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Executive Summary

Most technological innovations are produced in an urban setting; rural or non-urban areas are not very conducive to the production of technological innovations due to the weakness of technical structures or low population density. Nevertheless, these areas are very often fertile ground for other types of innovation – organisational, social or institutional ones. Based on this observation, various policies have been developed in favour of innovation, both at the European Community level and in different territories, founded on the idea that innovation, in all its forms, is both important for business activities and for the well-being of local populations. In order to present and study these different EU policies and their content in terms of CCIs, we proceed as follows.

First, we briefly review the literature on innovation in non-urban and rural areas (Section 2). We show that there is general agreement that the level of technological innovation is high in agricultural activity, and that in rural areas other types of innovations or novelties are also important, such as social, cultural and institutional innovations. Moreover, rural innovation is steered from the bottom up and driven by local communities and initiatives, but an over-reliance on the local network may reduce creativity.

Next, we present the main policies in the EU framework (Section 3) by looking successively at Common Agricultural Policy (CAP), Cohesion Policies and Smart specialisation strategies (S3). First, we show that the main objectives and measures of the **CAP** are directed towards agricultural activities but also that a large proportion of them focus on rural areas, especially in Pillar 2. CAP has supported the dynamism and economic viability of rural areas, with funding, measures and actions that promote rural development, presented in the six Rural Development policy priorities. The best example is the very successful LEADER program, which was introduced with the aim of supporting the development of disadvantaged rural areas, based on projects that respond to local needs. LEADER is strongly geared towards innovative activities, and based on the use of participatory methods to involve local communities in project development and decision-making processes for joint actions. Potentially all innovation, CCIs and heritage-type activities can be covered with this programme. Secondly, **Cohesion Policies** involve programmes devoted to the development of peripheral areas, such as the special attention given to remote islands, mountainous or sparsely populated areas, which is also the focus of the IN SITU research. Finally, **S3** is elaborated with the aim to take greater account of knowledge networks and spatial dimensions in innovation policies, and to select a few key domains or activities or technologies to be funded in each region. Studies suggest that when one ranks regions according to their degree of leadership in S3 policies, the most peripheral regions are not always the lowest-ranked, and that the share of activities in terms of CCIs and heritage rises to around 10% of total actions.

Then we present the main policies in the national and territorial framework (Section 4), starting with our methodology, then assessing the results for LEADER projects and S3 projects, and their

comparison regarding to CCI activities. These various actions tend to mobilise communities to implement more open innovation policies in favour of creative and cultural innovations. The analysis of S3 and LEADER projects confirms the emphasis placed on themes such as social innovation, local knowledge and the networking of local and external players. Although CCIs are still insufficiently supported, they nevertheless receive significant attention (explicitly taken into account by S3). However, public policies more readily support technological innovations, or agricultural activities that can be linked either to tourism or to the enhancement of heritage (for example, products with protected designations of origin, or practices and skills of the rural population, such as short supply chains or digital platforms). CCI projects to support education and digital inclusion therefore reflect a concern for territorial and community cohesion. These projects contribute to the sustainability and resilience of rural areas, to generational renewal and to the education of younger generations. While the review of S3 and LEADER projects confirms several peculiarities in the treatment of innovation in rural and non-urban areas, for a variety of reasons, these policies are ultimately convergent. Both aim to support the emergence and strengthening of local communities.

Finally, we highlight the main findings (Section 5).

Innovation in non-urban areas is above all social, cultural, and institutional, and the innovations that appear in these territories come largely from actions undertaken by local actors or groups. The EU has many economic and social policies for regions and member states. With regard to our research topic, we identify (1) innovation policies for particular sectors, fields or territories; and (2) policies for agriculture or rural areas. The question is then to determine the share of innovation policies intended for rural areas, as well as the place given to CCIs in this whole set. We took a close look at these policies.

The results of our analysis of EU innovation policies for non-urban areas show that, when these policies consider innovation, it is mostly about technological innovation (see Pillar 1 of the CAP and many of the S3 operations) and also that a large part of these funds goes towards technological innovation in agriculture, for example, towards actions in favour of the digitisation of agricultural activities.

However, many actions go beyond technological innovation or agriculture alone, and are clearly aimed at the development of innovation activities in rural areas. This is particularly the case for the LEADER programs, which are very successful and have two main characteristics: (1) the projects that are financed are based on the choices and actions of local populations, and (2) most of the innovations funded are social or institutional. However, the share of the CCIs in this set remains high. This is also partly true of S3 strategies, which are completely focused on regions and place-based policies. The share of technological innovation remains very important and dominant in these strategies, but the question of the non-urban dimension of these actions still deserves an assessment.

The review of projects confirms that social and cultural innovation are more important than technological innovation in non-urban areas. Thus, collective action and social innovation are key elements in regional strategies to emphasise diversity and variety in rural areas, and local communities and private initiatives are focusing on identifying local needs and integrating their knowledge and strengths. This confirms the new governance perspective that links global and local efforts of existing networks and local resources to solve the problem of the lack of dynamic clusters or knowledge providers in rural areas. Finally, cooperation between local and external players at regional or sub-regional level is mandatory, and strengthening cooperation between regions could be crucial to improving the territory's "absorption capacity." In this case, the development of CCIs proves to be an essential asset for social innovation and territorial cohesion.

Nevertheless, taking all dimensions of innovation into account remains a challenge. The public innovation policies come up against three main issues: (1) the continued consideration of a broad definition of "innovation" which, in rural areas, is more oriented towards social and organisational innovation; (2) the need to identify the appropriate level of decision-making – national, regional or local – and to combine different but complementary decision-making levels, while also considering cooperation between regions, mobilising their various capacities, which can help strengthen inter-regional and cross-border projects; and (3) the support for interdependencies between traditional industries or sectors of activity such as agriculture, tourism or education and CCIs. There are a multitude of links between the priority areas of the 185 S3s and the 14 EU "European Industrial Ecosystems." This combination of activities offers a wealth of complementary knowledge, strengthening the innovation potential and encouraging the development of CCIs as innovation levers in rural territories.

Supporting CCIs therefore remains a source of progress for public policy towards non-urban areas. A better integration of creative and cultural activities in innovation support should help improve public policies to consolidate development processes in these sensitive places. For various reasons, LEADER and S3 policies ultimately converge in order to support the emergence and strengthening of local communities and to disseminate knowledge via these stakeholder collectives, combining knowledge from different sectors, regions or activities. Their combined effect allows the consolidation of development processes in local areas through the networking of local actors.

1. Introduction: Objectives of innovation policies for rural areas

Policies for innovation are one of the strongest constants in the action of public authorities, whether in the European Union (EU) or in most Member States. Indeed, innovation is generally considered to be the most important driver of growth and development, and the efforts devoted to it must pay off in terms of results at national or regional level. This is why, since the 1960s, much of the efforts of the EU and of individual governments have been focused on promoting innovation activities in Europe as a whole, in the various countries that make it up, as well as in many regions, or even in smaller institutional territories such as urban agglomerations, municipalities, or districts and departments, for example.

1.1. The rise and success of technological innovation

This approach, which has been particularly developed since the 1980s, is based on a rediscovery of the research of Schumpeter (1934), who first considered and demonstrated that development processes are based on the generation of innovations from particularly smart entrepreneurs or from groups of companies producing correlated or complementary innovations. Therefore, for a long time, interventions and actions focused on the technological dimensions of innovation, which appeared to be the most obvious to implement and to have a more easily identifiable physical and technical dimension than other types of novelty or change. Moreover, they were strictly limited to the economic sphere.

These technical or technological innovations fall into two main categories. Firstly, *process innovations*, which concern improvements or changes in the way goods are produced, such as the improvement of a technique, or the replacement of a machine by a more efficient one. *Product innovations*, on the other hand, are new products introduced onto the market after a process of trial and error, thus adding novelty to the range of products available to final or intermediate users. A distinction is also often made between *major innovations* (e.g., the invention of the steam engine, the first computers) and *minor or incremental innovations*, which are sometimes associated with them (e.g., the clutch for machines, or flat screens in computers).

At this level, we also need to make a clear distinction between *inventions* and *innovations*, the latter resulting from market acceptability that is not always guaranteed by the generation of inventions of various types. This is also why we make a clear distinction between innovations and the precursors of innovation, such as patents and licenses, or R&D expenditures. While patents and licenses are intended to protect the invention and guarantee that inventors can invent without being immediately imitated and deprived of their intellectual property rights, R&D expenditures are situated further upstream in the innovation production process.

The literature slowly recognised that the figure of the isolated inventor no longer corresponded to the conditions of contemporary capitalist economies, and that it is necessary to undertake research and innovative activities in groups and within dedicated laboratories with the associated techniques, which implied significant costs in the production of inventions and their development. R&D expenditures have thus become one of the pillars of public policy in favour of (technological) innovation, as they enable extended and systematic exploration of different solutions leading to the production of innovations, in an organised way and according to controlled methods.

1.2. Spatial innovation policies and other types of innovations

Innovation policies implemented by national states or at a more territorial level were initially based on these types of inventions, innovations and R&D generation. R&D or research expenditures and programmes were encouraged and implemented in public or private laboratories, where numerous researchers and developers were involved in the production of these artifacts. These policies initially took a national form with major R&D or innovation programmes, such as the Ariane rocket or Airbus in Europe, serving large corporations or firms consortia. They then became spatialised and localised, under the influence of regions or territories eager to control their capacity to innovate, to develop and to mobilise it in the service of growth or development processes.

The success of the Italian industrial districts (Becattini 1991) and their various spinoffs led to the emergence of various forms of local innovative development based on the idea that innovation could not only be local, but also involve smaller firms and even innovative start-ups. Technopoles, science parks and then local ecosystems were developed based on the iconic example of Silicon Valley, which is characterised by a concentration of R&D laboratories and companies at local level, spurred on by strong public policies in favour of innovation, with substantial funding. After the Milieus approach (Maillat, 1995), this idea has found a more general translation in the cluster approach, largely based on Porter's contributions on the subject (Porter, 2003). Then, the generation of local production and innovation systems emerged, focused on the production or reproduction of innovations (Doloreux et al., 2019).

These systems are driven by public policies that can take a variety of forms: dedicated funding, land and real estate operations, attracting star scientists, building local networks of innovative companies, and creating incubators and nurseries for innovative businesses (Pinto et al., 2023). The previous approaches are prolonged by the birth of new avatars, such as business ecosystems (Stam, 2015), which start from the firm and its insertion in networks of co-evolution and co-competition relations (Brandenburger & Nalebuff, 1996) made of multiple actors (companies, laboratories, centres) (Clarysse et al., 2014). Other analyses further extrapolate the initial model, leaving urban areas and technology, such as the local productive arrangements, which refer to the sometimes incomplete or emerging nature of productive interactions in developing countries (Cassiolo et al., 2003).

Since the 1970s, this intense activity around technological innovations and the policies designed to support them has developed in various forms. However, from the beginning of the twenty-first century, it had become clear that the sole reference to technological innovation is not sufficient to understand and drive growth and development processes. It is necessary to consider other types of novelties, and therefore other types of innovations, such as organisational innovations, and also social or institutional innovations. *Organisational innovations* involve the reorganisation of production processes and the benefits derived from these changes; *social innovations* explicitly go beyond the purely economic sphere, and refer to changes in the relationships and organisation of societies (such as the implementation of community crèches, for example, or third-places solidarity sites); while *institutional innovations* concern changes such as the organisation of local democratic processes, or charters and arrangements agreed at a local level between different groups of stakeholders.

1.3. Urban and non-urban innovation policies

Even if these different categories of innovation can be found in all regions, it's quite clear that most technological innovations are produced in an urban setting, and then disseminated across all geographical areas. It is also clear that rural or non-urban areas are not very conducive to the production of technological innovations due to the weakness of technical structures or low population density. On the other hand, these areas are very often fertile ground for other types of innovation – organisational, but also of a social or institutional nature. Based on this observation, numerous policies have been developed in favour of innovation, both at the European Community level and in different territories, founded on the idea that innovation, in all its forms, is both important for business activities and for the well-being of local populations.

