



FIN-URB-ACT

Integrated urban actions
for fostering and financing
innovative economies and SMEs

LOCAL ACTION PLAN of the city of AVEIRO

MARIBOR meeting
André Cester Costa
3rd November 2010



Connecting cities
Building successes



Introduction



AN URBACT II PROJECT

- a. FIN-URB-ACT project
- b. Local Support Group of Aveiro
- c. Local Action Plan
- d. Input of FIN-URB-ACT - Conclusions

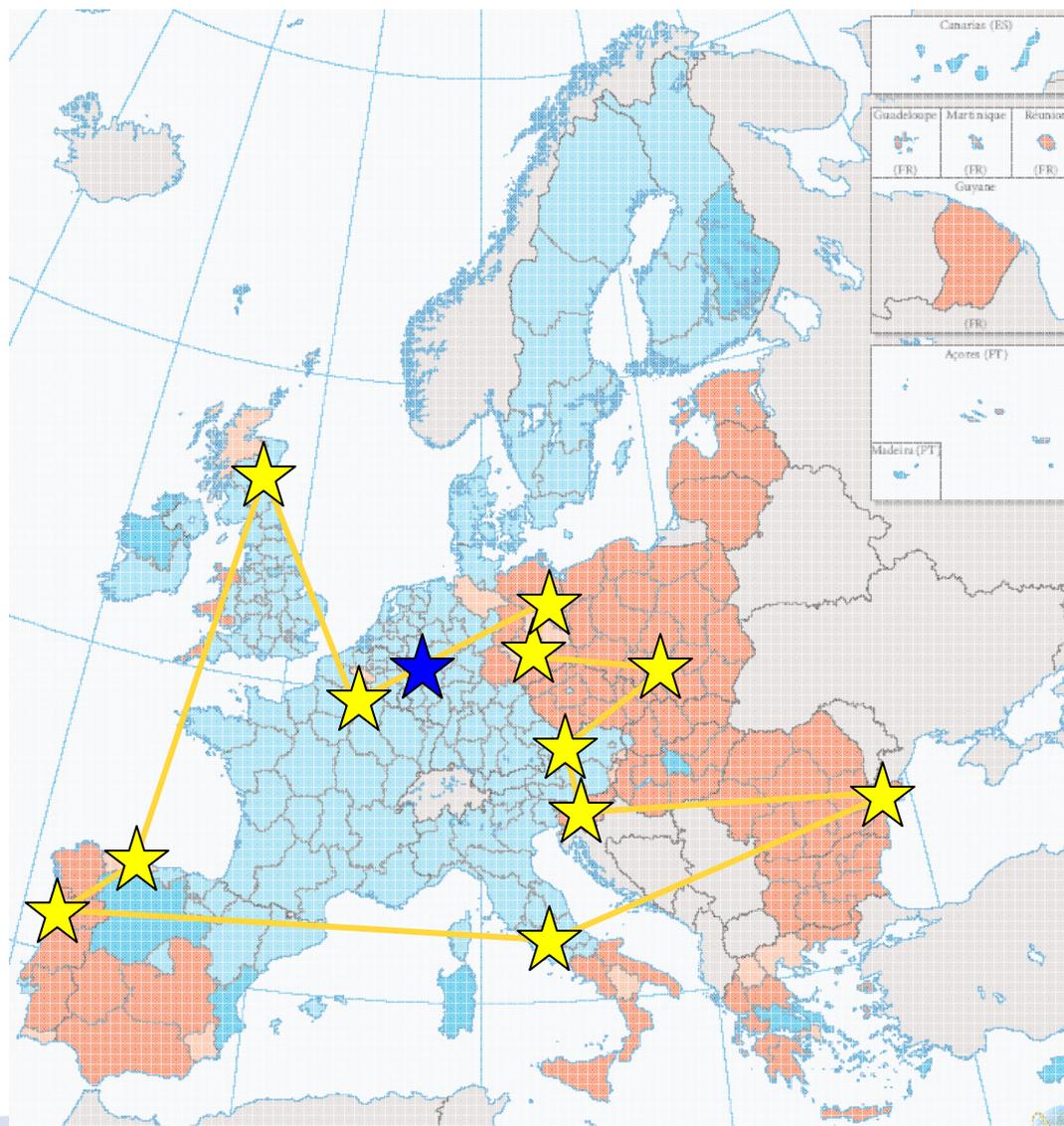


The Project FIN-URB-ACT - Partnership



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- Aachen (D) – Lead Partner
- Gijon (ES)
- Gliwice (PL)
- Galati (ROM)
- Maribor (SLO)
- Leipzig (D)
- Edinburgh (UK)
- Reims (F)
- Rome (I)
- Linz (AT)
- Aveiro (PT)
- DV (D)

