



European Network for
Rural Development

2nd Thematic Group Meeting
Smart and Competitive Rural Businesses

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

Edina Ocsko, ENRD Contact Point

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Objectives of the TG

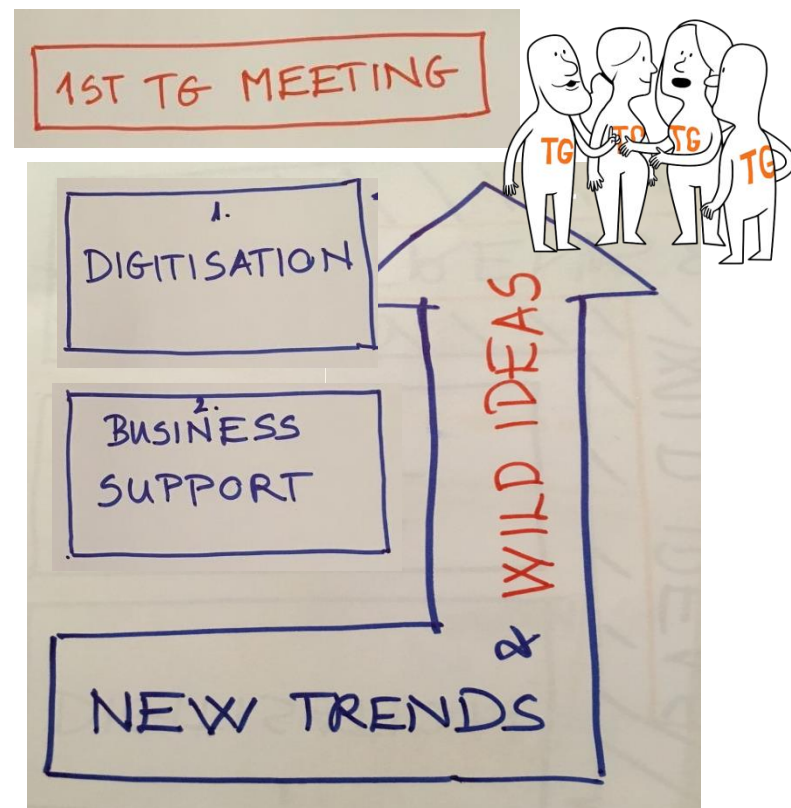
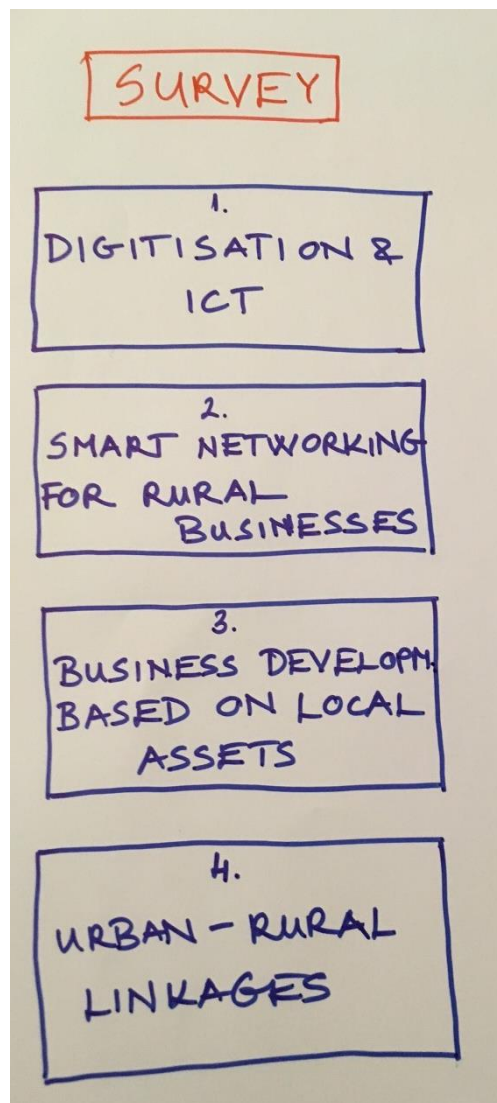
- **Improve the quality of rural development programmes (RDPs)**
- **Increase the involvement of stakeholders in the implementation of rural development**

