



Estrategia de  
**Emprendimiento**  
**Innovación y**  
**Autónomos**  
de Castilla y León

- ✌ Hold and attract creative and innovative people
- ✌ Take opportunities of innovation: new, more innovative businesses
- ✌ Accelerate the transformation and technological adaptation of our companies
- ✌ Facilitate that all entrepreneurship will be born linked to innovation

## Employment is the first priority in this Legislature

(Get over **one million of employed** again at the end of the legislature).

- **Increase in the business network: - 8000 new companies** (Starting data : 159.473 Companies in Castilla y León in 2014).
- **Increase of 1000 new companies basis of technology and innovative** (Starting data : 650 – Innovative business in Castilla y León in 2014 of more than 10 workers INE).
- **Increase the R&D budget, until reaching 3% of the non-financial expenditure at the end of the legislatura.**
- **Encourage big companies to be more competitiveness.**
- **Reindustrialization of Castilla y León. (Achieve 20% of Industrial PIB).**



# ENTREPRENEURSHIP AND INNOVATION NETWORK

**PUBLIC SECTOR:** Regional Government, Provincial councils, Local Administration, Public Entities.

**SCIENCE AND INNOVATION:** Universities, clusters, technology and research centers.

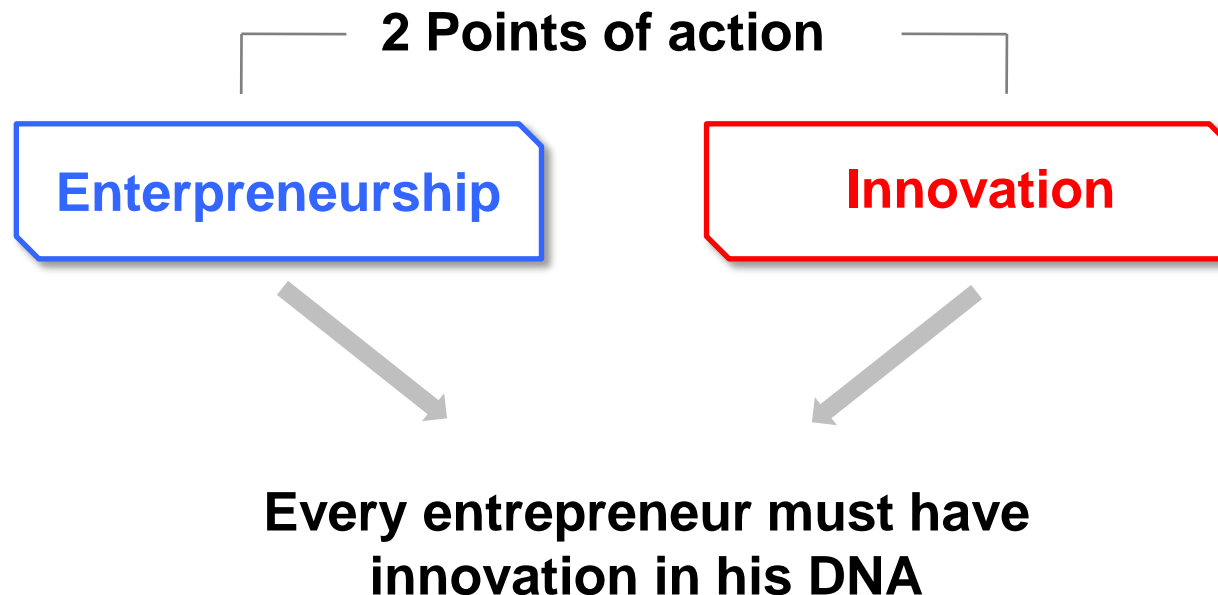


**COMPANIES:** LEADING COMPANIES SMEs, entrepreneurs and freelancers

**OTHER FACILITATING AGENTS:** Economic and social agents, Business Associations, Foundations.

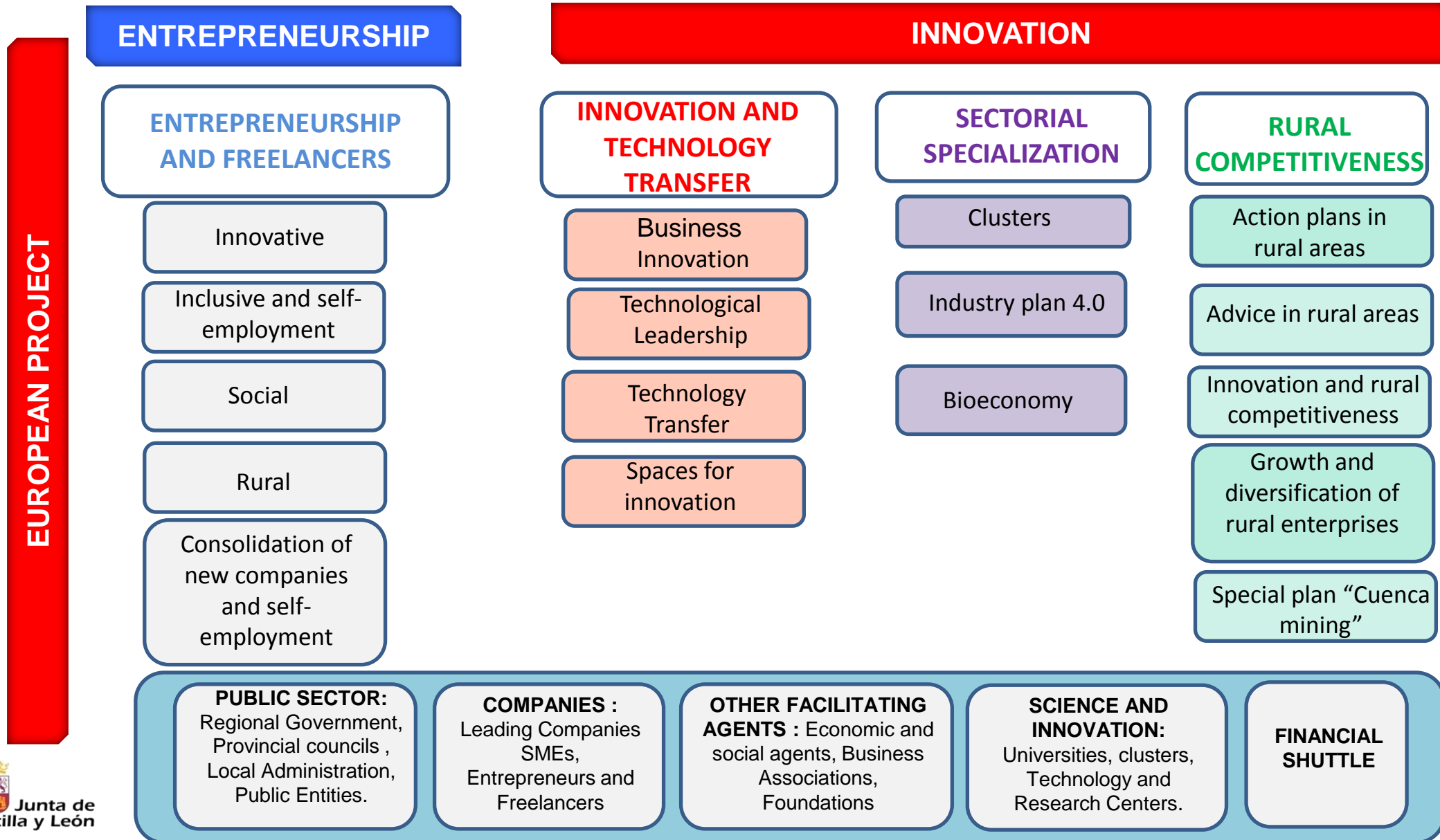
**FINANCIAL SHUTTLE**

The Entrepreneurship, Innovation and Freelancers Strategy includes **85 Measures**. It will be developed over a period of 5 years (2016-2020), through annual plans, to facilitate its execution and follow-up.



## 5. STRATEGY FOR ENTREPRENEURSHIP, INNOVATION AND FREELANCERS

The actions of the Strategy are grouped into **4 main blocks**, where **entrepreneurship** and innovation are its main axes.



