EUROPEAN ENTREPRENEURIAL REGION 2023
PENELA, PORTUGAL

Presentation of the municipality best practices

Pedro Ferreira, 3rd February 2023, EER 2024 Info Day
Municipal Context

NUT II – Centro Region
Rural Municipality
Low demographic density
132,49 km² & 5440 inhabitants
Strategic vision:

“Local Resources at the service of Innovation, Innovation at the service of local resources”

Strategic Sectors:

- ENDOGENOUS PRODUCTS
- FOREST
- TOURISM
- RENEWABLE ENERGY

Territorial Development

Boosting the economic base

Infrastructures
Innovation in rural areas
Smart Rural strategy workflow

SMART RURAL

SMART RURAL LIVING LAB

HIESE – Rural Innovation Incubator

ICE Action Plan

2006

penela

2010

2011 – 2014

2016

2016 – 2018

European Network of Living Labs

CENTRO
SmartRural LL: Purpose

Become a cluster of knowledge through a model of sustainability based on 4 vectors:

› **Natural resources** (agriculture, fire prevention, graze, forest);
› **Social development and welfare** (health and elder centers);
› **Tourism and identity** (heritage preservation, virtual hunting and tourism centre);
› **Citizenship and entrepreneurship** (internet access and public participation).
How to make it happen?
INNOVATION FLOW

Pilot + Spin-off
HIESE
HABITAT FOR BUSINESS INNOVATION IN STRATEGIC SECTORS
• Physical and virtual incubation
• Coworking
• Rural platform
• Incubation and acceleration programmes
• Business plans
• Networking
• Mentoring
• Internationalisation
• Consulting
• Training
• Specialised technical assistance in legal, taxation and accounting, health and safety at work, financing, investment and job creation matters.
HIESE – Strategic Sectors

- Agribusiness
- Forestry
- Clean Energy
- ICT for Social Services
- Environmental Services
- Tourism Products and Services
Structuring program to support entrepreneurship and innovation in rural areas [2016-2018]

MAIN RESULTS:
14 new startups (10 planned)
688 people sensitised (400 predicted)
Newton aims to boost new disruptive tourism-based projects and stimulate the entrepreneurial ecosystem of the Centro region. Through the development of pilot projects, it is intended to solve real needs of companies in the tourism sector, by innovative startups that see in this way extended the range of possible markets.

RESULTS:
• 15 supported start-ups
• 14 pilot projects developed in partnership with companies in the tourism sector
Training and Stimulation of employability and social inclusion of YOUNG NEETs [2020-2022]

**AREAS:**
- Digital Manufacturing
- Electronics
- Programming
- Audio and Video
- Digital drawing

**ACTIVITIES:**
- Workshops
- BootCamps
- Creative residences
- Mentoring with companies

Promoter:

Co-financed by:

Social investor:
Results of our companies
Results of our companies

Revenue

Exports

Taxes Paid

Grants obtained

Export tax
Penela’s action plan for EER strategy

1) Investment and entrepreneurship support program;
2) Program of innovation and valorisation of resources and strategic sectors;
3) Integrated program to strengthen and enhance strategic skills;
4) Decarbonisation and energy sustainability program;
5) Program to strengthen intra- and inter-concept mobility.
Penela’s EER communication plan

Website
Social Media
Media & Outdoors
Newsletter
INVEST+ platform
Workshops & Events
Third party events
Brainstorming “café meetings”
A long-term vision for the EU’s rural areas

Building the future of rural areas together

A vision for rural areas towards 2040

“Rural areas are the fabric of our society and the heartbeat of our economy. They are a core part of our identity and our economic potential. We will cherish and preserve our rural areas and invest in their future.”

– Ursula von der Leyen, President of the European Commission

There are no territories doomed to failure!
Believe is the first step to make it happen!