

## **2<sup>nd</sup> NEWSLETTER of SMART RURAL PROJECT**

### **HELD 3<sup>rd</sup> PROJECT and SC COMMITTEE MEETING OF THE PROJECT SMART RURAL**

The meeting of SmartRural / Interreg Balkan-Mediterranean project due to the world pandemic situation was held on line via skype on 16<sup>th</sup> of March 2020 present were representatives from:

- Regional Development Agency of W. Macedonia – ANKO (LP – PP1)
- Major Development Agency Thessaloniki S.A (PP 2)
- Aristotle University of Thessaloniki – Special Account for Research Funds – Department of Economics (PP3)
- Local Economic Development Agency – Razlog (PP5)
- Larnaca and Famagusta District Development Agency (PP6)
- Center for Development of Pelagonija Region (PP8)

On this meeting discussed were the SmartRural Project Implementation Status, Project's overall status –Implemented Activities – Completed Deliverables the Financial Progress and Each Partner's Workplan, based on the Project's updated timeline Pending issues

### **THE CENTER FOR DEVELOPMENT OF PELAGONIJA PLANNING REGION PROMOTES THE PROJECT VIA ON LINE PROMOTION**

For the needs of the SmartRural project designed and prepared was digital promotional banner, containing the project's name logo and main goal and led to the project web site.

The banner was promoted on 4 web pages relevant to the rural sector for a period of 3 months. The prepared banner was promoted on the official web page of the Center for development of Pelagonija planning region and was delivered to all project partners for their use.

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**SMARTRURAL - SMART RURAL ENTREPRENEURSHIP**

The main goal of the SmartRural Project is the creation of transnational cooperation for the enhancement of entrepreneurship in rural areas in the BalkanMed countries through SmartRural model specialization. The project seeks to achieve these objectives through the provision of free univrsive technical, financial and advisory support to entrepreneurs. It will also provide technical assistance to the rural public authorities to apply and implement a business welcome policy based on the principles of smart specialization.

[HTTPS://SMARTRURALEU/](https://smartruraleu/)

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pelagoniaregion.mk

ANFO3PP  
 OFSIPAR  
 INVEST IN PELAGONIA REGION  
 INTEGRATED NETWORK IN THE PELAGONIA REGION  
 giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
 interreg  
 NORMANDIE  
 BABA Mountain Farm

zelenabzeta.com.mk

Почта Вести Совети Екологија Туризам Мексикација Фотогалерија Видео/Интервју

1,9% KAMATA

Во Македонија има над 80 винарни, но ова се најмалките

11-ти фестивал на младото вино на „Зелена“: И кога сè е во средно, младото вино е извонредно

10-ти фестивал на младото вино на „Кашин“: Могу десетте најдобри во светот

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### PREPARED CURRENT STATE OF THE ENTREPRENEURIAL ENVIRONMENT IN THE RURAL AREAS OF PELAGONIJA PLANNING REGION

The Center for development of Pelagonija planning region as per deliverable 3.8.1 prepared analysis of the current standing regarding the Intervention Areas. In the analysis targeted are comparative advantages of the territory, needs for support, aimed at sustainable development of smart rural entrepreneurship, study of the needs for targeted support for sustainable development of smart rural entrepreneurship in the Pelagonija planning region and recommendations for the establishment of a Smart Center for Entrepreneurship in the rural environment.

### REALIZED 2 WORKSHOPS BY REGIONAL DEVELOPMENT AGENCY OF WESTERN MACEDONIA S.A.-ANKO

The Regional Development Agency of Western Macedonia S.A.-ANKO, completed successfully the 1st and 2nd Online Workshop of the Project SmartRural «Smart Rural Entrepreneurship».

#### 1st SmartRural WORKSHOP

The online event took place on Wednesday, December 9, 2020 between 09: 00 and 11: 45. The Workshop was implemented through the Zoom platform. The Workshop was also broadcasted live through ANKO Facebook page.

The subject of the 1st Educational Workshop was: “Business Activity in Rural Areas”.

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The Workshop has been conducted in three Sessions. The 1st Session was an introduction to the Seminar and a presentation of the SmartRural Project.