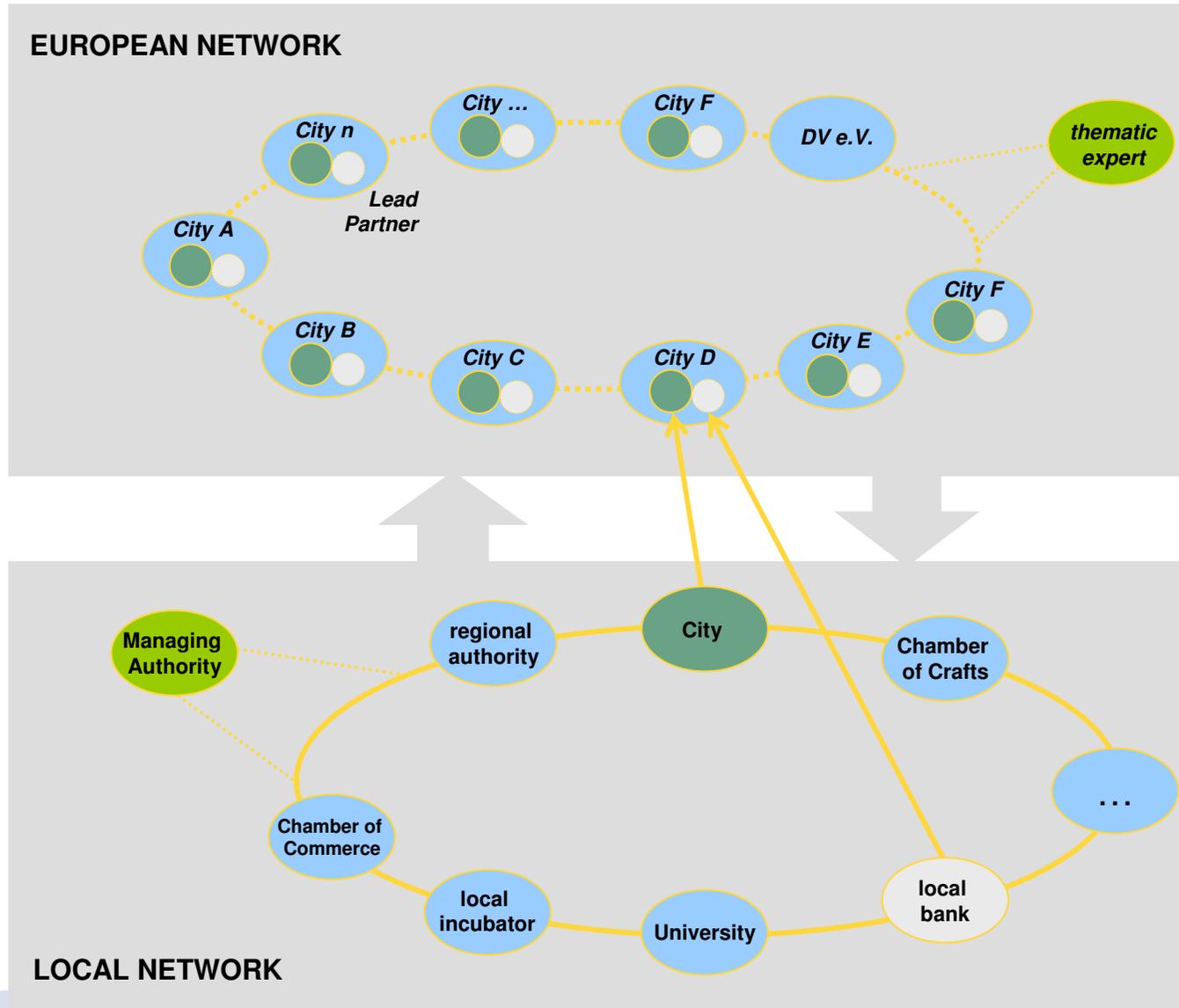


The Project FIN-URB-ACT - Network



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Integrated Urban Actions for Fostering and Financing Innovative Economies and SMEs



The Project FIN-URB-ACT - Objectives



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Partnership with the Managing Authorities

- Start a discussion on the various projects that can be developed in the aftermath of the Local Action Plan

Support to Small Scale projects

- Strategy for the revitalization of commerce in critical areas of the city
- Definition of financial instruments combining private and public funds

Support to innovative projects

- Feasibility study for the implementation of an incubator facility in the municipality of Aveiro
- Survey to assess the needs of SMEs

Communication

- Map of the existing financial support systems
- Information campaign
- Fostering Entrepreneurship Schools
- Cooperation with local media