10 key drivers of rural change

The next production revolution (NPR) entails a confluence of technologies ranging from a variety of digital technologies to new processes. Rural areas are characterized by low density economy and by shortage of labour including depopulation and ageing, and these emerging technologies may help overcome these challenges in rural areas.

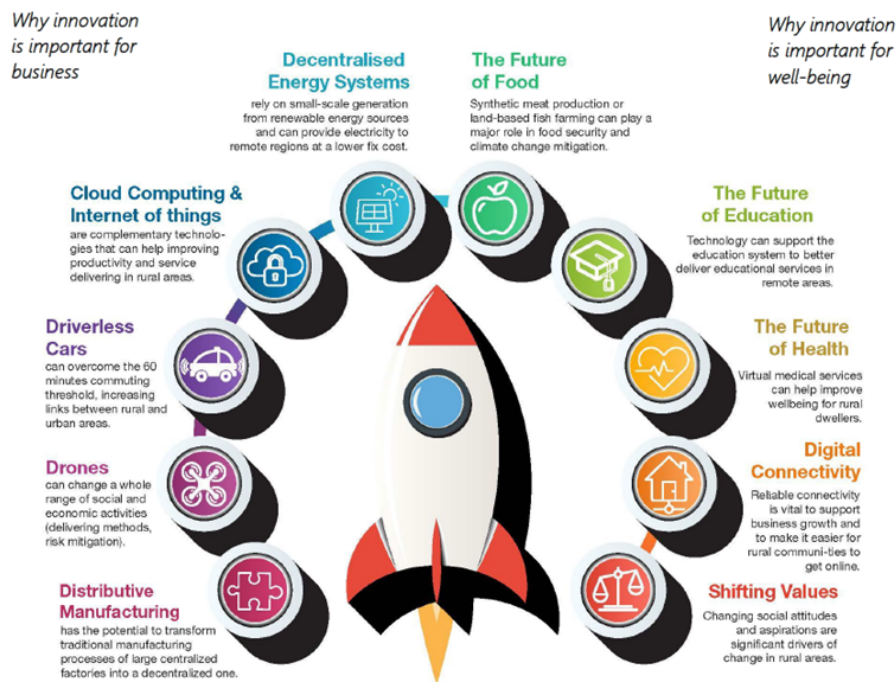


Figure 1 - 10 Drivers of rural change

Source: OECD (2024)

For this reason, numerous policies to support or assist innovation have been developed in recent years, in favour of rural, non-urban and peripheral areas. Most of these policies originate from European bodies within the various Community frameworks (Cohesion Policy, CAP, S3, etc.). They take on a Community dimension first and foremost by recognising the importance of these areas and the need to define appropriate policies. They are obviously applied in the different territories of the EU, according to their recognized characteristics, but without necessarily taking into account local specificities. Some policies, however, are the subject of specific and targeted actions, tailored to the level of the territories and considering different dimensions and idiosyncrasies.

These policies can be described as place-based due to their strongly territorialised character. In this spirit, several large-scale studies of the European Observation Network for Territorial Development and Cohesion (ESPON) promote the need to consider territorial disparity, diversity and balance in rural

research and policy-making. The EDORA¹ findings highlight the different capacities at the micro-scale to respond to the “ubiquitous drivers” of rural change (Copus et al., 2011). The PROFECY² final report shows a spatial variation between two main drivers of inner peripherality: a lack of access to regional centres and services and poor economic potential (Noguera et al., 2017). The ESCAPE³ results suggest a diverse shrinking pattern and substantial intra-regional variation (Copus et al., 2020). Overall, these projects remind us that many European regions are declining due to relative disadvantage rather than absolute weakness compared with nearby regions.

¹ The EDORA (European Drought Observatory for Resilience and Adaptation) project aims at “strengthening the European Drought Observatory (EDO), hosted by the Joint Research Centre (JRC), by enhancing drought risk assessment at different scales, aggregating data on impacts in different sectors, and fostering connections and establishment of drought observatories in the Member States. These actions will ultimately enhance the resilience and adaptation to drought across the EU, by offering a common core of operational data and knowledge about droughts.” (EDORA website)

² PROFECY (Processes, Features and Cycles of Inner Peripheries in Europe) “focuses on the understanding and empirical characterisation of ‘inner peripherality’, covering the whole European space, and its objective is the identification, delineation and characterisation of IP in its multiple manifestations, answering to a set of key policy questions.” (Noguera et al., 2017)

³ ESCAPE (European Shrinking Rural Areas: Challenges, Actions and Perspectives for Territorial Governance) “focuses upon European rural regions experiencing or threatened by demographic decline. The central objectives are to understand the process(es) driving shrinkage, map the heterogeneity within this group of regions, and devise intervention logic(s) for more appropriate integrated policy approaches, which pro-actively push forward strategies based upon territorial assets and emerging opportunities, whilst recognising the need to ameliorate the effects of some continued decline, and bearing in mind the ‘intervention tools’ available within the EU Cohesion and ESIF policy.” (ESCAPE website)

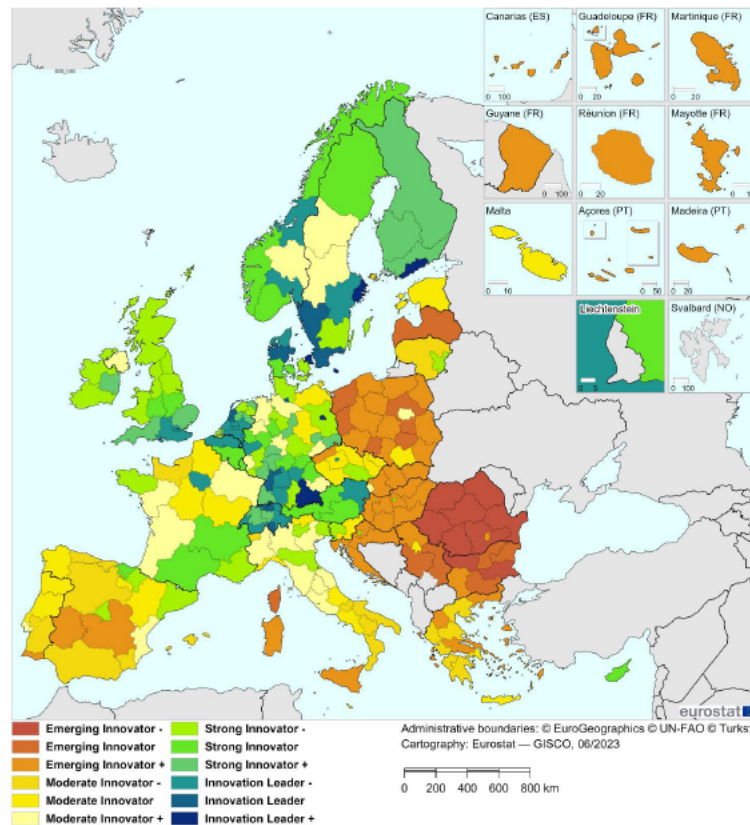


Figure 2 - Research and Innovation capacity in EU Regions (2023)

Source: European Commission (2023)

Innovation and development policies are based on the observation that levels of research and innovation capacity vary widely from country to country and even from region to region within the EU (see Figure 2) and that these different territories require policies that are adapted and adjusted to the existence and permanence of local particularities.

In order to present and study these different EU policies, we will proceed as follows. First, we briefly review the literature on innovation in non-urban and rural areas (Section 2). Next, we present the main policies in the EU framework (Section 3), looking successively at CAP, Cohesion Policies and Smart Specialisation Strategies (S3). Finally, in Section 4, we present the main policies in the national and territorial framework, starting with our methodology, then assessing the results for LEADER projects and S3 projects, and their comparative support to CCI activities.

2. A brief review of literature: Where are we now?

The question of a Knowledge Economy has been extensively debated and studied in the literature. Mainly, and from a geographical point of view, it is obvious that the largest body of scientific work highlights innovations in large urban areas (Grandadam et al., 2013; Secundo et al., 2020).

2.1. The case of urban and non-urban areas

Non-urban and rural areas are often deemed much less well-off and less serious candidates for innovation measures than urban areas for two main reasons:

- They are supposed to suffer from an insufficient innovation capacity because of a lack of knowledge suppliers, educational institutions and adequate education among local actors (Bock, 2016);
- Their small population size and its sparse distribution over the territories also lead to a certain level of disconnection and weak network connectivity (Fountain et al., 2021).

It has been widely noticed that rural areas are often marginalised in socio-economic development (Bock, 2016; De Toni et al., 2021). Many are experiencing population decline and a downfall in private business, employment and public services. The reasons are associated with the geographical and relational remoteness of rural areas due to limited socio-economic connections. The lack of knowledge institutions and links to them is said to result in weak innovation systems in peripheral regions, demonstrating a low level of collective learning and insufficient capacity to absorb interregional knowledge spillover (Pelkonen and Nieminen, 2016).

However, many researchers criticise the above remarks as a typical but incomplete conception of the knowledge society which focuses mainly on formal, academic knowledge and technological innovation (Rooney et al., 2005; Neumeier, 2012). They claim that an essential part of rural knowledge relies on grounded know-how and networks of local actors with different objectives and goals from those in metropolises. In this field of research, knowledge is considered less formal and more experiential in rural areas, where innovations are more rooted in the social and institutional fabric. Also, there is the idea that the knowledge imported from outside is reinterpreted and reformulated to adapt to local realities (Li et al., 2016; Šūmane et al., 2018).

Regarding the rationale and the philosophy of the policies or local actions in favour of innovation or knowledge, two main reflections dominate in the literature:

- On the one hand, it is always important to introduce to rural territories the most recent progress in science and technology, such as digital technologies or electrical mechanisation (Cowie et al., 2020);

- On the other hand, public policy and actions need to support the emergence and development of local knowledge embedded in rural products and skills.

In this respect, a great body of work has been performed on local innovation activities and spirit, for example, labelled local products or the Protected Designation of Origin (Cañada and Vázquez, 2005) and practices and skills of the rural population, like short supply chains (de Roest et al., 2018).

Based on these premises, the work on the Knowledge Economy for regional and rural development has increased extensively in recent years, focusing on innovative milieus (Crevoisier, 2004), learning regions (Asheim, 2012) and other approaches to contribute to rural sustainability and resilience (Li et al., 2019). These approaches emphasise topics like social innovation, local knowledge and networks between local and external actors (Cooke, 2005; Neumeier, 2012; Jones et al., 2021). There is also a strong demand for cross-boundary research across sectors and scales (Eversole, 2021) to encourage collective learning through formal and informal knowledge interactions (Tödtling et al., 2006) and to support the development of innovation clusters (Varis et al., 2014).

2.2. Innovation peculiarities in rural and non-urban areas

Previous research has revealed several elements of innovation peculiarities in rural and non-urban areas:

1. Besides technological innovation, social and cultural innovation is also essential in rural areas (Dargan and Shucksmith, 2008). Moreover, there can be divergent pathways for knowledge transfer and collective learning through formal and informal knowledge interactions (Tödtling et al., 2006; Slee and Polman, 2021). Some authors (Kristensen and Dubois, 2021) propose a framework combining the function of social ties (e.g., bonding, bridging and linking) to achieve organisational proximity in order to construct a rural cluster. Others (Torre and Wallet, 2020) suggest a regional strategy to focus on diversity and related variety in rural areas to facilitate inter-sector knowledge spillover and borrow size from more developed neighbouring regions.
2. Rural innovation is steered from the bottom up and driven by local communities and initiatives (De Toni et al., 2021; Zoomers, 2022). This result puts the focus on the identification of local needs and the integration of local knowledge, strengths and opportunities (Bosworth et al., 2016; Arzeni et al., 2021; Kluvankova et al., 2021). Thus, there should be a new perspective of governance connecting global and grassroots efforts (Leach et al., 2012; Eversole, 2021), with the suggestion to rely on existing networks and local resources to solve the problem of lacking dynamic clusters or knowledge suppliers in rural areas (Pelkonen and Nieminen, 2016).
3. The over-reliance on the local network may reduce creativity (Varis et al., 2014), mainly because the relationships are too close, and the similarity between different members of the

same community is likely to reduce the degree of differentiation and originality. Consequently, it is crucial to improve the “absorptive capacity” of the territory and individuals to exploit external knowledge (Cohen and Levinthal, 1990). Cooperation between local and external actors at regional or sub-regional levels is necessary (Dahlstrom and James, 2012) to bring new ideas and innovations, even if they can shake and de-stabilise the local balance.