### → The Strategy in numbers.

- 👉 **FINANCIAL SHUTTLE:** Support and public-private financial instruments that will be mobilized in the 2016-2020 period for entrepreneurship and innovation: 448.7 million.
- 👉 **Freelancers economic support: 90.4 million euros**
- 👉 **Services:** action to support companies through value added services and other special programs (grants, economical support for technological centers, etc.): **64.6 million**
- 👉 **Total Strategy: 603.7 million.**
  - *Total Public budget, 374,4 million*
- 👉 **Induced private investment: 931 million**

## BLOCK I: ENTREPRENEURSHIP AND FREELANCERS

### Innovative

- Award for innovative ideas in the university field
- Ideas contests in collaboration with strategic partners: Shuttles of technological challenges. Bank of ideas
- Innovative idea shuttles
- Specialized services for projects with high growth potential: "ICE2020 Accelerator", cybersecurity and corporate shuttles
- Innovative entrepreneurship spaces: León Technology Park, Boecillo and the future of Burgos

### Impulse and self-employment

- Project competition in vocational training centers
- Comprehensive Office of Attention to the Entrepreneur
- Economic support for entrepreneurs and the self-employed linked to training
- Facilitate the implementation of viable initiatives, "Design Your Plan Program"

### Social

- Social entrepreneurship: awareness, promotion
- Social entrepreneurship projects: identification and incubation
- Accelerator of social projects

### Rural

- Support for innovative ideas in the rural world "Program designs your rural plan"
- Strengthen the value chain of economic activities in the rural world
- Accelerator of new agro technological companies
- Support for business succession in rural areas
- Sensitization, information and accompaniment of rural projects: office of the rural entrepreneur

### Consolidation of new companies and freelancers

- Consolidation and growth of freelancers and micropymes
- Consolidation and growth of innovative new companies



## BLOCK II: INNOVATION AND TECHNOLOGY TRANSFER

### Business Innovation

- Advice and support for the innovative effort of SMEs: specialized advice, diagnosis, economic support for R&D, implementation of LeanManufacturing
- Promotion of innovation from demand (Innovative Public Purchase)
- Support for the development of the ICT industry and the digitalization of the SME

### Technological leadership

- Technological surveillance unit
- Human Capital: Training and Awareness: non-labor practices in R&D, GESTIDI, training of technicians and managers in R&D
- Strategy of leading R&D companies: training and mentorization programs, economic support for strategic R&D plans

### Transfer and technology

- Transfer of knowledge from research organizations to companies and open innovation
- Platform of impulse to the technological transfer
- Support and redefinition of the Network of Technology Centers

### Spaces for innovation

- Added value services in the Technology Parks
- Management and dynamization of the activity of the bioincubator
- Impulse to the creation and advice of intensive R&D companies

### European projects

- Promotion of participation in international R&D calls by companies and regional entities
- Positioning in European platforms and networks
- Active participation of ICE in international initiatives: ERANET Networks and other European projects

## BLOCK III: SECTORIAL SPECIALIZATION

### Clusters:

- Consolidation and support for cluster:
  - Coordination and support service for clusters
  - Support for collaborative innovation projects and interclusters projects
  - Participation of clusters in international cooperation projects
- Information and studies of sectoral competitive surveillance: VT / IC, sectors RIS3
- Regional forums on competitiveness and innovation

### Industry plan 4.0:

- Industry awareness and dissemination 4.0 and its associated technologies
- Competitive surveillance services
- Development of a regional offer of technological solutions and sector plans of action 4.0
- Training and adaptation of workers to 4.0 technologies
- Audits and individual plans of digital implementation. Support for the implementation of Plans 4.0

### Bioeconomy:

- Promotion of public and private research and technological development (R&D)
- Awareness and promotion
- Development of a regional offer of products and services of the bioeconomy
- Promoting demand and developing markets

## BLOCK IV: RURAL COMPETITIVENESS

Regional coordination: private public agents

### Action plans in rural áreas:

- Specific action plan for each rural área

### Advice in rural areas:

- Information and advisory service and competitive surveillance in rural environments

### Innovation and rural competitiveness:

- Improving the competitiveness of rural companies:
  - Managerial training
  - Innovation in digital marketing and management processes
  - Preferential financing in rural areas
- Sectoral actions: food, tourism, culture and heritage, habitat and sustainable building, energy and environment

### Growth and diversification of rural businesses:

- Support for the realization of strategic plans for business growth and diversification
- Support for the implementation and implementation of individual strategic plans

### Strategic Plan of “Cuencas mining”

- ICE offices mining lands:
  - Support and tutoring service
  - Characterization of the area and training actions
  - Plan for the digitalization of mining areas
- Strengthening sectors and diversification: sectoral plans for competitive improvement, marketing plans and promotion of endogenous resources
- Support for training and reintegration of unemployed affected by the conversion