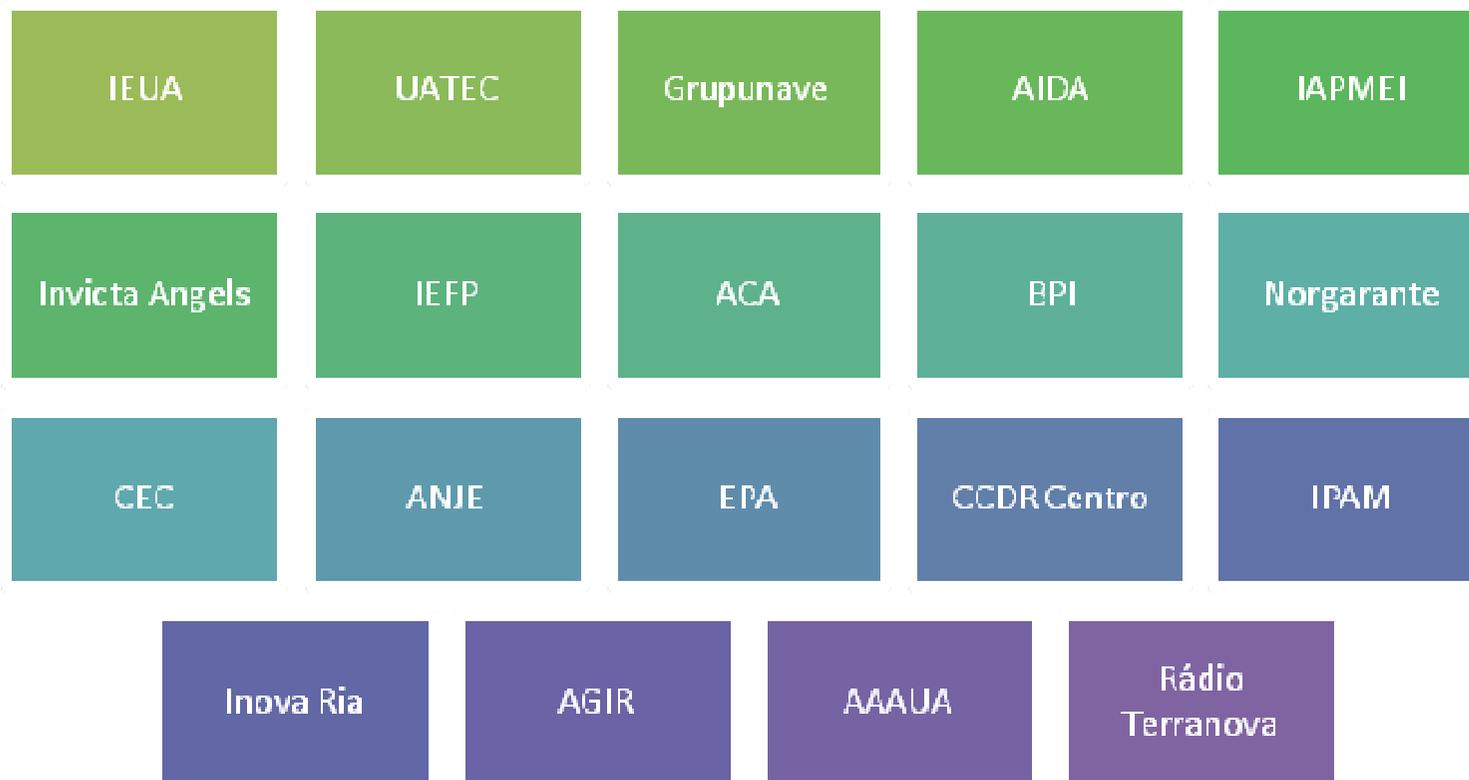


The Project FIN-URB-ACT - LSG



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Local Support Group of Aveiro



The Project FIN-URB-ACT – LSG meetings



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1st LSG meeting
– 6th February
2009

1. Presentation of the Project Goals;
2. Next Steps to be taken;
3. Brainstorming for LAP

2nd LSG
meeting – 13th
May 2009

1. Preparation of the FIN-URB-ACT meeting in Aveiro;
2. Validation of Specific Objectives for LAP and tasks for each partner

3rd LSG
meeting – 17th
November 2009

1. Presentation of conclusions of the meeting in Linz
2. Validation of Methodology for the Questionnaire analysis
3. Next steps on LAP



The Project FIN-URB-ACT – LSG Meetings



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4th LSG meeting
– 24th February
2010

1. Presentation of the Conclusions of the Meeting in Edinburgh;
2. Brainstorming for LAP
3. Integration of new partners

5th LSG meeting
– 15th July 2010

1. Presentation of the conclusions of the Meeting in Gijon;
2. Brainstorming for LAP;
3. Deadlines for conclusion of LAP

6th LSG meeting –
7th October 2010

1. Preparation of 14th October meeting with Lead Expert
- 2. Presentation of LAP Draft;**
- 3. Presentation of Proposal to SIAC (MAIS CENTRO);**
- 4. Decision on establishment of a non-financial Protocol between partners for the upcoming years**





Local Action Plan

- A. Introduction
- B. FIN-URB-ACT Project
- C. SMEs Position on European, National, Regional and Local Level
- D. Diagnostic / SWOT Analyses
- E. Local Action Plan – Strategic Lines and Priority Axes
- G. Budget, Financing and Monitorization
- F. Conclusions





Diagnosis – Education

This Diagnosis is based on the Strategic Plan for the Municipality of Aveiro (2020), that includes as one of the Development Objectives:

DO3 - Improving the education and encourage entrepreneurship and creativity of the population.

This DO is primarily related to the human capital of the Municipality of Aveiro through strategies of education (from preschool to university level)

Conclusions:

- We must cultivate the value of knowledge, entrepreneurship, venture and to encourage and reward the proactive and creative citizenship and its practical results.
- Promotion of entrepreneurship takes key role in tackling this situation in the medium to long term.
- Consolidation of a culture of entrepreneurship depends on:
 - Existence of local formal education (from preschool to university level);
 - Training (focusing on the needs of the sectors which are defined as structural for the economy of the Region);
 - Promotion of proactive citizenship.





Diagnosis – Economic Development

Taking also in consideration the Strategic Plan of Aveiro, in relation with Economic Development these are the main conclusion of the Diagnosis:

. **Territory with skilled human resources**

employed population with higher education degree (22, 6%) is significantly higher than the national average (13.7%).