The topics presented in the 2nd Session were Globalization and its consequences for SME's in the European countryside and an Introduction to European rural areas. The 3rd and final Session of the Workshop included presentations of the Common Agricultural Policy (CAP) and the Policies to enhance entrepreneurship in the countryside.

Statistics on the number of participants and their digital behavior during the action were recorded and produced. The data and statistics related to the number, data and professional status of the participants as well as the time of attending the workshops.

The statistics and measurements of the Event are presented in the following table:

The statistics and measurements of the Event 34 are presented in the following table: (Unique Viewers)

AVERAGE Viewing Time of Participants	96,27 min.
Total Participants (Unique Viewers)	34
Farmer	4
Public Worker	2
Rural Entrepreneur	6
Researcher	5
Other	17

In the context of continuous improvement of services and to ensure the quality of the Educational Action and the improvement of the next actions, questionnaires were produced and sent electronically to the participants at the end of the event, with the aim of collecting comments, observations etc. to improve the educational procedure.

The Evaluation Form of the 1st Workshop was sent to all participants and was filled by a total of eleven (11) attendees, who were asked to answer nine (9) questions with the answers receiving values on a scale from one (1) to five (5). The results of the evaluation are judged as positive as the majority of participants were satisfied with the topics discussed, the presentations and the speakers of the Workshop.

#### 2nd SmartRural WORKSHOP

The online event took place on Friday, December 18, 2020 between 09: 00 and 11: 45. The Workshop was implemented through the Zoom platform. The Workshop was also broadcasted live through ANKO Facebook page.

The subject of the 2nd Educational Workshop was: "Entrepreneurship and Innovation in Rural Areas".

The 2nd Workshop was split in three sessions. The 1st Session was an introduction to the Seminar and a brief Review of the results of the previous (1st) Workshop. The themes of the 2nd Session were, Business Trends in Greek Rural Areas and the New Technologies and Innovation in Agricultural Production and Alternative Tourism. The 3rd and final session of the Workshop was a demonstration of the Tools of the SmartRural Project.

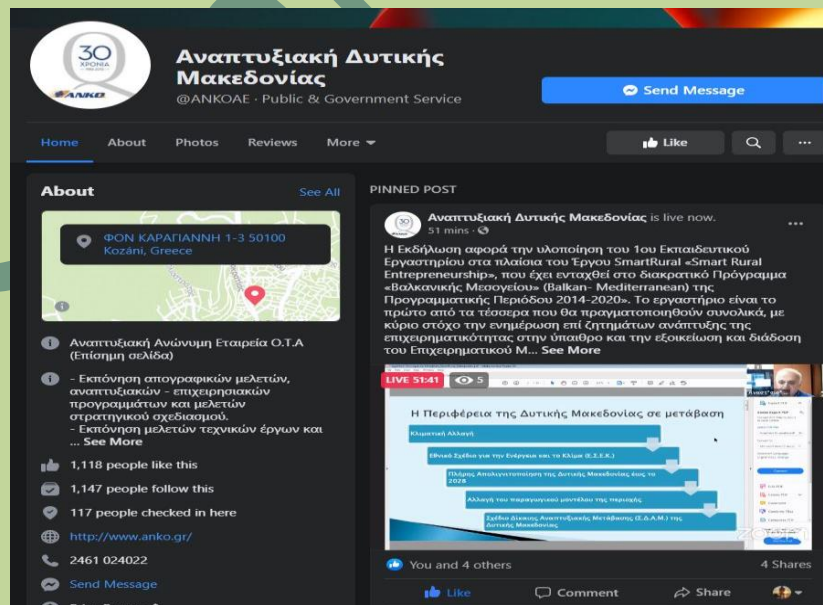
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Statistics were reported and developed on the number of participants and their digital conduct during the action. Data and statistics related to the number, details and professional status of the participants and to the time at which the workshops took place. (Unique Viewers)

AVERAGE Viewing Time of Participants	151
Total Participants (Registered)	25
Farmer	5
Public Worker	2
Rural Entrepreneur	2
Researcher	1
Other	10

Questionnaires were produced and submitted electronically to the participants at the conclusion of the event in order to ensure the continuous development of the services and to ensure the consistency of the educational activity and the improvement of the next acts, with the intention of gathering feedback, observations etc. in order to enhance the educational procedure.

