

Coordinated by the Province of Pescara, the Adria Footouring project involves 11 partners from: Italy, Albania, Bosnia-Herzegovina, Montenegro and Slovenia.

All the involved Eastern Adriatic regions declared in their strategic documents that food and tourism are priorities for regional growth, but tourism remains a marginal activity, as a not well organized sector in terms of resource provision, information exchange, and food has still to strongly improve the quality standards.

Food and tourism are often put together when tackling promotion and territorial marketing issues and never associated, when the tackled topics are the development and fostering of innovative firms, as they are mostly considered as traditional sectors with low innovation potential.

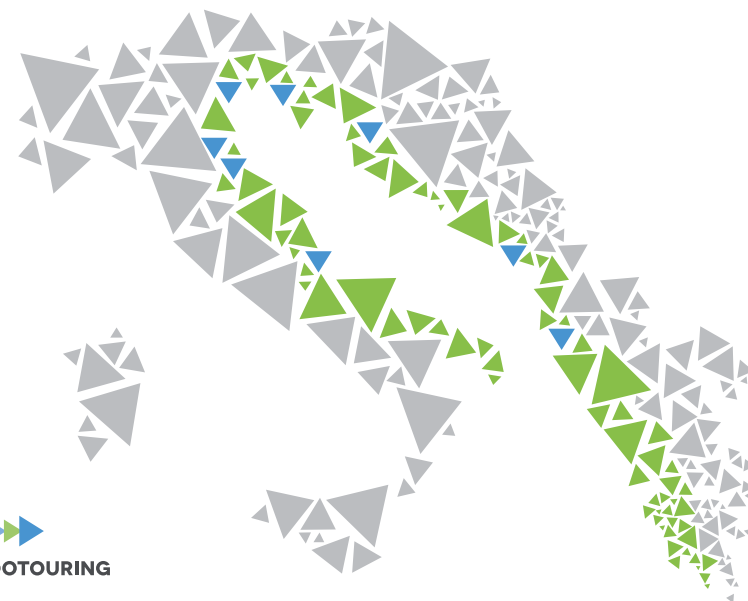
But, technological, organizational service innovations, supported by enabling technologies such as ICT, are fundamental for generate organisational and competitive improvement, and therefore, to increase financing and market share of those traditional sectors which indeed represent a relevant leverage for regional economic growth.

Koordinisan od strane Provincije Pescara, Adria Footouring projekat uključuje 11 partnera iz Italije, Bosne i Hercegovine, Crne Gore i Slovenije.

Svi uključeni iz istočne jadranske regije su naveli u svojim strateškim dokumentima da su sektori hrane i turizma prioriteti za regionalni razvoj. Međutim, sektor turizma se ne razvija adekvatno i nije dobro organizovan u delu koji se odnosi na obezbeđivanje resursa za razvoj, razmenu informacija, dok sektor hrane i dalje ima jaku potrebu za poboljšanjem standarda kvaliteta.

Hrana i turizam se često stavljaju zajedno u aktivnostima koje se baziraju na promociji i teritorijalnom marketingu, dok sa druge strane nikada nisu povezani po pitanjima razvoja i jačanja inovativnih kapaciteta firmi, jer se uglavnom smatraju tradicionalnim sektorima sa niskim inovacionim potencijalima.

Ali, tehnološki gledano, inovacije u oblasti organizacije preduzeća, uz podršku tehnologija kao što su informaciono-komunikacione tehnologije, su osnova za jačanje konkurentnosti, a samim tim, i za povećanje finansiranja i tržišnog udjela ovih tradicionalnih sektora koji zaista predstavljaju odgovarajuće vrednosti za regionalni ekonomski rast.



ADRIAFOOTOURING



Lead Partner
PROVINCE OF PESCARA (IT)
adriafootouring@provincia.pescara.it



AGRICULTURE UNIVERSITY OF
TIRANA - FACULTY OF ECONOMICS &
AGRIBUSINESS (AL)
ikapaj@ubt.edu.al



ASSOCIATION OF CHAMBERS OF
COMMERCE OF VENETO REGION (IT)
unione@ven.camcom.it



AGENCY FOR ECONOMIC
DEVELOPMENT OF MUNICIPALITY
PRIJEDOR PREDJA-PD (BIH)
office@piprijedor.com



CENTURIA ROMAGNA INNOVATION
AGENCY (IT)
c.pari@centuria-agenzia.it



LIR EVOLUTION (BIH)
office@lir.ba



INSIGHT & CO. SRL (IT)
info@insight.co.it



DIRECTORATE FOR DEVELOPMENT
OF SMALL AND MEDIUM SIZED
ENTERPRISES (MNE)
nikola.vujosevic@nasme.me



MUNICIPALITY OF RIMINI (IT)
piano.strategico@comune.rimini.it

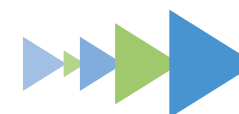


REGIONAL DEVELOPMENT CENTER
KOPER (SLO)
tadej.zilic@rc-kp.si



CHAMBER OF COMMERCE
& INDUSTRY OF TIRANA (AL)
elvis_pazaj@cci.al

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ADRIAFOOTOURING
FORWARD INNOVATION





Project Objectives

- ▶ **boosting innovative capacity** of traditional sectors such as **tourism and food**, by improving the innovation environment;
- ▶ **improving the capacity and effectiveness of business support organizations** involved in innovation services;
- ▶ **increasing the innovation potential** of traditional economic sectors, thanks to the help of enabling sectors such as ICT;
- ▶ **contributing to foster the integration process**, by offering IPA regions the opportunity to join a network of institutions being already part of territorial innovation systems, and to exchange good practices on innovation promotion.