(The unemployment level has followed national and European trend, with the rate rising over the past year, with particular emphasis on female employment.)

. **Manufacturing industry is responsible for the largest number of jobs and sales volume**

(The Wholesale and Retail displays in the Municipality of Aveiro, a privileged position - 34.5% total business (2908 companies) and 32.9% of companies (1173 companies)).

. **Strong industrial tradition**

new area of specializations (tourism and new technologies)

(Institutions, business associations or representatives of economic sectors present in the Municipality and the region, have been mostly driving the development of regional business to be cohesive and structured in a logical clusters, suggesting a concerted commitment to innovation)





SWOT Analyses - Education

Strengths	Weakness
<ul style="list-style-type: none"> - UNIVERSITY OF AVEIRO; - LEVEL OF EDUCATION OF THE EMPLOYED POPULATION; - EDUCATIONAL OFFERS. 	<ul style="list-style-type: none"> - DISCREPANCY BETWEEN THE LEVEL OF EDUCATION PARISH; - PARK SCHOOL ; (need for intervention in Primary School) - SCHOOL PERFORMANCE.
Opportunities	Threats
<ul style="list-style-type: none"> - OPPORTUNITIES FOR TRAINING; - BOLOGNA PROCESS. 	<ul style="list-style-type: none"> - EUROPEAN COMPETITIVENESS AT THE LEVEL OF RESEARCH; (lack of competitiveness in terms of research compared to others and in terms of research remains very low in European standards) - ORGANISATION OF THE EDUCATION. (new management model that despite the new reforms in education and the resources available, it is still the target of suspicions and blockades by local authorities, schools and other agents)