The steps to be taken to carry out the next workshops will include the review of the data from the first two Workshops to identify and strengthen any gaps, as well as closer communication with stakeholders and groups involved, and also the collection of information for the operation and evaluation of the SmartRural Center's actions.



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**ΑΝΑΔΥΟΜΕΝΕΣ ΤΕΧΝΟΛΟΓΙΕΣ ΓΕΩΡΓΙΑΣ & ΚΤΗΝΟΤΡΟΦΙΑΣ**

**ΑΙΣΘΗΤΗΡΕΣ**

- Αισθητήρες αέρα & εδάφους.
- Αισθητήρες παρακολούθησης βιομετρικών στοιχείων για τα εκτρεφόμενα ζώα.
- Αισθητήρες μέτρησης παραμέτρων καλλιεργειών
- Εξοπλισμός τηλεματικής για προειδοποιήσεις προς παραγωγούς

**ΝΕΑ ΤΡΟΦΙΜΑ**

- Γενετικά σχεδιασμένα τρόφιμα.
- Συνθετικές (in vitro) πρωτεΐνες (μακροπρόθεσμη καινοτομία).

**Βιολογική παραγωγή – Ολοκληρωμένη Διαχείριση ΑΥΤΟΜΑΤΟΠΟΙΗΣΗ**

- Έλεγχος μεταβλητού ρυθμού σε λιπάσματα –φυτοφάρμακα κλπ.
- Γεωργικά ρομπότ για διάφορες εργασίες.
- Γεωργία ακριβείας.

**Αγροτική Οικονομία και μετάβαση στη Δυτική Μακεδονία**

1<sup>ο</sup> Εργαστήριο – Επιχειρηματική Δραστηριότητα στις Αγροτικές Περιοχές  
Κοζάνη – 10 Δεκεμβρίου 2020

Αναστάσιος Σιδηρόπουλος, Διευθυντής Προγραμμάτων Αναπτυξιακή Δυτικής Μακεδονίας Α.Ε. - ANKO

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### **BULGARIA ECONOMIC FORUM HAS LAUNCHED THE IMPLEMENTATION OF THE THREE PILOT APPLICATIONS OF THE SMARTRURAL BUSINESS MODEL**

The implementation started with a Preparatory Plan whose purpose was to provide information on the implementation of the pilot activities in their various phases, in accordance with the needs of the participants. It was developed in three parts - Analysis and goal setting, Phases of implementation of the pilot activities and Schedule for implementation.

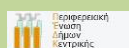
A methodology for selection of participants was developed where the contribution of the selection methodology, its objectives, the methodological framework and the expected results were described. The document contains the criteria for eligibility and evaluation of candidates, application form, evaluation matrix based on completed application forms, evaluation matrix through interview, format of the long and final list of selected candidates.

A dedicated landing page was developed for more successful online attraction of candidates with the possibility for automatic data collection from those wishing to participate in the pilots. The total number of completed application forms was 15. Among them, three candidates were selected.

The pilot applications were implemented in several stages:

- Providing a package for training and introduction to the electronic platform of the project;

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- Conducting individual consultations based on the specific business idea / business activity that the participant develops;
- Providing a personalized card with expert guidelines and recommendations for action to each participant.

In connection with the COVID-19, the consultations were carried out online via the Skype platform. The participants expressed their satisfaction with the received expert services and training materials and their readiness for future cooperation.

**LEDA-RAZLOG FROM BULGARIA, PP5, IMPLEMENTED DELIVERABLE 2.5.3**

**ORGANIZATION OF AN INFO DAY.**

The event took place on 19<sup>th</sup> November 2020 in the town of Razlog, Bulgaria. The main goal of the Information day was to present to local stakeholders the goals, implemented activities, expected results and the benefits of the project "Smart Rural Entrepreneurship".



**LEDA-RAZLOG IS IMPLEMENTING ALSO DELIVERABLE 6.5.2 “NETWORKING SUPPORT ACTIVITIES”**

which includes: exchange of expertise and best practices, information and awareness activities, training programmes, etc, aiming to establish synergies and strengthen cooperation between authorities and organizations of rural sector’s activity within the intervention area.

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