

# APP4INNO

Establishment and promotion of  
new approaches and tools for the  
strengthening of primary sector's  
competitiveness and innovation in  
the South East Europe

**FINAL CONFERENCE OF INNOFOODSEE PROJECT**  
**BARI, ITALIA**  
**MARCH 26<sup>th</sup> -27<sup>th</sup>**





## SHORT DESCRIPTION

European funding program	South East Europe Transnational Cooperation Programme
Duration	1 October 2012 – 30 September 2014
Budget	1.860.560,00 euro
Partnership	16 partners from Italy, Bulgaria, Hungary, Romania, Greece, Croatia, Albania, Serbia, Ukrain and Moldavia



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10 Countries

16 Partners

One common objective:

*Agricultural Innovation*





## Objective: Competitive agricultural SMEs



- International support
- Improvement of SMEs' market opportunities
- Tools and services
- Help the penetration of new markets
- Policy support
- Developing the skills of market actors
- Introduction and transfer of innovation







## International Platform: [network.app4inno.eu](http://network.app4inno.eu)



- Support and opportunities for innovative SMEs;
- New possibilities of co-operation between the countries;
- Up-to-date information, news, studies, professional papers;
- Interface of national languages – matchmaking, forums, news.





Promotion of the establishment, development and dissemination of approaches, tools and services that improve the competitiveness of agricultural SMEs



Methodological framework for the design of the platform



Analyses of the economic environment from the viewpoint of innovation, networking, company-wide production and dissemination of knowledge, in order to determine those elements that characterize sector competitiveness.







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## Pilot actions

The previously defined approaches and services are implemented via pilot actions with the technical support of the Platform.

### Results:

- Encouraging agricultural SMEs to introduce innovation and networking.
- The institutions can develop policies integrating new approaches and innovation.





## Competition of Ideas



2 Categories

Intangible value of agriculture and its products  
Rationalization of supply chains

Implementation of Pilot Actions

In field study visits and transnational networking





## Continuous support for the implementation of the innovative ideas:

- applicants receive **professional support** therefore the project fosters the improvement of the sector as well;
- services of the Platform and tailored professional support by experts;
- adaptation to the needs of SMEs in regard of cooperation and consulting taking into account the local and international economic systems.







## Assessment of results, capitalisation and addresses for policies

- Validation and capitalisation of the approaches and methodologies for the competitiveness of agricultural SMEs in order to promote their integration into policies in all involved regions.
- Translation of the factual evidences of an increased competitiveness of SMEs, deriving from the project implementation, into policy addresses and commitments which will allow to ensure a full continuation of the project results in a wider geographical area as well as well after the project end.
- The partnership commit themselves in further building on the project results by a “project follow-up pact” set in place already during the project implementation phase.
- Policy addresses will be provided at local, regional, national and transnational level, including the involvement of EU institutions and specific Steering Groups of macro-regional strategies (Danube).





## Evaluation

- To ensure a large ownership of the project results, the evaluation of the effectiveness of the methodologies and approaches for promoting SMEs competitiveness is foreseen.
- The evaluation of the project results will be carried out with the participation of the agricultural SMEs, further supporting the integration of the project achievements into structural policies for innovation in agriculture.
- Activities encourage the capacity building of the following target groups:
  - local, regional, national institutions involved in the governance of innovation and agricultural sector;
  - business support actors for the agricultural SMEs, including the partners.







## Contact

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