➤ **Measurements.**

## **BLOCK I: ENTREPRENEURSHIP AND SELF-EMPLOYED**

### **PROGRAM I: INNOVATIVE ENTREPRENEURSHIP AND INTRAPRENEURSHIP**

#### 1.1 Generation and identification of innovative ideas: bank of ideas

M1 Award for innovative ideas in the university sphere (entrepreneurial campus)

M2 Ideas Competitions in collaboration with strategic partners: launch of technological networks in the framework of Telefonica Open Future, incib

#### 1.2 Impulse of innovative ideas

M3 Shuttle of innovative ideas

#### 1.3 Acceleration of companies through intensive support to innovative companies

M4 Accelerator ICE 2020

M5 Accelerator specialized in cybersecurity

M6 Corporate Accelerator

#### 1.4 Innovative entrepreneurship space

M7 Coworking space in the Technological Park of León, in the Technology Park of Valladolid and in the future Technology Park of Burgos

M8 Elimination or reduction of rental costs in rental contracts in the Technology Parks of León, Valladolid and future of Burgos for technology-based entrepreneurs

### **PROGRAM II: INCLUSIVE ENTREPRENEURSHIP AND FREELANCERS**

#### 2.1 Generation of ideas

M9 Integral office of attention to the entrepreneur and freelancers

#### 2.2 Specialized escort service

M10 call for a project contest that aims to put in value the work done by the students of vocational training centers in the field of self-employment

#### 2.3 Support for the viability analysis of the business project and its commissioning

M11 Economic support for entrepreneurs and freelancers linked to training

M12 Design your plan: self-employment ideas validation itinerary

➤ **Measurements.**

## **BLOCK I: ENTREPRENEURSHIP AND SELF-EMPLOYED**

### **PROGRAM III: SOCIAL ENTREPRENEURSHIP**

M13 Awareness And Promotion Of Social Entrepreneurship

M14 Identification, incubation and support for the processing of social entrepreneurship projects

M15 Accelerator of social projects

### **PROGRAM 4 RURAL ENTREPRENEURSHIP**

#### **4.1. Awareness, information and support of rural projects**

M16 Competitions and prizes of ideas for the rural world

M17 Rural entrepreneur's office

#### **4.2 Support for the feasibility analysis of the business project and its implementation**

M18 Design your rural plan

#### **4.3 strengthen the value chain of economic activities in the rural world**

M19 Integrating companies

#### **4.4 Strengthen innovative livestock, sour and agro-food businesses**

M20 Accelerator of new agrotechnological companies

#### **4.5 Succession of companies in rural areas**

M21 Making available to entrepreneurs of rural businesses with problems of business succession

### **PROGRAM 5 CONSOLIDATION OF NEW COMPANIES AND FREELANCERS**

M22 Consolidation and growth of freelancers and microSMEs

M23 Consolidation And growth of new innovative companies

## BLOCK II: INNOVATION AND TECHNOLOGY TRANSFER

### PROGRAM I BUSINESS INNOVATION

#### 1.1 Advice and support for the innovative effort of SMEs

- M1 Innovation Itineraries: specialized advice
- M2 Boosting the innovation consultancy sector
- M3 Economic support for R&D of SMEs
- M4 Support for the implementation of Lean Manufacturing

#### 1.2 Promotion of innovation from the demand

- M5 Promotion of innovation from the demand of public and private entities of Castilla y León
- M6 Participation of ICE in processes of promoting innovation from the demand

#### 1.3 Development of the digital economy (Ageda digital de Castilla y León)

- M7 Economic support for the development of a specialized ICT industry
- M8 Economic support for the digitalization of SMEs

### PROGRAM II TECHNOLOGICAL LEADERSHIP

#### 2.1 Technological surveillance and competitive intelligence

- M9 Technological surveillance and competitive intelligence

#### 2.2 Human capital: Training and Awareness

- M10 Program of R & D Managers (GESTIDI)
- M11 R & D programs in entities of Castilla y León
- M12 Practices of International Excellence in R&D
- M13 Training of technicians and business managers

#### 2.3 Strategy of leading companies in R&D

- M14 Economic support to strategic plans in R & D
- M15 Training and mentoring program
- M16 Pilot program of national and international strategies in R&D

### PROGRAM III - TECHNOLOGY TRANSFER

#### 3.1 Transfer Of Knowledge Of Research Organizations To Companies And Open Innovation

- M17 Transfer check
- M18 Technological challenges of leading companies
- M19 Technology Transfer Forum
- M20 Collaboration and participation in the University - Business Knowledge Transfer Plan (T-CUE Plan)