However, and despite these considerations, several major problems need further consideration. For example, most previous research was about innovation in firms and industries or knowledge-based entrepreneurship in rural areas (Richter, 2019; Kristensen and Dubois, 2021). A systemic vision is needed considering agriculture (Arzeni et al., 2021), food system (Martindale, 2021), forestry (Weiss et al., 2021), rural living standards (Jacobs et al., 2019) and other broad themes. There are still not many empirical reports about how knowledge-based initiatives are developed in the territories, what initiatives can facilitate the involvement of regional authorities and other partners, and how the policy adapts to new urban–rural relationships, among others.

3. Main policies in the EU framework

Since the 1960s, the EU has been implementing a series of Community policies designed to help and support Member States in their development efforts, whether in economic, social, cultural or environmental terms. At the economic level, the policies concern various sectors (industry, agriculture, services, etc.) and are based on a number of key principles: aid to states or regions, bridging gaps between different areas, and actions to promote growth or development. A significant proportion of these policies has been geared towards innovation activities, considered essential to the process of economic (and social) development, and have taken different forms. We study and analyse them in this section.

3.1. Our methodology

Our working method is based on the study and analysis of EU policies in favour of innovation activities and CCI, with a particular focus on policies targeting non-urban or rural areas. In order to meet this objective, we decided to base our approach on the three major policies devoted to innovation or to the CCI: namely CAP (Common Agricultural Policy), Cohesion Policy, and S3 (Smart Specialisation Strategies or Policy).

Each of these policies includes different categories of principles, recommendations and actions, aimed at a large number of EU territories, not just rural or non-urban areas. Depending on the policy, the share devoted to these areas is more or less significant.

In order to identify CCI, we mainly refer to three rankings:

1. The EUROSTAT ranking (Eurostat, 2008, Table 1);
2. The ISCO-08 Codes used in IN SITU Deliverable D1.2. *New domains in CCI in non-urban regions* (IN SITU, 2023, Table 2);
3. The work performed in IN SITU Deliverable D2.1. *Drivers of innovation of CCI located in non-urban areas*, Version 2.0 (IN SITU, 2024, Figure 3).

Table 1 - Eurostat definition of CCI

Cultural domains	Functions
Heritage	Creation
Archives	Production/publishing
Libraries	Dissemination/trade
Books and press	Preservation
Visual arts	Education
Performing arts	Management/regulation
Audio-visual and multimedia	
Architecture	
Advertising	
Art crafts	

Source: Eurostat (2018)

Table 2 - Cultural and Creative Occupations, ISCO-08 code

<i>(216) Architects, planners, surveyors and designers</i>
(2161) Building architects
(2162) Landscape architects
(2163) Product and garment designers
(2164) Town and traffic planners
(2165) Cartographers and surveyors
(2166) Graphic and multimedia designers
<i>(235) Other teaching professionals</i>
(2351*) Education methods specialists
(2352*) Special needs teachers
(2353) Other language teachers
(2354) Other music teachers
(2355) Other arts teachers
(2356*) Information technology trainers
(2359*) Teaching professionals not elsewhere classified
<i>(262) Librarians, archivists and curators</i>
(2621) Archivists and curators
(2622) Librarians and related information professionals
<i>(264) Authors, journalists and linguists</i>
(2641) Authors and related writers

(2642) Journalists
(2643) Translators, interpreters and other linguists
<i>(265) Creative and performing artists</i>
(2651) Visual artists
(2652) Musicians, singers and composers
(2653) Dancers and choreographers
(2654) Film, stage and related directors and producers
(2655) Actors
(2656) Announcers on radio, television and other media
(2659) Creative and performing artists not elsewhere classified
<i>(343) Artistic, cultural and culinary associate professionals</i>
(3431) Photographers
(3432) Interior designers and decorators
(3433) Gallery, museum and library technicians
(3434*) Chefs
(3435) Other artistic and cultural associate professionals
<i>(352) Telecommunications and broadcasting technicians</i>
(3521) Broadcasting and audiovisual technicians
(3522*) Telecommunications engineering technicians
<i>(441) Other clerical support workers</i>
(4411) Library clerks
(4412*) Mail carriers and sorting clerks
(4413*) Coding, proof-reading and related clerks
(4414*) Scribes and related workers
(4415*) Filing and copying clerks
(4416*) Personnel clerks
(4419*) Clerical support workers not elsewhere classified
<i>(731) Handicraft workers</i>
(7311) Precision-instrument makers and repairers
(7312) Musical instrument makers and tuners
(7313) Jewelry and precious-metal workers
(7314) Potters and related workers
(7315) Glassmakers, cutters, grinders and finishers
(7316) Sign writers, decorative painters, engravers and etchers
(7317) Handicraft workers in wood, basketry and related materials
(7318) Handicraft workers in textile, leather and related materials
(7319) Handicraft workers not elsewhere classified

Source: IN SITU Deliverable 1.2 (2023)

DATA COLLECTION TOOL													
CULTURAL AND CREATIVE INDUSTRIES AS A DRIVER OF INNOVATION AND COMPETITIVENESS													
WP2: Innovation and transformation													
IDENTIFY REFERENT CASE STUDIES AT EACH STAGE OF THE NEW CCI VALUE CHAIN													
CASE STUDIES													
Name	Description	Country -Region	Rationale	Organizational and legal form	Size	Industry/sector		Technology	Business	Policies & Initiatives	Key words	Link or references	Comments
			Why has this case been selected? What makes this case meaningful?	Type of agent: -start-up, -company, -cooperative, -association, -individual, etc. Legal form: -network, -cluster, -community interact company, -individual company, etc.	Micro: 0-10 Small: 10-50 Medium: 50-250 Large: +250	Cultural sub-sectors: Heritage Visual arts Music Publishing and printed media Performing arts Audio-visual	Creative sub-sectors: Craftsmanship Architecture Marketing and Advertising Video Games • Digital Content • Design • Fashion • Language Industries • Gastronomy	If other, specify here	Is there any technology involved in this case? If is yes, explain which one and how it is involved. Business maturity: early, growth or mature stage Mission, objectives and main activities Sources of incomes	Linked to any public policy, funding programme?	5 key words	Website or external references	Additional remarks to be taken into consideration
#1													
#2													

Figure 3 - Cultural and creative industries

Source: IN SITU Deliverable 2.1 (2024)

For the definition of non-urban or rural areas, we refer to the conceptual definition given to non-urban by the IN SITU project:

Non-urban areas incorporate rural, remote territories, and peripheral locations as well as towns, villages, and small cities that may serve as regional hubs for broader territories. As ‘extra-metropolitan’ areas, these places are defined in opposition to the ‘urban’ of major metropolitan areas and large cities. In research, two approaches to characterizing the non-urban are evident: statistical/administrative and conceptual/fluid. (IN SITU D7.2 Concept Guide, Version 1.0, 2023)⁴

In order to gather a panel of measures and actions that correspond to our field of study (innovation policies or policies in favour of CCIs that target non-urban or rural areas as a priority), we need to proceed with a double focus:

⁴ IN SITU Deliverable D7.2 Concept Guide is a sensitive deliverable, conceived as an internal document to provide a common conceptual umbrella for the project. Currently, Version 2.0 is being drafted but the term *non-urban* is not changed in version 2.0. In this report, Version 1.0 is the one referenced.

1. Isolate policies directly concerned with innovation or CCI activities; and
2. Isolate actions applying in rural or non-urban areas.

The analysis method adopted is based on a careful reading of the directives and actions undertaken at the Community level for each of these policies (CAP, Cohesion Policy and S3), using the following key words:

- Innovation
- CCIs
- Rural
- Non-urban areas

For each policy, we isolate the main measures and actions undertaken in favour of Innovation, CCIs, and rural or non-urban areas, when possible.

3.2. The Common Agricultural Policy (CAP)

The Common Agricultural Policy (CAP) is one of the EU's oldest policies and the largest in terms of funds allocated and expenditure. Launched in 1962, it is characterised, according to the EU, by a partnership between the agricultural sector and society, on one hand, and between Europe and its farmers, on the other. It is a common policy for all EU countries, managed and financed at the European level with resources from the EU budget.

The CAP is in continuous reform and one central issue is reinforcing its contributions to regional growth and cohesion. The task remains challenging because the CAP is often criticised as a cause of increasing territorial imbalance (Esposti, 2011; Bonfiglio et al., 2017). A reformed and greener “new CAP” was implemented in January 2023 for the period 2023–2027.

Apart from pure agricultural measures (by far the most important funding), rural development measures have been developed within the framework of the CAP, taking on increasing scope and independence over the years and through successive rounds of Community policies. While remaining part of the CAP, they have evolved from a policy dealing with the structural problems of the farm sector to a policy addressing the multiple roles of farming in society and, in particular, challenges faced in its wider rural context.

The launch of rural development policies can be dated back to the 1980s and 1990s, first with *The Future of Rural Society* report (EC, 1988) and the accompanying Reform of the EU structural funds (1988) that introduced the principles of partnership, action programming and social and regional dimensions; and then in 1991 with the creation of the LEADER programmes, based on a bottom-up approach to rural development.

3.2.1. Main objectives and measures

If we look at the objectives set out in the CAP, we can see that they are largely agricultural in nature, but also that a large proportion of them focus on rural areas. In fact, alongside the first three objectives, which are essentially agricultural in nature, there are also two objectives that directly concern rural areas and the rural economy. The objectives can be broken down as follows:

Three essentially agricultural objectives

- Supporting farmers and improving agricultural productivity, guaranteeing a stable supply of food at an affordable price;
- Ensuring a decent standard of living for farmers in the European Union; and
- Help combat climate change and manage natural resources sustainably.

Two predominantly rural objectives

- Preserving rural areas and landscapes throughout the EU; and
- Preserving the rural economy by promoting employment in agriculture, the agri-food industry and related sectors.

This is the main reason why it is pretty common to refer to the CAP as having two pillars: one of a predominantly agricultural nature (the first pillar), which primarily comprises various income support measures for farmers; and the other of a predominantly rural nature (the second pillar), with mainly rural development measures.

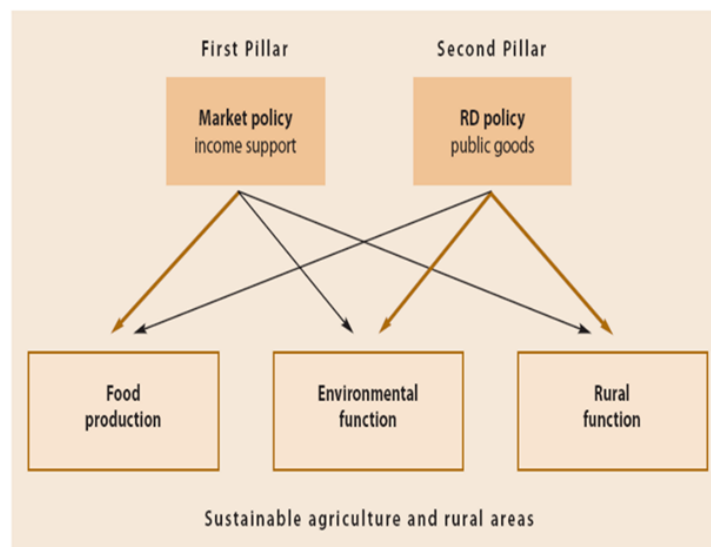


Figure 4 - The two pillars and their main focuses

Source: Authors

As is visible in Figure 5, the balance of funding is heavily weighted in favour of the first pillar.

