



Annex 1 – Action plan template

Part I – General information

Project: P-IRIS

Partner organisation: Local development agency Pins

Other partner organisations involved (if relevant): _____

Country: Croatia

NUTS2 region: Jadranska Hrvatska

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Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument**

Name of the policy instrument addressed: Development strategy of Primorsko goranska county 2016-2020

Part III – Details of the actions envisaged

ACTION 1 - CREATE COWORKING HUB FOR INNOVATIVE ENTREPRENEURSHIP AND EVENTS

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan):

One of the critical features of the Gorski kotar region is low degree of cooperation between public, educational, scientific and entrepreneurial sectors in terms of creation, development and implementation of innovative ideas and projects. Because of that, this rural area has an extremely low level of innovation ability and capacity, i.e. it doesn't have qualitative and productive innovation systems that can boost development and commercialization of local entrepreneurial initiatives and ideas. Problem of fragmentation of the innovation value chain in the Gorski kotar region and the gap between research, public and the business sector is also affected by small lobbying capacity of the local community, weak entrepreneurial spirit of the residents, mistrust between existing local entrepreneurs, depopulation and emigration of youth, and consequently low level of economic activity in the region. Consequently, although there are numerous and often complementary individual entrepreneurial ideas, especially amongst the younger generation in the region, due to all of the above mentioned, these ideas fail to become profitable products and services.

However, by studying selected examples of good practice from project partners' countries, we have learned that bottom-up initiatives based on the principle of social responsibility can be transform into concrete innovative models of networking, cooperation and communication between main actors and stakeholders of rural development. In this context, a particularly useful experience was the study visit to KIKstarter coworking space, incubator and accelerator in Slovenian municipality Kamnik and opportunity to learn about the process of its establishment and its model of functioning and networking. This practice is a very good example how small municipalities or towns that do not have powerful innovation capacity can foster innovative entrepreneurship by building collaborative working environments i.e. coworking hubs and by providing their users with possibilities and opportunities for internal and external networking.

During study visits, we also learned that there is no one-size-fits-all model for coworking that can be successfully copy-and-pasted in every local or regional environment. Therefore, it is necessary first to understand what constitutes value for potential coworking users and how the coworking space and its managers can provide and support this. In other words, creating a successful coworking space it's not simply about creating adequate place for flexible forms of working, but generating a sense of community, collaboration, and engagement amongst users. So, a key challenge in this context is to find the right coworking operational model that can boost creative thinking and provide access to new ideas, approaches, knowledges or technologies.

In this regard, during the workshops that were an integral part of study visits to partners' countries, Norwegian partners have introduced a methodological framework of innovative networking toolbox which can be effectively used in diagnosing essential constraints and limitations for establishing and developing innovative networks in rural areas. Therefore, its practical use can provide a quality analytical background for creating opportunistic and realistic coworking solutions in the Gorski kotar region.

2. Action (please list and describe the actions to be implemented):

The main goal of this action is to create and establish an adequate coworking hub for local and regional entrepreneurs (existing and future) in the city of Delnice, the largest town and the unofficial centre of the Gorski kotar region. The purpose of this action is to enable a more successful networking, communication and cooperation between different internal and external actors and stakeholders of innovative entrepreneurship and creative industries in the Gorski kotar region in order to:

- attract next generation creative talent,
- provide a positive atmosphere for creative thinking and problem solving,
- create opportunities to tap into knowledge and innovation pools,
- reduce innovation and entrepreneurial risks, especially for younger generation,
- connect local and regional entrepreneurs (i.e. coworking community) with SME support ecosystem,

- foster new partnerships between start-ups, industry, academia, and government bodies,
- generate common projects, etc.

This action consists of the following sub-actions:

- Organisation of educational and motivational workshops for existing and potential local entrepreneurs,
 - Identification of their preferences and needs,
 - Finding and equipping coworking space,
 - Conducting first networking activities between triple helix partners,
 - Establish appropriate approaches for internal and external networking and knowledge sharing.
3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role):
- City of Delnice – providing space for coworking hub and supporting coworking community;
 - Local development agency Pins - organizing network for coworking hub, providing business support services, creating better eco-business environment;
 - SME's, youth as potential entrepreneurs and on young entrepreneurs – coworking users, project developers, generating ideas and initiatives;
 - County of Primorje and Gorski kotar, Regional development agency Prigoda, local municipalities County - supporting coworking hub and its network;
 - University of Rijeka, Center for local economic development of the Faculty of Economics in Rijeka – providing know how solutions, educational seminars and workshops, involving students.
 - Other potential triple helix partners.

Inclusion of all these players in the process of preparation and implementation of the action plan will provide a complete and holistic insight into different perspectives and viewpoints regarding limitations and possibilities for innovative entrepreneurship and creative industry development in the Gorski kotar region and will also point out their willingness and desire to undertake concrete actions.

4. **Timeframe** (document an early implementation):

The process of preparation and implementation the action plan will last during the last 4 semesters of the P-IRIS project.

5. **Costs and funding sources** (if relevant):

Costs of coworking space operations:

Organisation of 10 educational and motivational workshops during 18 months (Topics of workshops: developing communication skills, how to create brand, IT solutions for entrepreneurs, start-up financing, smart villages, critical thinking, digital marketing, EU funding opportunities, motivation of people and rural urban connection)	9.000,00 €
Rent of coworking space (min 20 m ² , during 2 years)	4.800,00 €
Equipment of coworking space (internal decoration, furniture, chairs, etc.)	9.060,00 €
Interior decoration of co working space (walls, floors, adjustment)	6.200,00 €
Dissemination plan and design and print of logo and co working visibility materials	3.000,00 €
Co-working space manager (18 months)	9.500,00 €

Funding sources: P-IRIS project (if reallocation of funds will be accepted), local municipalities, County of Primorje and Gorski kotar, private companies (in later phase).

6. **Results** (quantitative or qualitative):

As already pointed out in the project application, Local development agency Pins is participating in the P-IRIS project because it wants to influence the success of the implementation of priorities and strategic goals of the Development Strategy of Primorje-Gorski kotar County 2016-2020 that have great significance for the future development of the Gorski kotar region:

- Priority 1.3. Implementation of knowledge, technology and innovation in economy
- Strategic goal 1.5.4. Development of industry

This is actually the main result of the action plan which will be realized through the creation of coworking hub for innovative entrepreneurship and events that is connected to an external environment according to triple helix principle.

Proposal of methodology for action plan monitoring:

Indicator	How	Who
Number and type of target group reached	Workshops checklists	Project partner (PINS)
Number of potential coworking users	Workshop conclusions/surveys	
Preferences and needs of potential coworking users	Workshop conclusions/surveys	
Nature and amount of networking activities between triple helix partners	Meeting records	
Number of networking and knowledge sharing events	Workshops, seminars, coworking sessions, etc., checklists	
Established 1 coworking space of min. 20m ²	Rent of space, contract	

Date: 26th June 2019

Signature: 

Stamp of the organisation (if available):  Skrad, Ivana Gorana Kovačica 3