new ideas on economic development

Transnational cooperation between members

Common projects

Studies and publications

Conferences, workshops and seminars, training (summer schools)



# Services

## New initiatives

- Support the implementation of new programs or services that can carry out development agencies to promote economic growth

## European projects

- Provide assistance in the whole cycle of the EU project, from the idea to the final communication and dissemination

## Technical assistance

- Marketing of the Eurada's members capacities as experts and practitioners with highly specialized skills on economic development tools

## Training

- Common training actions for regional development agencies on finance of innovation, territorial development and promotion, inward investments, etc

# Sample of events with active participation from Eurada

## Past events

- September 2015 – New Enterprises, New Jobs: which Challenges for the Territories? Agorada 2015 and the 62nd Congress of CNER. Antibes (FR)
- February 24° Project Brokerage Event (Interreg). Brussels
- February 25° Big Data Mining for Economic Development. In cooperation with ERRIN. SmartSpec project. Brussels



<http://www.agenciaidea.es/dualuseandalusia2015>

## Future events

- 25<sup>th</sup> of October. Defense industry. Copenhagen
- November. AGORADA+ Social Innovation. Bologna

# Main initiatives: work programme 2016

Phoenix Initiative for regions interested in innovation and technology absorption

Regional network of dual-use industry

Entrepreneurial discovery process and policy mix within the RIS3

Financing innovation: financial instruments of the Structural Funds, crowdfunding, business angels, leasing, etc.

Social innovation



# Phoenix initiative

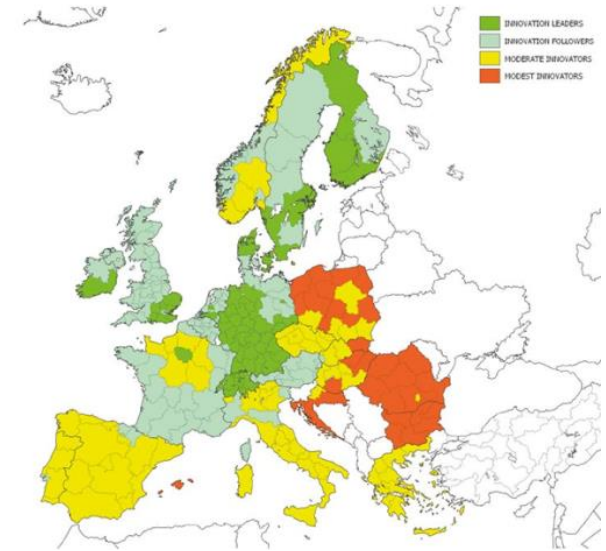
Objective: design regional strategies for technology absorption in companies

Means: Promote technology brokerage organizations

Opportunities: advanced manufacturing, internet of things, new materials, industrial biotechnology, nanotechnology, photonics, etc.

Actions: Reinforcement of brokerage organizations, Identification of knowledge, Pilot demonstrations in actual manufacturing conditions, Brokerage events offer – demand, financing

Result: renaissance of the traditional industries



Regional Innovation Scoreboard 2014

© European Union, 2014

# Dual use industry

Objective: Design systems of public support for companies developing dual-use technologies

Means: Development of regional policies that address this sector. Exchange of experience between regions.

Opportunities: Dual defense companies are innovation driver (intensive R&D), high quality jobs , innovation and growth.

Actions: Market diversification, synergies between civil and defense sectors - by developing new civilian products based on technologies and materials from the defense industry or vice versa.

Result: competitiveness increases and mobilization of private investments in research and innovation



Guide elaborated by Christian Saublens, Eurada's Director

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# Financing

Objective: Find new funding mechanisms to support innovation in private companies

Media Design new instruments and mechanisms. Eg Leasing to finance investments in innovation

Opportunities: Several experts have indicated that leasing could be an opportunity

Actions: Disseminate the idea of leasing, Prepare a proposal for H2020, Collaborate with DG Growth to design an invitation to work with clusters Leasing companies

Result : launch of a new mechanism



European Association of Development Agencies  
Association Européenne des Agences de Développement

**ALL MONEY IS NOT THE SAME!**

What for whom ?



Christian SAUBLENS  
March 2013 – Rev. 5

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PARTE III

# EU PROJECTS

# Recent EU projects

## FP7-CIP

- GreenXpo (FP7 2013-2015): Maintaining all green and eco-innovation results in a living portal.
- ECOLINK+ (CIP 2010 -2012) Transfer of best practice of EU funded projects regarding eco-innovation
- Take It Up (CIP 2009-2012): to exploit the results of the EUROPE INNOVA programme
- RegCEP (IEE-CIP 2009-2011): Stimulation of energy clusters in regions.

## Other

- KNOW-HUB (INTERREG 2011-2014): Enhancing the regional competences in strategic management of innovation policies
- EU-Drivers (Erasmus+ 2009-2012): Role of university deans in stimulating relations between universities and enterprises at regional level

# Projects currently in execution

## EU Projects

- MIRRIS (FP7): Mobilizing institutional reforms for better R&I systems/institutions in Europe (July 2013 – June 2016)
- BENISI (FP7): Building a European Network of Incubators for Social Innovation (May 2013 – April 2016)
- Citizenergy (CIP-IEE): The European Platform for Citizen Investment in Renewable Energy (March 2014 – February 2017)
- SmartSpec (FP7): Smart Specialisation for Regional Innovation (July 2013 - June 2016)
- **Technical assistance as expert for the European Commission**
  - Christian Saublens – Smart Specialisation in Romania : implementation and monitoring of the action plan for the fulfilment of the ex-ante conditionality for thematic objective 1 (September 2015 – December 2015)

# Projects in the pipeline

## Waiting evaluation results

- H2020: Innovation Leadership Programme (H2020-INSO-4-15)
- H2020 EU Industry 4.0 Cross-sector Value Chain Multiplier for SMEs (H2020-INNOSUP-1-2015)
- Interreg: Improve the RIS3 effectiveness through the management of the entrepreneurial discovery process (EDP)
- Interreg: Efficient support services portfolios for SMEs
- Interreg: Exploiting Potentials of Social Enterprises through Standardized European Evaluation and Development System
- Others: Inclusive Growth for Social Cohesion in Latin America (EuropeAid AL-INVEST). Coordinated by ProMexico

**In preparation:** H2020-CO-CREATION-03-2016, H2020-Innosup-XX-2016 Peer learning of innovation agencies, Interreg

# Multi Actor Internationalisation action on a territory



## FOOD VALLEY AMBASSADOR PROGRAM



*East Netherlands Development Agency and Food Valley NL Organisation*



# WHO

- **Oost NV,**
- **Food Valley NL**
- **University of Wageningen**
- **Nutri-akt job placement specialist**
- **FOOD COMPANIES**

# WHAT

**Food Valley Ambassador Program is a combination of:**

- **product development,**
- **regional promotion,**
- **human capital development**
- **internationalisation**

# HOW

**Innovation and competitiveness through:**

- **Highly trained personnel and young talent flows from abroad to region (as demand of food sector)**
- **Product/process development and internationalization of the food companies**



# ADVANTAGES FOR COMPANIES

- **Student mobility programmes (ERASMUS), students from abroad working in Research & Development for one year, scholarships offered attract high potentials and encourage business, partnerships building in students' home countries.**
- **Students are ambassador because they know culture, language and act as intermediary between the food companies and actors in their home region.**

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# THANK YOU FOR YOUR ATTENTION

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Thank you!

Questions are welcome!



*Project smedia*