#### 3.2 Platforms of impulse to the technological transfer

- M21 Support tools for technology transfer

#### 3.3 Support to the Technology Center Network

- M22 Integration / redefinition of the Network of Technology Centers of Castilla y León
- M23 Economic support to the Technology Centers through specialization in key areas for the regional industry

## **PROGRAM IV SPACES FOR INNOVATION**

### 4.1 Added Value services in the Technology Parks

M24 Dynamization of innovative regional spaces for companies

### 4.2 Impulse to the creation and settlement of intensive R D companies

M25 Promotion of the Technology Parks

M26 Management and dynamization of the activity of the BioIncubadora

## **PROGRAM V - EUROPEAN INNOVATION PROJECTS**

### 5.1 Promotion of participation in international R&D calls by companies and regional entities

### 5.2 Positioning on European platforms and networks

M27 Support for the integration of regional entities and agents in European platforms and networks

M28 Participation of ICE in European platforms and networks

M29 Participation of ICE in the Executive Committees of Horizon 2020

### 5.3 Active participation of ICE in international initiatives

M30 ERANET networks

M31 Participation in competitive European projects

## BLOCK III: SECTORIAL SPECIALIZATION

### PROGRAM I. INNOVATIVE BUSINESS GROUPINGS (CLUSTERS)

#### 1.1 Consolidation and support for clusters

M1 Coordination and support services for Clusters

M2 Support for collaborative projects between companies / innovation agents and inter-company projects

M3 Participation of Clusters in international cooperation projects

#### 1.2 Innovation and sectoral competitive surveillance studies

M4 Study and analysis and prospective work on the RIS3 sectors of Castilla y León

#### 1.4 Regional Forums on Competitiveness and Innovation

M5 Regional Forums on Competitiveness and Innovation

### PROGRAM II. INDUSTRY 4.0

M6 Awareness and dissemination of the 4.0 industry concept and its associated technologies

M7 Competitive surveillance service in Industry 4.0

M8 Development of regional offer of technological solutions for industry 4.0

M9 Development of sectoral action plans 4.0 in collaboration with the clusters. Innovation agents and industry experts 4.0

M10 Training and adaptation of workers to 4.0 technologies

M11 Audits and individual implementation plans 4.0

### PROGRAM III BIOECONOMY

M12 Promotion of innovation and technological development (R&D) public and tested in bioeconomy

M13 Sensitization and promotion of the bioeconomy

M14 Development of the regional offer of bioeconomy products and services and of the economic activities related to this

M15 Promoting the demand and development of markets related to the bioeconomy



## BLOCK III: RURAL COMPETITIVENESS

### PROGRAM I ACTION PLANS IN RURAL AREAS

M1 Specific action plan for each rural area

### PROGRAM II. SPECIALIZED ADVICE IN RURAL AREAS

M2 Information, advisory and competitive surveillance service in rural environments

### PROGRAM III INNOVATION AND RURAL COMPETITIVENESS

#### 3.1 Improving the competitiveness of rural businesses

M3 General Training

M4 Innovation in digital marketing and management processes (ICT solutions)

M5 Preferential financing in rural areas

#### 3.2 Sectoral actions

M6 Agro-food

Quality plan and design of gourmet products

Joint marketing plan for gourmet products

M7 Tourism, Culture and Heritage:

Improvement plan standards in quality and service and ecotourism

Gourmet tourism development program

M8 Habitat and sustainable building

Innovation and marketing plan for indigenous materials

Sustainable construction and rehabilitation plan

Plan for the reuse of by-products and waste

M9 Energy and environment: Plan of renewable energies and promotion of bioenergy and energy efficiency

### PROGRAM IV GROWTH AND DIVERSIFICATION OF RURAL BUSINESSES

M10 Support for the realization of strategic plans for business growth and diversification

M11 Support for the implementation and implementation of individual strategic plans

### PROGRAM V SPECIAL DYNAMISATION PLAN (MINING MUNICIPALITIES)

#### 5.1 ICE office mining land

M12 Accompaniment and tutoring services

M13 Characterization of the zone and programming of training actions

M14 Mining Areas digitization plan

#### 5.2 Strengthening sectors and diversification

M15 Sector plans for competitive improvement

#### 5.3 Support for training and reintegration of unemployed affected by the conversion

M16 Support for training and reintegration of unemployed affected by the conversion



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