

# ENRD Thematic Group on Rural Businesses

## 2<sup>nd</sup> Thematic Group Meeting

30 November 2016

### Venue & Date

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Hotel Chambord, Rue de Namur 82, Brussels

30 November 2016, from 9am to 4pm

### Objectives

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- ✓ **Define the specific challenges** regarding effective business support to (i) developing and implementing creative and sustainable business ideas; and (ii) making use of digitisation for rural businesses;
- ✓ **Develop the TG workplan** (including RDP analysis), as well as plan the possible outcomes and outputs of the Thematic Group (i.e. target groups, type of activities and type of tools);
- ✓ Present and discuss **inspiring examples** and ideas that stimulate further discussion about the selected sub-themes.

### Time

### Session

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9.00

Introduction: Where we are and what we are doing today?, *Edina Ocsko (ENRD CP)*

**Group Exercise: Developing a Vision for Future Rural Businesses**

10.00

**Business support to generate and help to implement new, creative and sustainable business ideas**

- The business accelerator approach & its adaptation to rural areas, *Jan Willem van der Schans (Wageningen University, The Netherlands)*
  - Reflections from *Patrick Pasgang (Innovatiesteunpunt, Belgium)*

**Business support to make effective use of digitisation**

- #hellodigital – Digital Hubs, *Rob Clarke (Euromontana/ Highlands & Islands Enterprise, Scotland)*
  - Reflection from *Grainne Dwyer (Ireland)*

**Time**

**Session**

**Discussion & debate in small groups:**

- Identification of relevant business support tools and ideas that can help businesses generating and implementing new, creative & sustainable business ideas; and use digitisation effectively
- Which of these areas are the most relevant that TG should explore further?

11.45

*Coffee*

12.00

**Feedback from small groups**

Quick comments from participants

12.20

**How to make RDPs an effective tool?**

- What can LEADER and Networking do? – the LEADER2030 approach, *Juha-Matti Markkola (National Rural Network, Finland)*
- How to support innovative businesses through the RDPs: Creation and development of small start-ups and young enterprises in rural areas, *Markus Stadler (Ministry of Agriculture/ Managing Authority, Austria)*
- Planned RDP analysis by the ENRD, *Elena Maccioni (ENRD CP)*

13.00

*Lunch*

14.00

**Moving beyond the exchange of examples: How can the TG have a policy impact at local, national and European levels?**

Short introductions to the debate:

- ‘Smart village’ concept (*Robert Hodosi, DG AGRI*)
- Digitisation in the wider rural context (*Edina Ocsko, ENRD CP*)
- What do Managing Authorities need for effective measure design on rural businesses? (*Markus Stadler, Austria*)

Facilitated discussion

15.15

*Coffee*

15.30

**Next Steps: Feedback on upcoming TG activities & next meeting**

16.00

End of meeting