Activities

- ▶ **defining innovation needs** of SMEs and business supporting providers and collect **best practices** mainly related to financial support to innovation;
- ▶ **promoting the concept and systematic practices** of sustainable innovation through **study visits** to innovative SMEs and business supporting providers in Emilia Romagna and Veneto in order to boost entrepreneurship towards innovative paths thanks to a deeper insight into organisational and technical aspects of the innovation processes;
- ▶ **increasing the diffusion** of the culture of innovation among the communities through **special events** focused on the promotion both of science and innovation;

- ▶ **organizing transnational and regional dissemination conferences** to improve transnational exchange and involvement of key regional stakeholders and to create networking occasion among regional/local actors;
- ▶ **building a pilot innovative concept** of the innovation support service, through the implementation of a **virtual incubator** composed of a wide set of

information and training tools, that will help matching entrepreneurs with investors.

Key Stakeholder

- ▶ **policy makers, managers and officials** of regions, provinces and municipalities in charge of setting up an environment stimulating innovation;
- ▶ **managers of other bodies** (regional development agencies, chambers of commerce and their special agencies, universities, research centres, business incubators, etc.) in charge to deliver services supporting innovation;
- ▶ **representatives from SMEs and other business associations**;
- ▶ **bank foundations and financial actors**;
- ▶ **consultants and professionals** in the domain of SMEs development;
- ▶ **SMEs of food and tourism sectors** interested in introducing innovation in their business.

Ciljevi projekta

- ▶ **jačanje inovativnih kapaciteta** tradicionalnih sektora kao što su **turizam i hrana**, unapređenjem okruženja za razvoj inovacija;
- ▶ **poboljšanje kapaciteta i efikasnosti organizacija koje pružaju podršku poslovanju** i uvođenju inovacija;
- ▶ **povećanje inovacionih potencijala** tradicionalnih privrednih sektora, kroz podršku sektorima kao što su informaciono-komunikacione tehnologije;
- ▶ **doprinos** da se **podstakne proces integracije**, nudeći IPA regionima mogućnost da se priključe mreži institucija koje su već deo teritorijalnih inovacionih sistema, kao i da razmenjuju primere dobre prakse na promociji inovacija.

ADRIA FOOTOURING aktivnosti

- ▶ definisanje potreba inovativnih malih i srednjih preduzeća i organizacija za pružanje usluga, prikupljanje **najboljih primera iz prakse** koji se uglavnom odnose na finansijsku podršku inovacijama;
- ▶ promovisanje koncepta i sistematske prakse održivih inovacija kroz organizaciju **studijskih posjeta** u inovativna mala i srednja preduzeća i organizacije podrške u

regijama Emilia Romagna i Veneto a sa ciljem podsticanja inovativnog preduzetništva kroz detaljan uvid u organizacione i tehničke aspekte inovacionih procesa;

- ▶ širenje kulture inovacija među zajednicama kroz organizaciju **posebnih događaja** usmerenih na promociju i nauke i inovacija;

- ▶ organizovanje transnacionalnih i regionalnih konferencija za unapređenje širenja transnacionalne saradnje učestvovanjem ključnih regionalnih aktera i stvaranje prilika za umrežavanje među regionalnim / lokalnim akterima;
- ▶ izgradnja pilot inovativnog koncepta za podršku inovacijama, kroz implementaciju **virtuelnog inkubatora** sastavljenog od širokog seta informacija i alataki za obuku, koji će pomoći u povezivanju preduzetnika sa investitorima.

Ključni Stakeholder-i

- ▶ kreatori politika, menadžeri i funkcioneri iz regiona, entiteta i opština zaduženih za uspostavljanje okruženja za uvođenje inovacija;
- ▶ menadžeri drugih institucija (regionalne razvojne agencije, privredne komore i njihove posebne agencije, univerziteti, istraživački centri, poslovni inkubatori, itd), zaduženi za pružanje inovativnih usluga;
- ▶ predstavnici malih i srednjih preduzeća i drugih poslovnih udruženja;
- ▶ banke i finansijski akteri;
- ▶ konsultanti i profesionalci u oblasti razvoja malih

i srednjih preduzeća;

- ▶ MSP iz oblasti hrane i turizma zainteresovana za uvođenje inovacija u svom poslovanju.

