



Agri Renaissance

Interreg Europe



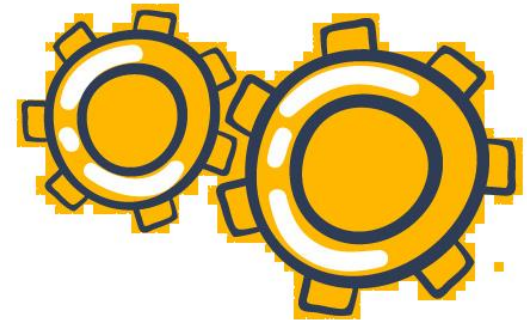
European Union
European Regional
Development Fund

MAZOVIAN ACTION PLAN



POLICY CONTEXT

- Mazovia region is **the largest region of Poland and the most diversified region inside.**
- The **agri-food sector** in Mazovia is **mainly a traditional industry that requires transformation.**
- Industry transformation requires efficient policy and effective tools (smart specialization strategy, regional operational program). The Office of the Marshal of the Mazowieckie Voivodeship in Warsaw is **responsible for the regional smart specializations strategy and the shape of the regional operational program.**



CONCLUSIONS OF REGIONAL DIAGNOSIS AND SOWT

The SWOT analysis showed that three key problems for further development of the agri-food sector are the following issues:

- Unwillingness to cooperate between entrepreneurs from various sectors
- Relatively small share of agri-food sector enterprises in the area of innovative activity
- Low level of organization of producers in food industry sectors



WORKSHOPS WITH STAKEHOLDER

1° SEMESTER. ON OCTOBER 17, 2018. FIRST STAKEHOLDER MEETING: THE SWOT ANALYSIS.

2° SEMESTER. ON MAY 31, 2019 SECOND STAKEHOLDER MEETING: PRIORITIZATION OF THE SWOT ANALYSIS.

3° SEMESTER. ON NOVEMBER 25, 2019 THIRD STAKEHOLDER MEETING: WE WILL DEFINE ACTIONS OF THE ACTION PLAN

4° SEMESTR. ON July 22, 2020 FOURTH STAKEHOLDER MEETING TO CLARIFY THE DETAILED ASPECTES OF THE ACTION PLAN

EXAMPLE OF ACTION 1



Transformation of the Mazovian **agri-food sector** with the involvement of Mazovian clusters – new policy instrument

OBJECTIVE

The main objective of this action is creation strong clusters that will be a partner of regional authorities in implementing the innovation policy. Clusters with potential for transformation of the agri-agricultural industry

The goal will be achieved by creating solutions that will be implemented in the Regional Operational Program of the Masovian Voivodeship for the years 2021-2027. The new instrument will be designed based on user experience methods.



BACK GROUND

- Mazovia region is characterized by a large concentration of scientific units and research institutes important for the agri-food sector, entrepreneurs and business environment institutions in the region. **(REGIONAL DIAGNOSIS)**
- The agri-food sector in Mazovia shows low levels of cooperation and the introduction of innovative solutions in enterprises. **(SWOT)**
- Strong clusters implementing various aspects of the region's innovation policy are the biggest inspiration. Good practice is the Portuguese AgroFood Cluster.
- We are looking for a solution that will accelerate the development process of Mazovian Clusters.

ACTIVITIES DESCRIPTION



- ✓ Definition of project: in the first four months of 2020 work will be carried out to identify the needs of the Mazovian cluster, and designing solutions that meet their needs.
- ✓ Testing, designing solutions with cluster representatives, instrument improvement.
- ✓ Introduction of the relevant provisions to the Regional Innovation Strategy for Mazovia in the field of the new cluster policy and the provision of the instrument in the Regional Operational Program.

PLAYERS INVOLVED

- The Office of the Marshal of the Mazowieckie Voivodeship in Warsaw
- Cluster from Mazovia region (e.g. AgroBioCluster, Safe Food Cluster, "Polish Nature" Cluster, clusters from other sectors affecting the agri-food sector).



TIME FRAME

The first step (inventing and creating an instrument) - will take about four months of 2020,

We cooperate with the company Metaphor, which specializes in the **Design Thinking method**, is an approach to creating new products and services based on a deep understanding of the problems and needs of users.

