

# The ENRD is launching its new thematic group on 'Smart & Competitive Rural Businesses'

## The context of the thematic group

The theme of 'smart & competitive rural businesses' has been chosen based on interest expressed by representatives of various stakeholder groups in the Rural Networks' Steering Group.

Main question of the Thematic Group (TG):

*How to promote competitive and economically resilient clusters of rural businesses, which build on rural assets and create jobs?*

Sub-themes of the group will be defined together with the TG members. Specific themes may include:

- building links between farm and non-farm businesses;
- new sources of rural employment based on environmental and cultural assets;
- accessing urban markets and know-how;
- LAG Local Development Strategies and Regional Innovation Strategies;
- service-oriented local businesses;
- social enterprises;
- networking (value chains, business networks, etc.);
- smart specialisation;
- creating the experience economy and promoting rural destinations;
- IT and broadband in rural areas.

## The main objective

To work jointly with stakeholders with an interest and experience in rural business development and support, in order to make Rural Development Programmes (RDPs) more effective in supporting rural businesses.

## Stakeholder-driven process

- ✓ Opportunity to get involved in different ways from active contribution to the thematic meetings to being informed about outcomes.
- ✓ Sub-themes, issues and challenges defined by stakeholders.
- ✓ Ideas, solutions, case studies, good practices produced through exchange and joint work of members with the support from the ENRD.
- ✓ Practice-oriented work and focus on RDP implementation.

## How to get involved?

Thematic Group members will be identified from interested stakeholders and are expected to actively contribute to the work of the group.

If interested in participating in and/or being informed about the work of the thematic group [please fill in the short survey that you can access here](#) by 20 August 2016.

## Would like to know more?

Please contact Edina Ocsko ([edina.ocsko@enrd.eu](mailto:edina.ocsko@enrd.eu)) and/or Elena Maccioni ([elena.maccioni@enrd.eu](mailto:elena.maccioni@enrd.eu)) for any questions or requests related to the thematic group.



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