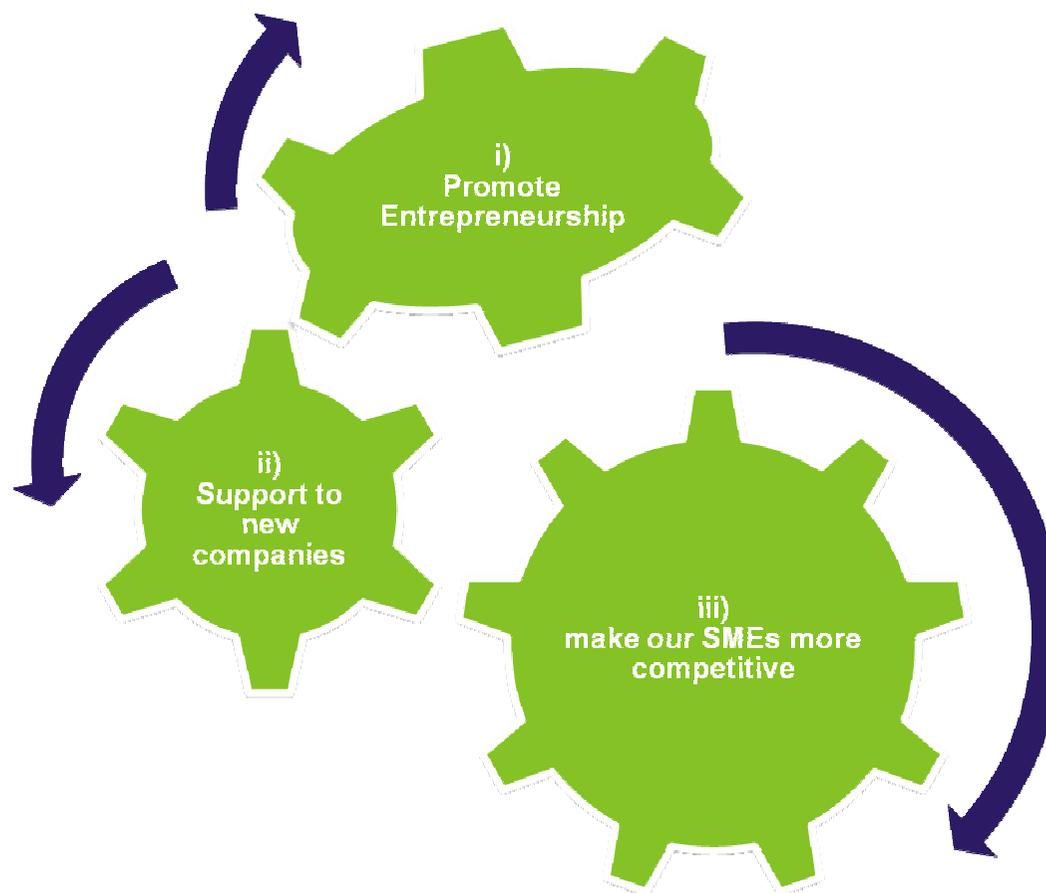
SWOT Analyses - Economic Development

Strengths	Weaknesses
<ul style="list-style-type: none"> - STRONG AND DIVERSIFIED ENTERPRISES ; - ECONOMIC SPECIALIZATIONS; (Habitat, TICE and tourism) - CENTER SERVICE PROVIDER FOR EXCELLENCE; - NETWORK OF SUPPORT FOR LOCAL ECONOMIC DEVELOPMENT. (UA, Inovaria, PT Inovação and PCI RIAPOLIS) 	<ul style="list-style-type: none"> - INADEQUATE AREAS OF BUSINESS LOCATION; - INDUSTRIAL DISPERSION
Opportunities	Threats
<ul style="list-style-type: none"> - FINANCIAL INSTRUMENTS; - ACCESS NETWORKS FOR STRUCTURED COLLABORATION WITH INSTITUTIONS OF HIGHER EDUCATION AND IDI; - NATIONAL COMMITMENT ON IDI (TICE.PT, HABITAT); - NATIONAL COMMITMENT IN THE FIELD OF TOURISM. (Business Tourism, Touring and Nature Tourism) 	<ul style="list-style-type: none"> - ECONOMIC WEAKNESSES; - ENTREPRISES DELOCALIZATION; - COMPETITION FROM TERRITORIES MORE COMPETITIVE AND ATTRACTIVE.