Designing our support instrument takes place in stages of Design Thinking in the form of workshops:

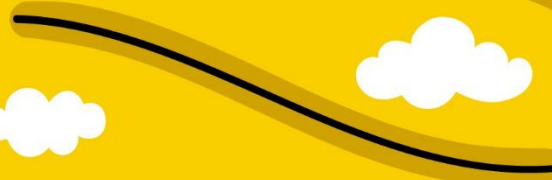


EMPATHY

- **performing a self-diagnosis of the organization:** problems, expectations, opportunities, threats, challenges and opportunities; specifying the purpose of the project; building a project team /integration; identifying project stakeholders
- **preparation for research;** defining user expectations for the new support instrument; preparation of the project team for IDI (individual in-depth interviews); secondary analysis of qualitative research; customer /user needs analysis

DEFINITION

searching for various development directions based on knowledge from research and analysis; designing the ideal support instrument as well as generating ideas and choosing those for further development; designing a new solution taking into account the research conclusions;



IMPLEMENTATION
preparation of the designed support instrument for implementation



DEVELOPMENT

creating prototypes of the support instrument; building prototypes of the support instrument; preparation for testing; interpretation: an expert workshop aimed at a critical assessment of the strategic vision developed - a session of co-creation with experts and innovators not previously involved in the process - internal testing; developing the final shape of the support instrument



TIME FRAME

To date, we have conducted research among cluster coordinators and enterprises associated in clusters.

From the results obtained it follows that:

- ❑ Clusters still need mentoring / consulting support
- ❑ Cluster managers require financial support for cluster management
- ❑ Cluster members expect support in introducing innovations in the enterprise

TIME FRAME

The second step (programming the developed solutions in the Regional Operational Program of the Mazowieckie Voivodship for the years 2021-2027) - dependent on the negotiations with the European Commission.

Development of the solution will be an element of implementing the smart specialization of the Mazowieckie Voivodeship by implementing innovations in the traditional sector of the segment through clusters.

The developed solution will be part of the negotiating mandate of the Managing Authority for the Regional Operational Program

COST

25.000 € - cost of developing an instrument for building the potential of Masovian clusters,

10 mln € - planned allocation on instrument implementation.



FINANCIAL FOUNDS

The cost related to the work of external experts will be financed from the **Regional Operational Program of the Masovian Voivodship for the years 2014-2020.**

The implementation of the instrument for the development of clusters is planned to be financed from the Regional Operational Program of the Mazowieckie Voivodship for the years 2021-2027. We want to allocate at least EUR 10 million for the new instrument for clusters.

EXAMPLE OF ACTION 2

IMPLEMENTATION OF
THE ACCELERATION
PROGRAM DEDICATED
TO THE AGRI-FOOD
SECTOR.



OBJECTIVE

The aim of the action will be to combine the potential of beginners, entrepreneurs with infrastructure and the experience of large or medium enterprises in the agri-food sector. The program will be aimed at encouraging students / PhD students to set up their own technology companies.



BACK GROUND

- Mazovia is characterized by a high concentration of the best universities in the country and a large number of students / doctoral students.
- These resources can be used to create new jobs by students / PhD students who will find their own technology companies (start-ups) in the agri-food sector. Which will contribute to the implementation of further innovations in this sector.
- It seems that the right solution is to create an acceleration program encouraging students / doctors to establish new companies.
- The inspiration for this action was the experience of the La Rioja region from the funding program for PhD students in enterprises and technology and research centers in La Rioja. Enterprises and research and technology centers are the beneficiaries of this funding program that allows them to hire researchers.

TIME FRAME

- Introduction of relevant provisions to the Regional Innovation Strategy for Mazovia and to the Annual cooperation program of the Mazowieckie Voivodeship with non-governmental organizations and entities mentioned in art. 3 clause 3 of the Act on public benefit activities and volunteering - in 2020.

COST

- The estimated cost of introducing one acceleration program is approximately **116,000 €**
- Financing the acceleration program will come from the Mazovia Voivodeship's own funds.



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Thank you!



Questions welcome



Project smedia