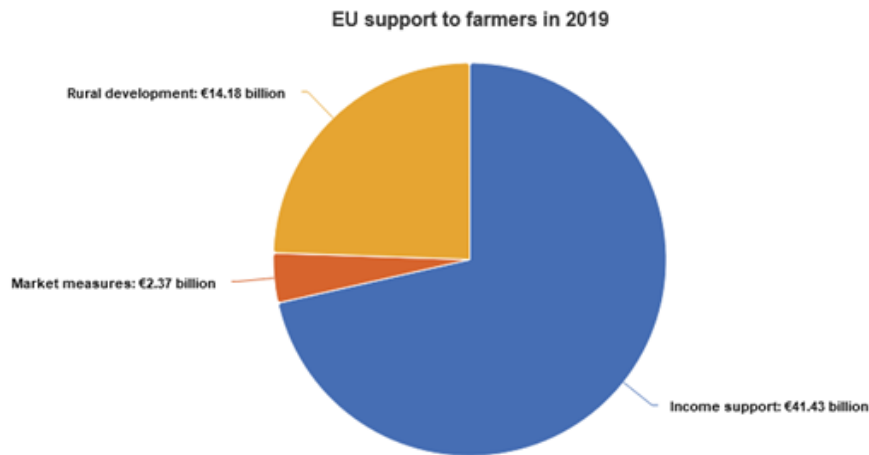


Figure 5 - EU support to farmers in 2018

Source: European Commission, Common Agricultural Policy
https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/cap-glance_fr

In 2019, approximately 25% of the CAP budget was devoted to what the EU calls rural development, which covers various programmes for Member States, while 75% of these funds were earmarked for agriculture. The trend over the 2021–2027 period appears as a great signal in this sense (Figure 6).

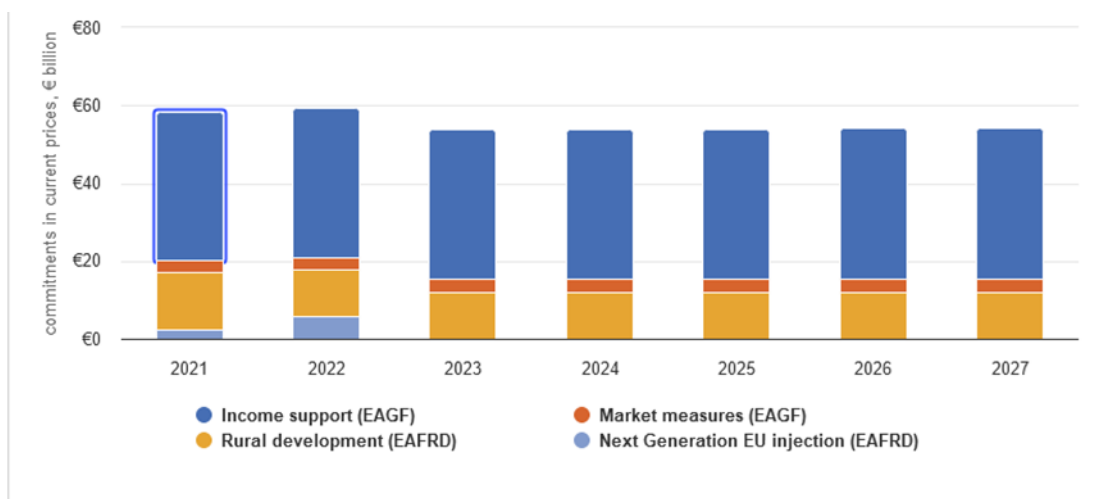


Figure 6 - CAP allocation, 2021–2027

Source: European Commission, Common Agricultural Policy
https://agriculture.ec.europa.eu/common-agricultural-policy/cap-overview/cap-glance_fr

3.2.2. The innovation dimensions of the first pillar

The first pillar of the CAP makes no explicit reference to innovation. Nevertheless, it is constantly present, particularly in terms of technological innovation. Examples include support policies for mechanisation, research of new molecules, and developments in digitalisation of agriculture.

Innovation dimensions play a very important role, and should help to overcome some of the obstacles encountered by the agricultural sector in developing its yields. They must also facilitate the transition to greener agriculture, adapting to climate change, taking greater care of environmental dimensions, and preserving landscapes and biodiversity.

3.2.3. The innovation dimensions of the second pillar and the CCIs

Since its inception, CAP has supported the dynamism and economic viability of rural areas, with funding, measures and actions that promote rural development. This trend has intensified in recent years in conjunction with the introduction of the green deal and the biodiversity strategy.

The CAP's contribution to the EU's rural development objectives is supported by the European Agricultural Fund for Rural Development (EAFRD), with a budget of €95.5 billion for the period 2021–2027.⁵

However, we must be careful not to consider that the whole of the second pillar is concentrated on the non-agricultural dimensions of rural areas, since this pillar is structured around three objectives:

- Improving the competitiveness of the agricultural and forestry sectors;
- Ensure the sustainable management of natural resources and the implementation of climate protection measures; and
- Ensure balanced territorial development of rural economies and communities, including the creation and preservation of existing jobs.

Therefore, the catalogue includes a series of measures to support agriculture and forestry, as well as measures to address growing ecological concerns such as global warming, improving nutrition and protecting biodiversity.

Six EU Rural Development policy priorities (see Annex 1) provide the basis for rolling out support from the EAFRD to rural areas and make extensive reference to innovation approaches. EU Member States

⁵ European Commission, Common Agricultural Policy (https://agriculture.ec.europa.eu/common-agricultural-policy/rural-development_en)

and regions need to address at least four of these priorities when designing their Rural Development Programmes (RDPs). For our purposes, priorities 1 (Knowledge Transfer and Innovation) and 6 (Social Inclusion and Economic Development) are the most interesting from our point of view.

Priority 1: Fostering knowledge transfer and innovation in agriculture, forestry and rural areas

Priority 1 breaks down as follows:

- FA 1A: Fostering innovation, cooperation and the development of the knowledge base in rural areas;
- FA 1B: Strengthening the links between agriculture, food production and forestry and research and innovation;
- FA 1C: Fostering lifelong learning and vocational training in the agricultural and forestry sectors.

Here again, we can see that the three sub-priorities are directly addressed to farming activity and farmers and, above all, to processes of technological innovation or organisational learning.

If we go into more detail, we can see that the **FA 1A sub-priority** is devoted to knowledge transfer, advisory services and cooperation activities in terms of agricultural production, and that it is used in different ways in different Member States, with great diversity between countries and a strong success in Italy.

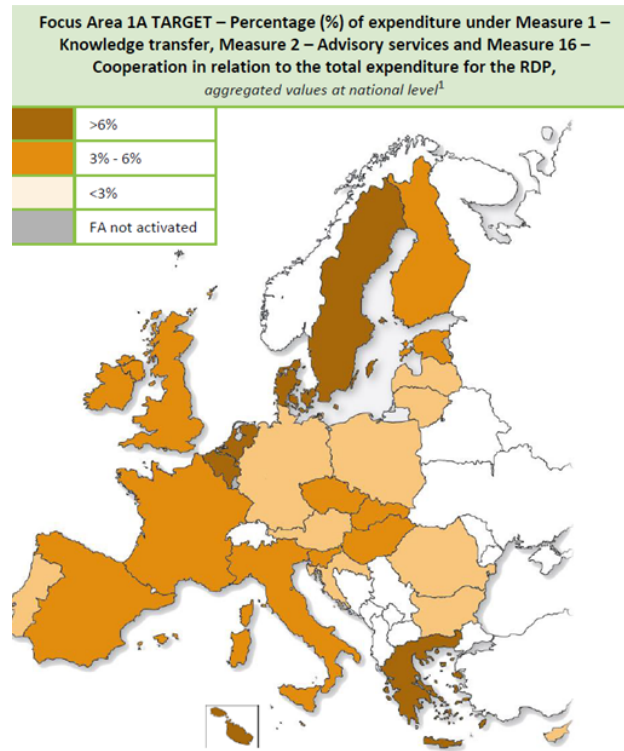


Figure 7 - Percentage of expenditure under sub-priority FA 1A – Map

Source: EU CAP (2023a)

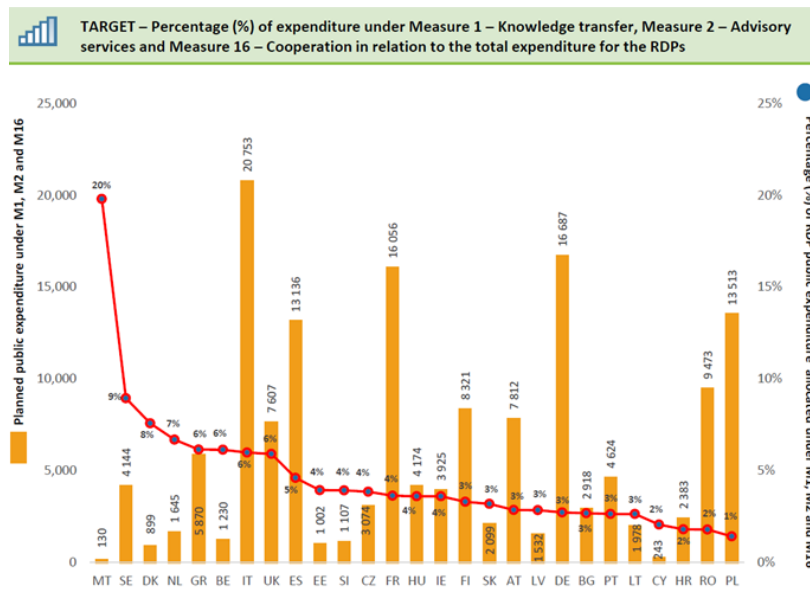


Figure 8 - Percentage of expenditure under FA 1A – Graph

Source: EU CAP (2023a)

Sub-priority FA 1B is dedicated to strengthening the links between agriculture, food production forestry and research innovation and it clearly comes under the heading of technological innovation. Through this priority, Member States support cooperation among their rural development stakeholders and research in order to boost innovation in rural sectors.

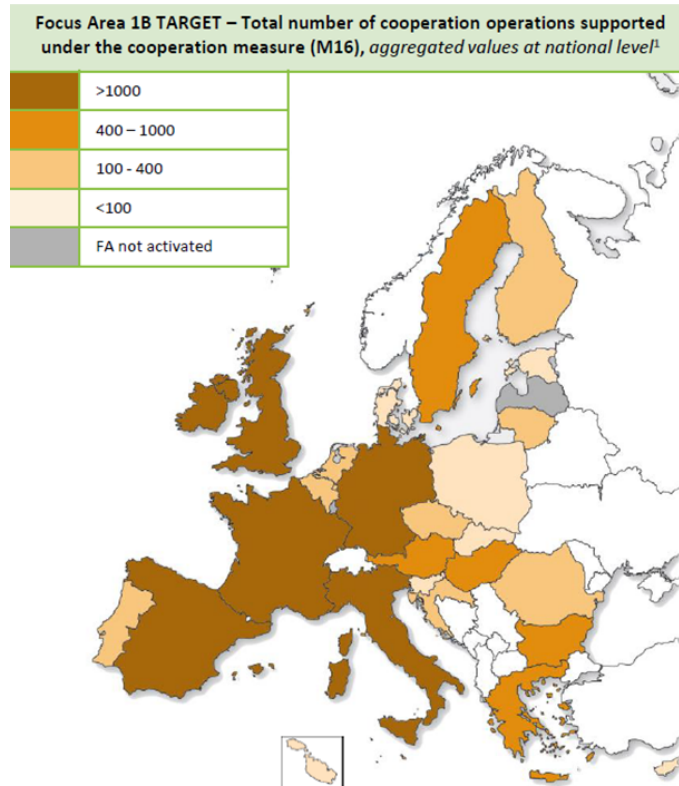


Figure 9 - Percentage of expenditure under sub-priority FA 1B – Map

Source: EU CAP (2023b)

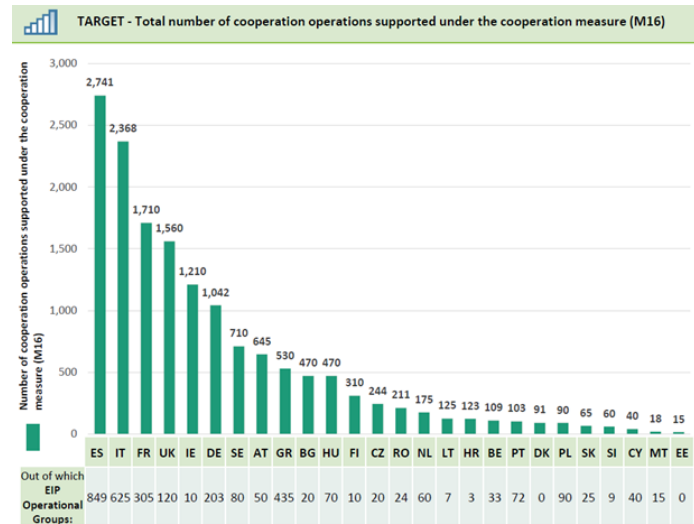


Figure 10 - Percentage of expenditure under FA 1B – Graph

Source: EU CAP (2023b)

Finally, **sub-priority FA 1C** focuses on capacity building and knowledge transfer actions for rural development stakeholders. This measure, which aims to improve the performance of rural areas and sectors, is also largely organisational in nature.