Thematic Group Approach

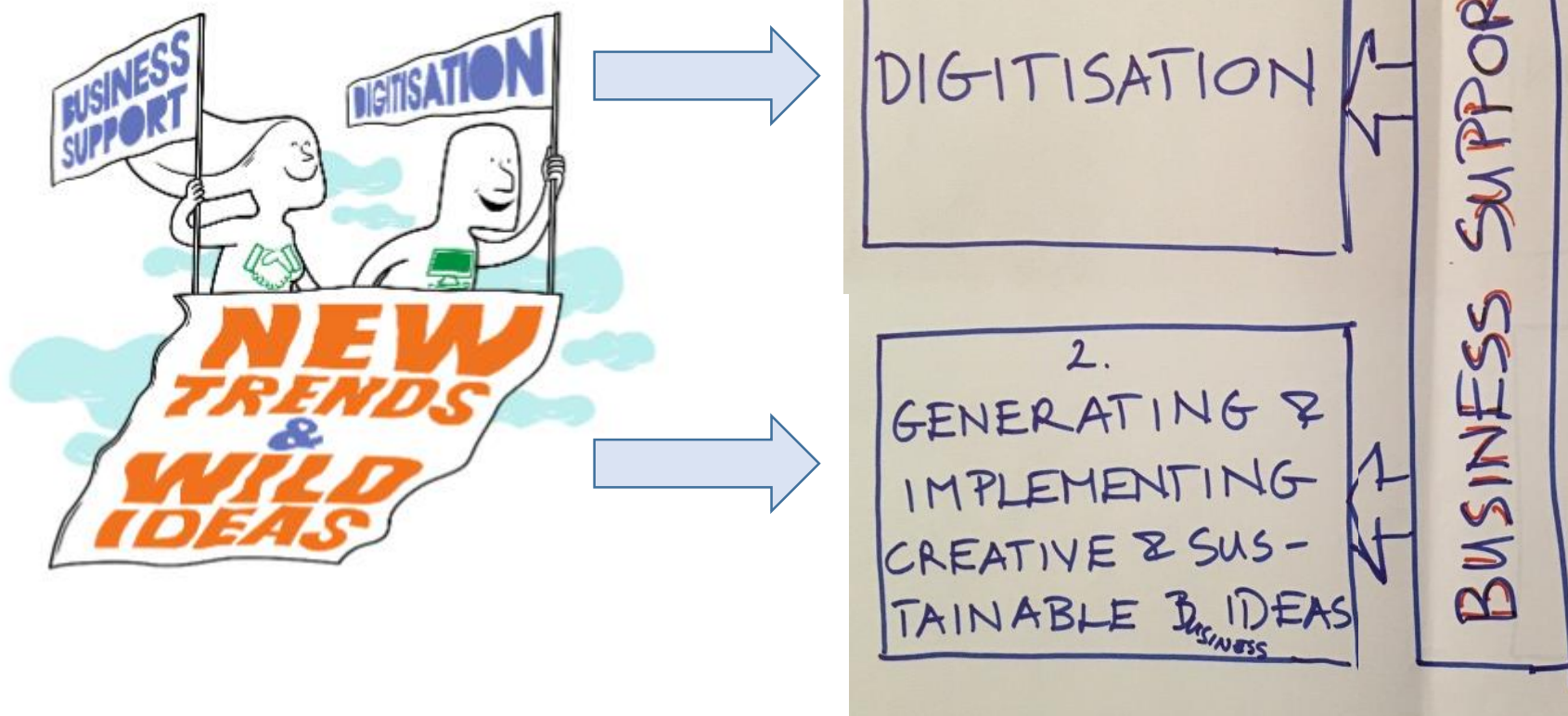
- Stakeholder-oriented and participative
- Focused & practical
- Complementary to existing work
- Inspiring
- Relevant to a wider audience



Setting up the Group



After the 1st TG meeting...



Purpose of the 2nd TG meeting

- Define the specific **challenges** regarding effective business support for
 - Developing and implementing **creative and sustainable business ideas**
 - Making use of **digitalisation** for rural businesses
- Present **inspiring examples**
- Present & discuss the TG workplan (next steps)

Use your creativity

Businesses in 2030



Let's jump to the year 2030. One Finnish man Pekka moves back to Finland after 15 years in China. In 2015 rural areas were losing people and business environment was bad. Pekka is a little bit worried if moving back is a good idea. Pekka's brother Matti is driving him back to home village from airport.



...Now Pekka understands that rural areas
are the best places for business in 2030.

Next session...



- I. Business support to generate and implement creative and sustainable business ideas: **The case of accelerators**
- II. Business support to make effective use of digitalisation: **The case of digital hubs**