LAP - Strategic Lines of Action

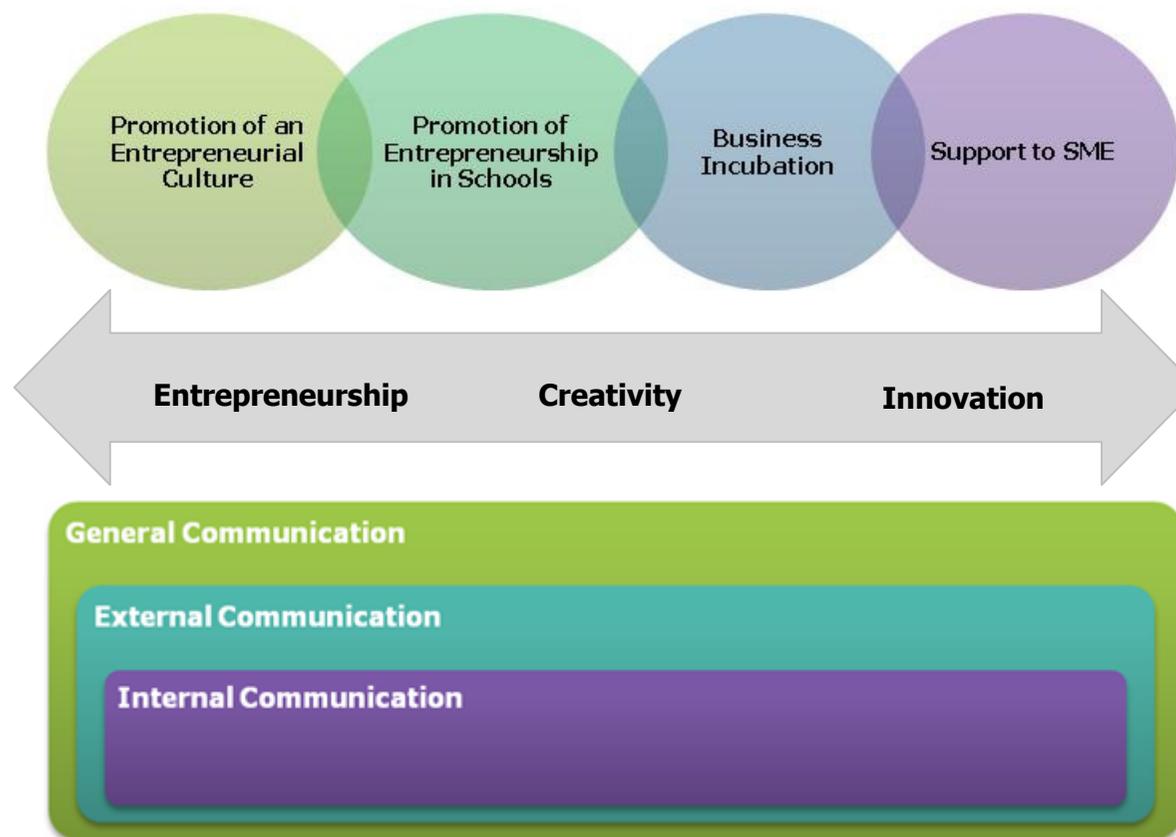


The Project FIN-URB-ACT – Local Action Plan



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LAP - Priority Axes



The Project FIN-URB-ACT – Local Action Plan



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Strategic Lines of the Action Plan	Promoting Entrepreneurship	Support New Companies	SMEs More Competitive
Project Axis Intervention			
1 – Support to SMEs			Surveys and Summaries of the Economic Situation in the Region of Baixo Vouga
			Entrepreneurship and Internationalization Seminar
			Prebiz
			Characterization Business Study of the Region Baixo Vouga
			Internationalization Promotion
			Benchmark, Strategy and Prospects
		Investor Readiness Arenas	
2 – Business Incubation		Support for the Creation of Start-Up's	
		Ideas Contest	
		Workshops	



