



Integrated urban actions
for fostering and financing
innovative economies and SMEs

Local Action Plan in Gliwice

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LAP in Baseline Study



AN URBACT II PROJECT

- Survey of needs and expectations of local SME
- Mapping of public support schemes
- Cooperation with the Regional Guarantee Fund
- Local information point for SMEs
- Communication campaign

Survey on SME's needs and expectations



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- Survey conducted in two sequences in the end of 2009 and beginning of 2010
- Questionnaires discussed during work meetings
- Questionnaires sent by e-mail to local entrepreneurs
- 100 answers received (20 000 SMEs active in Gliwice)

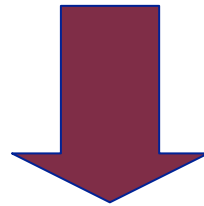


Survey results - conclusions



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- Lack of information - one of the most serious barriers in access to finance
- Unsatisfying level of entrepreneurs knowledge
- Low position of business support institutions as sources of information



Need of Information

Mapping of public support



- Mapping of public support is almost completed
- The need of extending the scope of the map
- Information from the Internet and consulted with LSG members
- Database of institutions and available instruments



Mapping of public support



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Three questions to be answered:

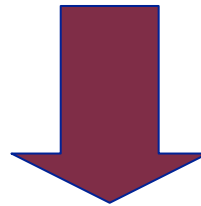
- How to extend our search to be sure that our database cover every institution?
- How to keep the database up-to-date?
- How to make the database available for local entrepreneurs and how to make them aware of it?



Survey & mapping conclusions



- Local entrepreneurs have a lot of opportunities of support but do not know about them
- Entrepreneurs may have problems with finding appropriate offer or institutions
- The main problem is neither the lack of support nor conditions of support but the lack of the link between the SME's and support institutions



Municipality is the appropriate actor to create the „meeting platform”

The new idea



Creation of a web service for local entrepreneurs

- Instruments available for SME /how does it work?/
- Public support institutions and their offer /updated regularly/

The example of Edinburgh

„Business gateway” www.bgateway.com

- Clear, simple information
- Great scope of information

Local information point for SME



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- Local information point started its activity
- Point and web service as complementary instruments
- The need of making it visible for entrepreneurs



Communication campaign



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- The key to success of the new instrument
- Campaign addressed to entrepreneurs and support institutions
- Information on documents / during activities of the municipality addressed to entrepreneurs
- The final network meeting in Gliwice in 2011– a starting point of campaign implementation



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