The Project FIN-URB-ACT – Local Action Plan



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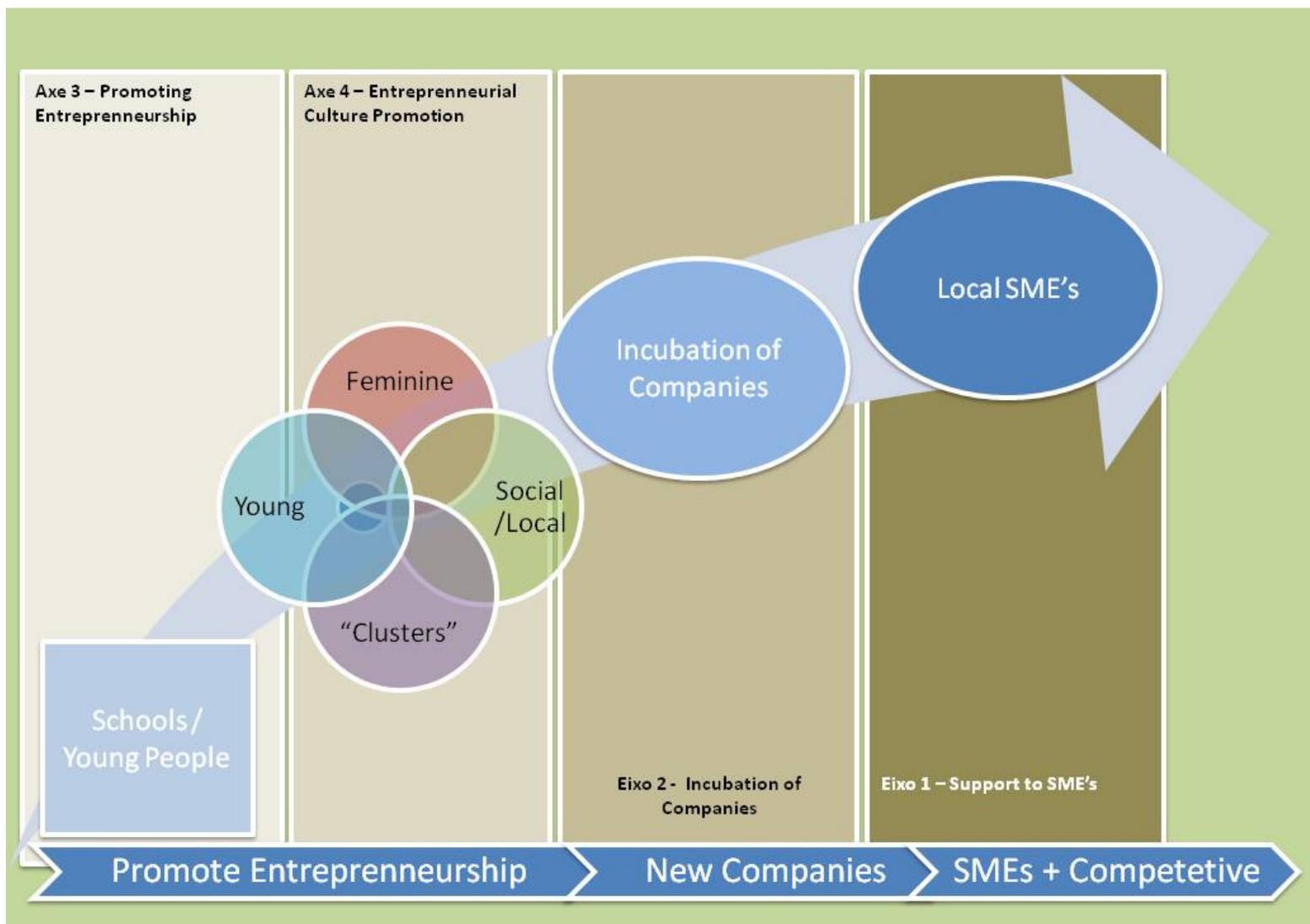
Strategic Lines of the Action Plan	Promoting Entrepreneurship	Support New Companies	SMEs More Competitive
Project Axis Intervention			
3 – Promotion of Entrepreneurship in Schools	Initiation Program for Entrepreneurship (1st Cycle)		
	Entrepreneurship Education		
	Entrepreneurship in High School		
	Promotion of the Actions in the School Community		
4 –Promotion of an Entrepreneurial Culture	Workshops in Clusters		
	Workshops Female Entrepreneurship		
	Workshops Social Entrepreneurship		
	Entrepreneurial Community		
	TEDxAveiro		
	TEDxYouth@Aveiro		
	“Young Creator” Contest		
	Inter-Managerial Sessions		
Plan for Dissemination of Entrepreneurial Culture			
5 - Communication	Project Communication		



The Project FIN-URB-ACT – Local Action Plan



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Input of FIN-URB-ACT - Conclusions

- . Opportunity to create a Local Support Group, with the participation of the Managing Authority



NON-FINANCIAL PROTOCOL

- . Opportunity to learn with other European Partners, what challenges they were facing and what strategies and actions were being taken to address those challenges





Input of FIN-URB-ACT - Conclusions

.Opportunity to have access to finance?



Proposal to MAIS CENTRO (SIAC) of “Aveiro Empreendedor”

6 investors partners / 1,2 M€ / 0,75M€ ERDF

FIN-URB-ACT will lead us to “*Aveiro Empreendedor*”

Our upcoming challenges are:

- . LAP – how to Finance 2013-2020?
- . LAP – how to involve the Institutions? Not only the individual representatives in this project
- . Involvement in other EU projects with partners from FIN-URB-ACT



Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel