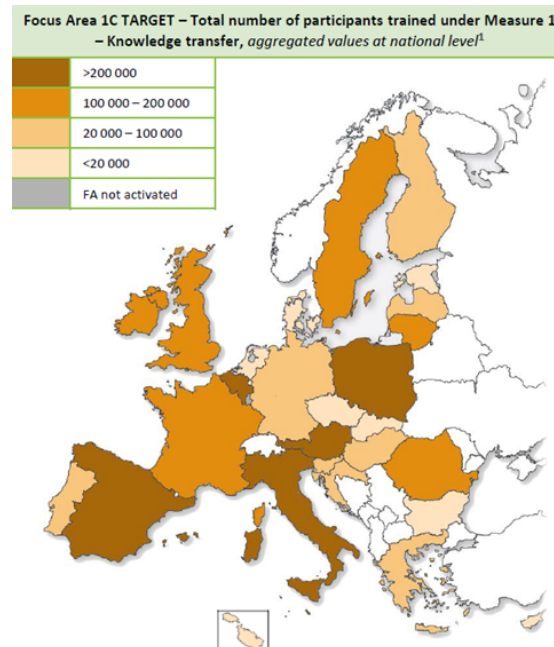


Figure 11 - Percentage of expenditure under sub-priority FA 1C – Map

Source: EU CAP (2023c)

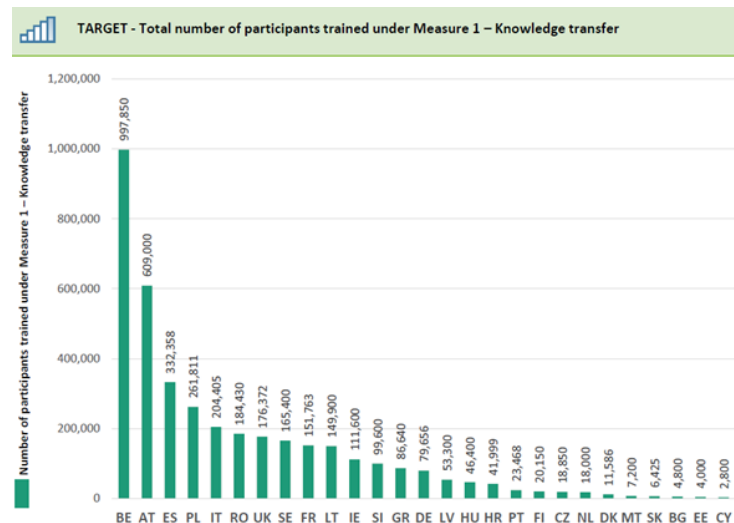


Figure 12 - Percentage of expenditure under FA 1c – Graph

Source: EU CAP (2023c)

Priority 6: Social inclusion and economic development

Priority 6 breaks down as follows:

- FA 6A: Facilitating diversification, creation and development of small enterprises, as well as job creation;
- FA 6B: Fostering local development in rural areas; and
- FA 6C: Enhancing the accessibility, use and quality of information and communication technologies (ICT) in rural areas.

From our point of view, the FA 6B and FA 6C sub-priorities are the most interesting.

Sub-priority FA 6B – Fostering local development in rural areas – in fact, incorporates a very important programme for innovation issues in rural areas, which is the LEADER programme (M19). The LEADER programme is examined separately below, as it incorporates a large number of measures to promote organisational, social and institutional innovation in rural communities. Other measures in favour of services and village renewal are also included in this sub-priority. In total, it is estimated that around 54% of the EU’s rural population is concerned with these strategies, and that 23% of this population benefits from improved services following the implementation of these measures (EU CAP, 2023d).

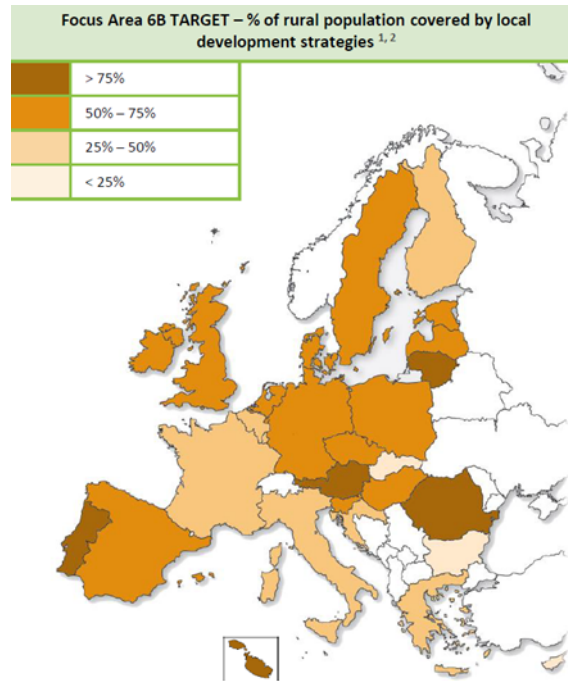


Figure 13 - Percentage of expenditure under sub-priority FA 6B – Map

Source: EU CAP (2023d)

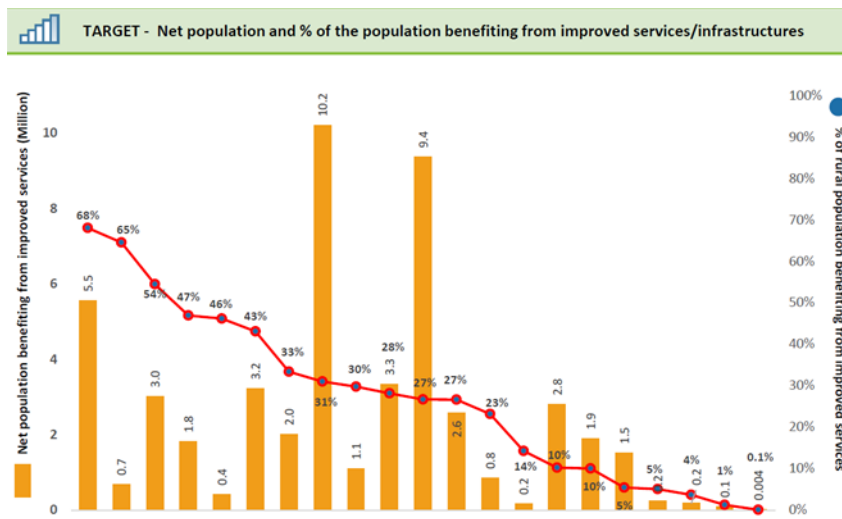


Figure 14 - Percentage of expenditure under FA 6B – Graph

Source: EU CAP (2023d)

Sub-priority FA 6C is designed to enhance the accessibility, use and quality of Information and Communication Technologies (ICT) in rural areas. Measure 7 for basic services and village renewal in rural areas is particularly important here, as it concerns the digitalisation of activities in rural areas.

In particular, it includes support for the following activities and improvements:

- Broadband infrastructure, including its creation, improvements and expansion;
- Passive broadband infrastructure;
- Provision of access to broadband; and
- Public e-government solutions.

As such, it plays an essential role in improving the well-being of rural populations by enabling the installation of digital networks in these areas, and thus facilitating access to both information and services available online (e-services, public administration and services, medical services, etc.).

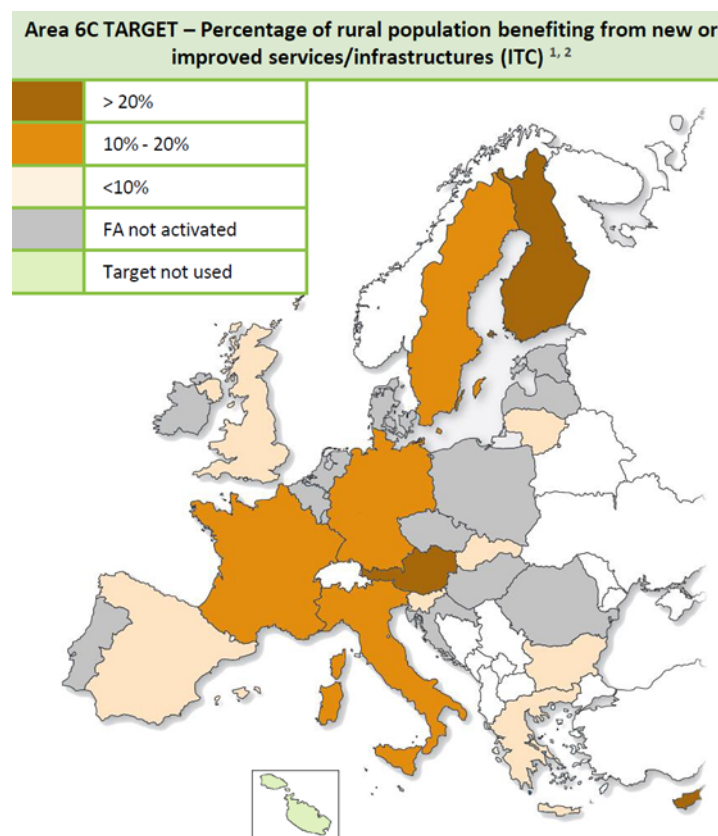


Figure 15 - Percentage of expenditure under sub-priority FA 6C – Map

Source: EU CAP (2023e)

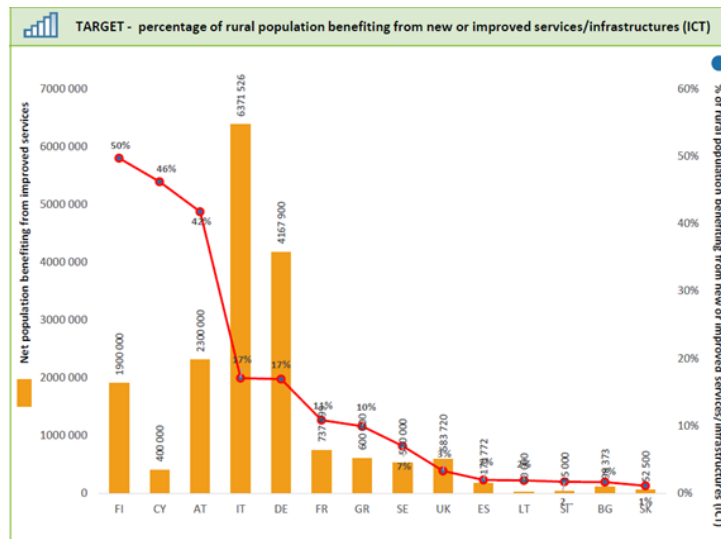


Figure 16 - Percentage of expenditure under sub-priority FA 6C – Graph

Source: EU CAP (2023e)

This measure will affect a large number of users, who will be able to benefit from a range of services, including access to online CCIs, cultural and educational programmes.

Main output indicators	EU Total
Population benefiting from new or improved IT infrastructures (e.g. broadband internet)	18 mill
No of operations supported for investments in broadband infrastructure and access to broadband, including e-government services	4 633
No of beneficiaries trained	12 934
No of beneficiaries advised	3 331

Figure 17 - Main output indicators under sub-priority FA 6C

Source: EU CAP (2023e)

3.2.4. European Innovation Partnership for Productivity and Sustainability in Agriculture (EIP Agri)

The *EIP-AGRI* (European Innovation Partnership for Productivity and Sustainability in Agriculture) was created in 2012 as part of the Innovation Partnerships (EIPs), agreed between the European Commission and EU Member States (see Annex 4). It aims to support Europe’s farming and forestry sectors to increase their profitability and sustainability, and thus contribute to their ability to meet the

challenges ahead in terms of competition, volatile market prices, climate change and stricter environmental rules.

The EIP-AGRI programme is clearly geared towards innovation and knowledge activities, but these activities are exclusively focused on food production and forestry with no consideration for rural development policies aimed at local population, for example. The aim of EIP-AGRI is to catalyse innovation in the European Union's agricultural and forestry sectors, in order to produce “more with less,” making these sectors more resilient, sustainable and competitive.

Within the framework of EIP-Agri-type partnerships, local groups of stakeholders are created. They are based on a local component, but committed to disseminating their innovations and knowledge within Member States and the EU in order to share best practices and innovative solutions. The EIP-AGRI network brings together all those who are interested in innovation (mainly technological) and who aspire to a sustainable future for agriculture and forestry in the European Union. The aim of this networking is to activate local or extended partnership relations, in order to give rise to joint projects. This transfer and sharing of innovation and knowledge should enable innovations adapted to the needs of the agricultural sector to germinate, and then to be disseminated if they prove successful.

For the period 2021–2027, the EIP-AGRI Program has become part of *the EU CAP Network*, which brings together stakeholders from the European Network for Rural Development (including the Evaluation Helpdesk) and EIP-AGRI, and welcomes new stakeholders as well. The EU CAP Network is a platform where national CAP networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information on agriculture and rural policy. The aim is to optimise the flow of information produced within the EU on agricultural and rural policy, and this is the *raison d'être* of the European Common Agricultural Policy (CAP) Network (see EU CAP Network, 2024).

Within this framework, and alongside the European Network for Rural Development, the EIP-AGRI programme implements a number of actions to promote the profitability and sustainability of agriculture and forestry in the EU. These include

- Involving people interested in agriculture and forestry throughout the European Union;
- Providing opportunities for networking and exchange between European peers;
- Sharing information, including best practices and funding opportunities;
- Improving skills (essentially in agriculture methods and processes);
- Encouraging the exchange of knowledge;
- Supporting the adoption of innovations in agriculture; and
- Strengthening approaches in terms of Agricultural Knowledge and Innovation Systems (AKIS).

The EIP Agri programmes are an integral part of the Support Facility for Innovation and Knowledge exchange, which covers all CAP objectives, from agriculture and forestry to rural areas. The aim of this fund is to help bring research and practice closer together by sharing the results of R&D and innovation activities, as well as the best practices of engineers, researchers, farmers, stakeholders and others.

The objectives are to:

- Contribute to building effective Agricultural Knowledge and Innovation Systems (AKIS) across the EU;
- Foster smart and resilient agricultural, forestry and rural sectors, and ensure food security;
- Reinforce environmental care and climate action; and
- Strengthen the socio-economic fabric of rural areas.

3.2.5. The LEADER programme

The LEADER programme was introduced into the CAP in 1991 with the aim of supporting the development of disadvantaged rural areas, based on projects that respond to local needs. The term 'LEADER' originally came from the French acronym for "Liaison Entre Actions de Développement de l'Économie Rurale," meaning "Links between the rural economy and development actions." The programme was later extended to include fisheries and urban areas, but the rural dimension remains essential. Since 1991, the EU has carried out five successive programming campaigns, with an ever-increasing impact and funding.

The LEADER approach is known as community-led local development. Thanks to its success over the past 30 years, the European Regional Development Fund (ERDF), the European Social Fund (ESF) and the European Maritime, Fisheries and Aquaculture Fund (EMFAF)⁶ have adopted it and applied it within the broader framework of local development led by local actors. Member States can apply to the European Agricultural Fund for Rural Development (EAFRD), under the support of the LEADER local development scheme – Community-Led Local Development (CLLD), which includes the following headings:

- Preparatory support;
- Support for implementation of operations under the CLLD strategy;
- Preparation and implementation of cooperation activities of the local action group; and
- Running costs and animation.

⁶ Until 2020, the programme was called the European Maritime and Fisheries Fund (EMFF), which ended in 2020 and was "substituted" by the EMFAF.

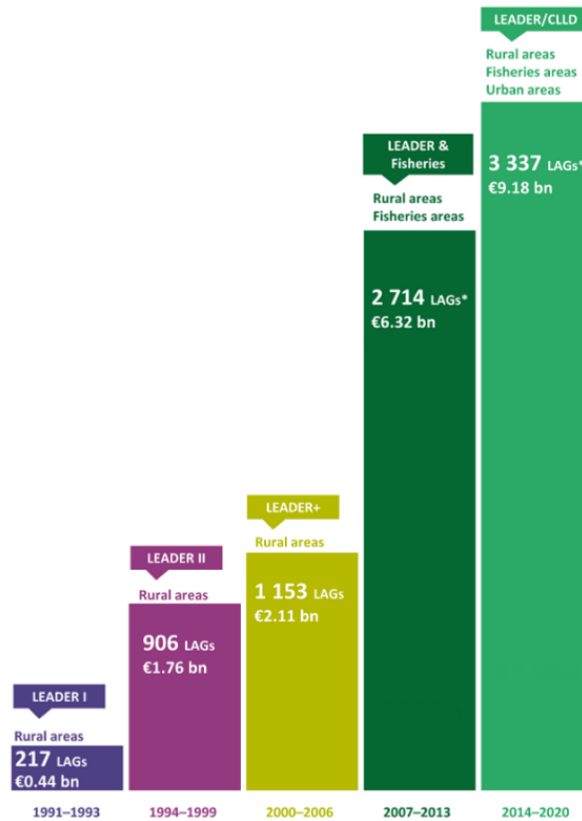


Figure 18 - Increase in funding for LEADER (Number of local action groups and planned EU funding)

Source: European Network for Rural Development

As its name suggests, the main feature of the LEADER approach is the use of participatory methods to involve local communities in project development and decision-making processes for joint actions. Potentially all innovation, CCI and heritage-type activities are concerned by mobilising local networks in the service of concrete actions. LEADER is strongly geared towards innovative activities in local areas, in the broadest sense of the term, and touching on all areas of local activity.

One can say that

Innovation and LEADER are indivisible – innovation is an integral principle of the LEADER approach as reinforced both by the relevant regulations and the local development practice of LEADER local action groups. Innovation in LEADER does not lend itself to ‘narrow’ definitions with an emphasis on technological, sectoral or other considerations – rather, the concept of ‘LEADER innovation’ embraces all and any innovative elements in the local context (i.e. applicable in the sub-regional territories constituting the areas where local action groups operate). (European Network for Rural Development, 2018)

Clearly speaking, this means that every type of innovation (social, institutional and organisational) is included in the definition of LEADER actions and projects, and not only technological innovation.

Strong emphasis is placed on partnership and networks for the exchange of experience. LEADER is thus clearly a bottom-up programme, in stark contrast to CAP's usual top-down approach. Unlike the Rural Development policy priorities, for example (see subsection 3.2.3), LEADER does not involve applying for funding on behalf of measures already predefined by the EU, but rather making proposals to the EU for the financing of targeted actions.

The programming and management of local actions, first proposed and then implemented under LEADER, is based on local stakeholder groups, made up of partners from the public, private and civil society sectors. These groups, known as Local Action Groups (LAGs), numbered 2,800 in 2018, covering almost 61% of the rural population in the EU, according to the European Network of Rural Development. It should be noted that LAGs prepare their own local development strategies and manage their own respective budgets.⁷

The programme works as follows:

1. Each Member State defines its own rural development policy;
2. This policy is submitted to and then accepted by the EU;
3. The Member State prepares documents, such as partnership agreements and operational and Rural Development Programmes (RDPs), at the national or regional levels;
4. Rural Development Programmes are co-financed by the European Agricultural Fund for Rural Development (EAFRD) and national budgets;
5. This constitutes the framework for preparing LEADER programmes, which are submitted to Member States by local teams (LAGs);
6. Member States select projects and process project applications and payment requests;
7. LAGs implement and develop LEADER programmes;
8. Member States monitor and evaluate results of the projects;
9. The EU, in turn, periodically evaluates the LEADER approach as a whole.

⁷ European Commission, LEADER/CLLD (https://ec.europa.eu/enrd/leader-clld_en.html)

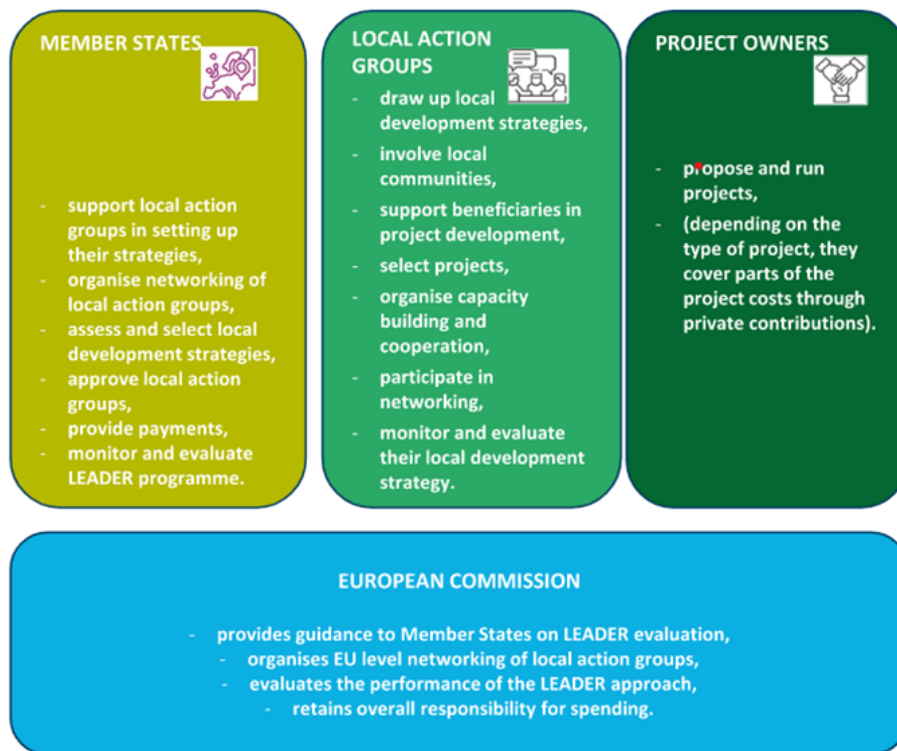


Figure 19 - Key responsibilities of the LEADER approach actors

Source: European Network of Rural Development

The 2022 evaluation of LEADER programmes by the European Court of Auditors (European Court of Auditors, 2022) over the 2014–2020 funding period highlights a number of benefits and some limitations of this policy. It concludes that LEADER programmes facilitate the engagement and inclusion of local populations, but that it is difficult to say whether the benefits they bring outweigh the costs and risks involved.

In particular, while LAGs’ selected projects are in line with the general objectives set out in their local development strategies, and most Member States used relevant procedures to select and approve local action groups, some States applied less stringent quality standards when selecting local development strategies and used LEADER to fund tasks that were the responsibility of local authorities or for which other specific European and national funding programmes already existed.

A report drawn up by the European Network for Rural Development (2018) focuses on the innovations achieved through LEADER programmes. Above all, these innovations are not just technological innovations, but novelties and new approaches introduced at the local level by LAGs. These may be new ideas or innovations of a physical nature, but also new ways of cooperating and networking, of confronting problems, of bringing together providers and users of solutions. There is a strong emphasis

on introducing new ideas and new ways of doing things, and not simply defending “business as usual” solutions.

In particular, LAG programmes and actions must help overcome the fear of innovation and create a climate of trust among local players. This approach helps overcome resistance, which can take the form of concern about the consequences of innovation, or the feeling that everything is already known and mastered by local players, and that the latter possess the knowledge necessary for their development without the contribution of external elements. The role played by norms, controls and feedback is very important here to reinforce the chances of success of new initiatives led by LAGs. In fact, LAGs are first and foremost innovation facilitators, fostering links between stakeholders, creating a culture of innovation and novelty, and promoting the emergence and realisation of new ideas. As a result, they are often called upon to be innovative themselves in the way they operate and manage relations with local stakeholders.

3.3. The Cohesion Policy

The Economic, Social and Territorial Cohesion Policy, also called Cohesion Policy, or sometimes Economic Policy, or even Regional Policy, is currently the EU’s main investment policy and the European Union’s second largest item of expenditure (after CAP).

The need for the Cohesion Policy was not felt in the early days of the EU. The Treaty of Rome (1957), which created the European Community, aimed to harmonise economies and, in particular, to reduce regional disparities. Nevertheless, the divergences between the six countries in terms of economic development were small and so the need for a policy of catching up less-developed regions was not great.

By the 1970s, with the entry of new countries, this need began to be felt. In 1975, the European Regional Development Fund (ERDF) was created with the aim of redistributing part of the Community budget to regions lagging behind in development. With the accession of Greece in 1981, followed by Spain and Portugal in 1986, the gap between Member States widened and imbalances between regions became more pronounced. In 1986, the Single European Act provided for a structured solidarity policy which has continued to assert itself ever since, particularly with the entry of new countries with sometimes highly contrasting levels of development.

3.3.1. Main objectives and measures

The Cohesion Policy has taken a territorial turn since the 2010s, starting in the programming period 2014–2020 after criticisms addressed at the Lisbon Strategy – which aimed to make Europe the world’s leading technological power – and, in particular, following the Barca report (2009). The diagnosis of this policy made in this document revealed several limitations and led to a movement towards the territorialisation of EU cohesion policy.

The fund development programmes are designed for EU regions that are backward or facing structural difficulties, to use the official terms (European Commission, 2022a). The EU created this instrument of financial solidarity between Member States with the aim of improving the competitiveness of growth-lagging regions and correcting regional imbalance. The goal has always been to reduce regional disparities, restructure regional economies, create jobs and stimulate private investment in these areas.

In 2021, the EU Cohesion Policy has set a shorter, modern menu of five policy objectives supporting growth for the period 2021–2027.⁸ The Joint Action Plan includes actions on:

- A more competitive and smarter Europe;
- A greener, low carbon transitioning towards a net zero carbon economy;
- A more connected Europe by enhancing mobility;
- A more social and inclusive Europe; and
- Europe closer to citizens by fostering the sustainable and integrated development of all types of territories.

The Cohesion Policy explicitly has a territorial dimension, embodied in the fact that it provides special care and investment tools to territories in order to address specific issues, related to four specific types:

- Border regions and cross-border cooperation;
- Urban areas;
- Remote, islands, mountainous or sparsely populated areas; and
- Outermost regions.

We will examine the third measure (remote, islands, mountainous or sparsely populated areas), which explicitly involves non-urban or rural regions.

3.3.2. Special attention to mountains, islands and sparsely populated regions

It's only logical that Cohesion Policy, whose aim is to combat development lag and reduce the gap between the most and least developed regions, should focus on peripheral regions. Remote, island,

⁸ See EU CAP (2022); European Commission. What is regional policy. (https://ec.europa.eu/regional_policy/policy/what/investment-policy_en)

mountainous or sparsely populated areas are a good illustration of such areas, particularly as they face significant and recurring geographical, economic and social challenges.

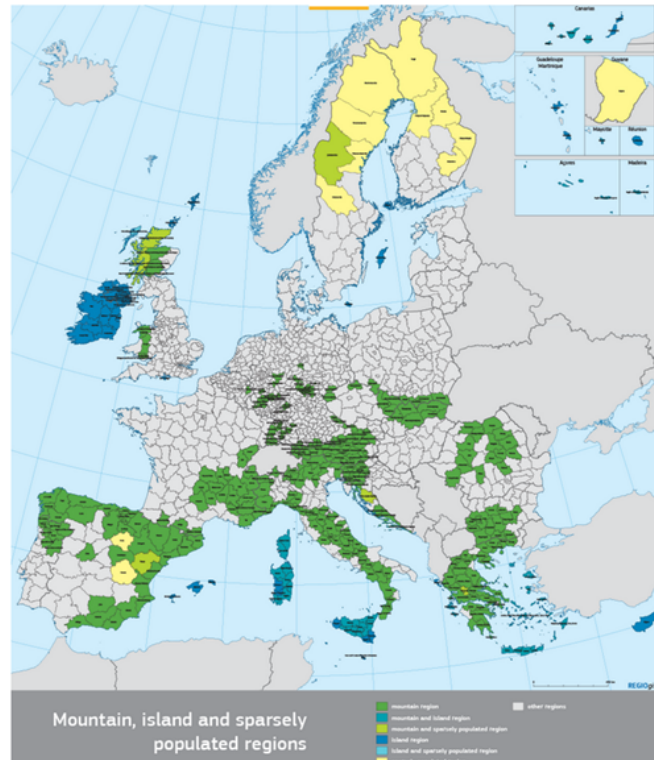


Figure 20 - Maps of mountains, Islands and sparsely populated areas (2024)

Source: European Commission, Regional Policy

(https://ec.europa.eu/regional_policy/policy/themes/sparsely-populated-areas_en)

These regions are sometimes famous tourist destinations that create important income and jobs in several EU regions and countries. Endowed with considerable natural and cultural wealth, they produce renowned agricultural goods and handicrafts and are rich in biodiversity and other resources (European Commission, 2019).

However, at the same time, they all also face common challenges, difficulties, and needs, such as remoteness, depopulation and ageing, poor digital connectivity, and difficulties in accessing quality public services, etc. As the European Commission (2019) notes,

They may lack adequate transport links, and be located far from markets, provided they are often in peripheral areas or constitute border regions. They may face significant growth limitations and have small markets that do not allow for economies of scale. Their ecosystems may be vulnerable to climate change and they may lack human capital and adequate health, social and education services. In addition, their research and innovation capacity may be weak. (p. 1)

Nevertheless, these regions call for tailored approaches because they differ significantly in terms of location, soil and climate conditions, size and level of development. They therefore require measures appropriate to each of their particular characteristics. We will consider these measures according to three broad categories: Europe's mountainous regions, Europe's island communities and Europe's sparsely populated areas.

Europe's mountainous regions

Europe's mountainous regions cover nearly 30% of the EU and are home to almost 17% of its population. On one hand, they can be remote and difficult to reach, and are often located in border areas. Mountainous regions generally present a limited access to resources, services and markets, and balancing tourism and environmental protection can also be difficult. The local population is also often older in these territories. On the other hand, these areas are also rich in biodiversity and natural resources, which present interesting opportunities in terms of development – especially in ecotourism and the production of quality agricultural and Protected Designation of Origin (PDO) goods.

EU support helps mountainous regions to overcome these limits, in order to create jobs, boost local economies and improve daily lives. The EU actions are mainly directed towards the following actions:

- Developing seasonal and mass tourism;
- Improving connectivity; and
- Improving accessibility.

Several innovative actions are undertaken in this framework, like technological innovations regarding broadband, climate changes mitigation and the development of cultural activities in favour of tourism attraction. For example, one project offers migrants the opportunity to access training courses, and another project develops broadband Internet access in 5,000 villages in remote areas of Greece.

Europe's island communities

Europe's island communities mainly have great access to natural resources and to local culture. These territories are generally small, with a reduced and sometimes ageing population, and a difficult access to services and food provisions. Due to the limited number of inhabitants, they lack big cities and financial endowment. Regarding these peculiarities and their relative isolation, the islands often specialise in one or just a few fields – such as tourism – or in a limited number of economic activities. Due to their small size and the limited population, developing economies of scale is also difficult, and R&D appears limited.

Like for mountainous regions, EU support is tailored to the various types of local situations and oriented toward the creation of local opportunities. The main goal is to generate jobs, boost local economies and improve lives. Mainly, EU actions are directed towards the following actions:

- Developing tourism (with a focus on sustainable tourism due to environmental threats);
- Developing green and circular economy; and
- Improving accessibility (with a focus on digitalisation).

Several innovative actions are undertaken in this framework, like technological innovations regarding broadband, port infrastructures and improved digitalization to increase access to public services.

Europe's sparsely populated areas

Europe's sparsely populated areas are mostly found in northernmost regions and in the Mediterranean. This huge diversity includes:

- Many inland, mountainous and rural areas in the Mediterranean;
- The four northernmost counties of Sweden – Norrbotten, Västerbotten, Jämtland Härjedalen and Västernorrland;
- The seven northernmost and eastern regions of Finland – Lapland, Northern Ostrobothnia, Central Ostrobothnia, Kainuu, North Karelia, Pohjois-Savo and South Savo; and
- North Norway.

All these regions suffer from the usual difficulties of rural areas: lack of population and activities, isolation, problems of connectivity and limited technological opportunities. The Northern areas are also characterised by limited accessibility, an ageing population and, sometimes, the presence of indigenous communities like the Sami.

EU support is tailored for the various cases, with the goal to promote growth and positive change. They include the development of new forms of economic activity in sectors such as ICT-related services, tourism and niche manufacturing. Mainly, EU actions are directed towards the following actions:

- Improving connectivity and accessibility;
- Developing local initiatives; and
- Facilitating access to public services.

Several innovative actions are undertaken in this framework, like technological innovation to switch from petrol and diesel cars to those powered by green alternatives, and social/technological innovations with an e-service hub for citizens in order to increase their access to social and health services.

3.4. Smart Specialisation Strategies (S3)

Smart Specialisation policies for research and innovation were introduced in the 2014–2020 programming period of the European Regional Development Funds (ERDF), with the aim to encourage

all European regions to get funding related to their competitive advantage. Nowadays, the concept has taken hold strongly in EU regional policy and is a major part of economic policy for the period 2021–2027. Smart Specialisation policies are intended to have a place-based and evidence-based character, with co-creation between local actors, and mainly participatory governance.

The Smart Specialisation approach, which characterised a major shift in European economic policy, emerged from the work of a group of researchers in economics of innovation that was conducted for the European Commission as part of the “Knowledge for Growth” expert group (Foray et al., 2009). It is largely based on the dissatisfaction generated by the so-called Lisbon policy, which aimed to make Europe the world’s leading technological power but resulted, instead, in the Continent lagging significantly behind key trading partners such as the United States and some Asian countries.

Regarding these issues, the principles for a new development policy were defined in the early 2010s, which distinguish between:

- “Core” regions, with the capacity to create generic R&D activities thanks to the presence of research laboratories and entrepreneurial spirit; and
- “Periphery” regions, which are more oriented towards specialized knowledge domains related to external partners.

The so-called Smart Specialisation Strategy (S3) or policy is different from previous EU policies because it aims to take greater account of knowledge networks, spatial dimensions and regionally specific modes of governance. S3 is a place-based policy, whose basic principles have gradually been defined and refined. The main rationale is that the funding decisions made by public authorities must take into account the characteristics of local productive systems and architectures and not merely the pure comparative advantages of a region in various production sectors.

S3 policies were first developed in the context of the EU Cohesion Policy and still appear as a part of it, although there remains an ambiguity about the level of autonomy of these policies in relation to the core of the Cohesion Policy. For this reason, we treat them separately from the main Cohesion Policy framework.

S3 policies are essentially linked to selection criteria for the best actions or measures to implement in a particular region based on the following three concepts: embeddedness, connectedness and related variety (or relatedness). It means that a region benefits more from engaging in broad “activity domains” in which related activities are characterised by technologies or productions that are closely and consistently interrelated, than from specialising in a single activity or a peculiar sector. Smartness can also be understood in terms of specific, measurable, achievable, relevant and time-based goals in European policies. In practice, these recommendations have been translated into growth and development strategies.

The question of the validity of rural smart development or smart growth policies is at stake because S3 policies are based on principles – embeddedness, relatedness, connectedness, entrepreneurship, and critical mass – which might be difficult to apply in rural regions. For example, the resulting absence of a critical mass effect seriously hinders possibilities of connectedness and prevents the emergence of mechanisms of embeddedness and related variety on a large scale. These insufficiencies condemn those areas to slow or even deficient development.

Another issue is the type of policies being conducted. Most of the measures and the choice of areas decided by the regions or states are centred around technological dimensions, and therefore involve technological innovation processes. This is illustrated by the results presented in Figure 21 about the share of overarching topics addressed by priority areas (Kramer et al., 2021). This picture clearly shows that the place given to ‘tourism, cultural and creative activities’ as well as social innovations remains modest in S3 strategies (about 10% of operations undertaken, out of a total of about 185 operations). Above all, initiatives in terms of ‘agrifood and bioeconomy’ dominate (21%), ahead of ‘health and life sciences’ (15%) and ‘ICT & Industry 4.0’ (15%). In total, the innovations selected here are most often technological innovations, even in health and life science, for example, where the main actions are directed towards the creation or the installation of new tools for the local population.

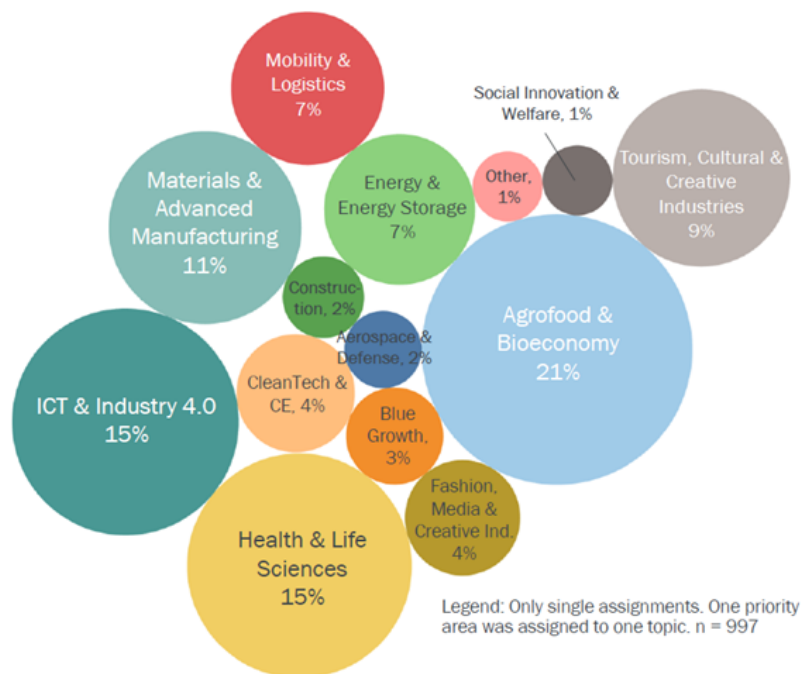


Figure 21 - S3 strategies: share of overarching topics addressed by priority areas

Source: Kramer et al. (2021)

3.4.1. Main objectives and measures

Smart specialisation is an innovative approach that aims to boost growth and jobs in Europe by enabling each region to identify and develop its own competitive advantages. It has introduced a major turning point in European policies because the whole policy is based on the idea that decisions should be assessed at the local level (mainly regions), on the basis of the involvement of local stakeholders.⁹

The S3 approach focuses on the deployment of innovative activity and the creation of new connections among innovation actors within and beyond the region, enabling the region concerned to transform its structures and develop new competitive advantages based on these transformations. To efficiently achieve such transformation, S3 builds on the logics of agglomeration effects in innovation and density of projects. (Foray et al., 2021, p. 85)

In operational terms, the goal of S3 is to encourage regions to drive such transformations and thereby build new competitive advantages on the basis of their specific strengths, potentials and opportunities. In a way – to encourage them to do what the others don't. This leads to regional tailored policies and measures, rather than similar recommendations or undifferentiated “best policy practices.” A major novelty of S3 was the introduction of stakeholder participation to identify unique strengths and opportunities in the territory and channel research innovation funding in their direction.

Given these main orientations, S3 is based on three pillars:

1. Localisation: S3 is place-based, it builds on the assets and resources available on the territory;
2. Prioritisation: S3s have to identify and concentrate resources on a limited set of areas (the so-called S3 investment priorities); and
3. Participation: S3s require public, private and civil stakeholders to engage throughout the strategy operations. Local actors need to support the definition, review, monitoring and implementation of S3 investment priorities.¹⁰

The domains of action have to be based on networks and complementarities of local activities, mainly along a value chain. These choices of domains, areas or specific economic activities also have to be supported by complementary measures, for example, in terms of local governance. The introduction of S3 requires substantial efforts in the governance of innovation in the regions, including the introduction of new capacities in the administrations to design innovation strategies, introduce and carry out the Entrepreneurial Discovery Process (EDP), and set up monitoring and evaluation systems.

⁹ European Commission, Smart Specialisation Platform (<https://s3platform.jrc.ec.europa.eu/about-us>)

¹⁰ European Commission, S3 Community of Practice (https://ec.europa.eu/regional_policy/policy/communities-and-networks/s3-community-of-practice_en)

Beyond the public administrations in charge of the strategy, the introduction of S3 requires capacities that extend beyond the state to the whole ecosystem, in the sense of the capacity of multiple stakeholders to work in concert to co-create the desired S3 outcomes through the EDP.

In principle, social, organisational and institutional innovation, or practice-based innovation, also play a role in S3, alongside of technological innovation based on scientific research. This is especially relevant for regions with a comparatively weaker technological and science basis. S3 is supposed to involve not only radical innovation but also exploit niches by innovating in traditional fields through developing and applying new business or organisational models, and adapting/exploiting innovations deriving from tacit knowledge and experience in these areas.

3.4.2. S3 method and domains

S3 are strategies for knowledge-based regional development emphasising prioritisation of regional research and innovation funding according to territorial strengths and opportunities, stakeholders' participation and strengthened governance, including effective mechanisms for monitoring and evaluation.

To qualify for development funds, EU regions have had to set up programmes and projects guided by a strategy explicitly drawn up on the basis of an inventory of the strengths of the territory and, in particular, of the region-specific domains of activity and their related networks.

Practically speaking, the EU invites each region to choose a few key domains or activities or technologies based on three criteria: the overall context (the chosen activity should fit into a value chain and not be isolated at the local level); specialisation in specific fields of activity; and coherent diversification through related variety (the sectors selected must be closely related or must belong to interconnected and complementary fields of activity).

A S3 should prioritise domains, areas and economic activities where regions (or countries) benefit from a competitive advantage or have the potential to generate knowledge-driven growth and to bring about the economic transformation needed to tackle the major and most urgent challenges for the society and the natural and built environment. The number and nature of these priorities vary from region to region. Although a first set of priorities should be identified when the S3 is designed, they can be changed or modified when new information/developments make it advisable.

Priorities can be framed in terms of knowledge fields or activities (not only science-based, but also social, cultural and creative ones), sub-systems within a sector or cutting across sectors and corresponding to specific market niches, clusters, technologies or ranges of application of technologies to specific societal and environmental challenges or health and security of citizens. While some regions or countries may prioritise one or more Key Enabling Technologies (KETs), others will focus on applications of such technologies for specific purposes or defined fields.

To reach these goals, an increasing emphasis is placed on having good governance for regional and national S3s, ensuring that strategies do not remain abstract documents and that mechanisms and instruments are in place to reach and engage the territory. The most comprehensive evaluation of the Europe experience with S3 to date finds that 185 strategies were produced and approximately 57% of funded projects were in S3 priority areas (European Commission, 2021).

3.4.3. Actions

Given the bottom-up nature of S3 policies, a large number of S3 actions originating from local stakeholders have been undertaken and implemented from 2014 until now. A very large number of European regions participate in these operations and some are even outside the EU perimeter. Broadly, nowadays 19 EU Member States and 7 non-EU countries, as well as 180 EU and 42 non-EU regions, have registered on the S3 platform.¹¹

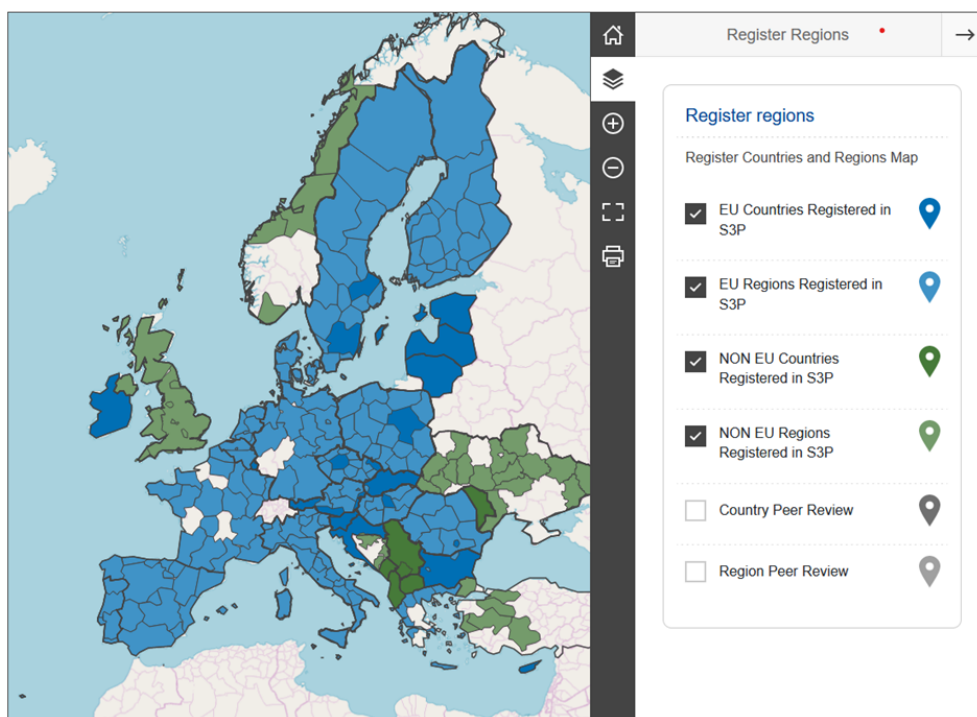


Figure 22 - Registered countries and regions in the S3 Platform

Source: European Commission, Smart Specialisation Platform
<https://s3platform.jrc.ec.europa.eu/where-we-are>

¹¹ European Commission, Smart Specialisation Platform (<https://s3platform.jrc.ec.europa.eu/where-we-are>)

Partnerships for Regional Innovation (PRI)

The Partnerships for Regional Innovation (PRI) are a new tool, launched as a pilot project by the EU in collaboration with the Committee of the Regions, in order to help regions to realise the European Green Deal, built on positive experiences with smart specialisation strategies. The partnerships for regional innovation are renewed partnerships across all implicated stakeholders to align efforts and co-create transformation pathways.

According to the EU, “the Partnerships for Regional Innovation aspire to become a strategic framework for innovation-driven territorial transformation, linking EU priorities with national plans and place-based opportunities and challenges” (Pontikakis et al., 2022, p. 1). Participants in the pilot action are open to share good practices and to co-develop and test tools to mobilise multiple sources of funding and policies as well as to connect regional and national programmes to EU initiatives for the green and digital transformations.

In May 2022, the Commission announced the 63 regions, 7 cities and 4 Member States selected in the pilot projects for PRI. The projects are chosen from all over Europe, taking into account geographical and economic diversity. Participants will be able to share and exchange best practices, based on a toolkit provided by the European Commission and the Joint Research Centre which is based, in particular, on strategic policy elements (see Figure 23). These Partnerships will feed into the new Innovation Agenda for Europe where innovation drives the transformation for sustainability, connecting local strategies with EU-level initiatives.¹²

¹² European Commission, Press corner – Partnership for Regional Innovation (https://ec.europa.eu/commission/presscorner/detail/en/ip_22_3008)

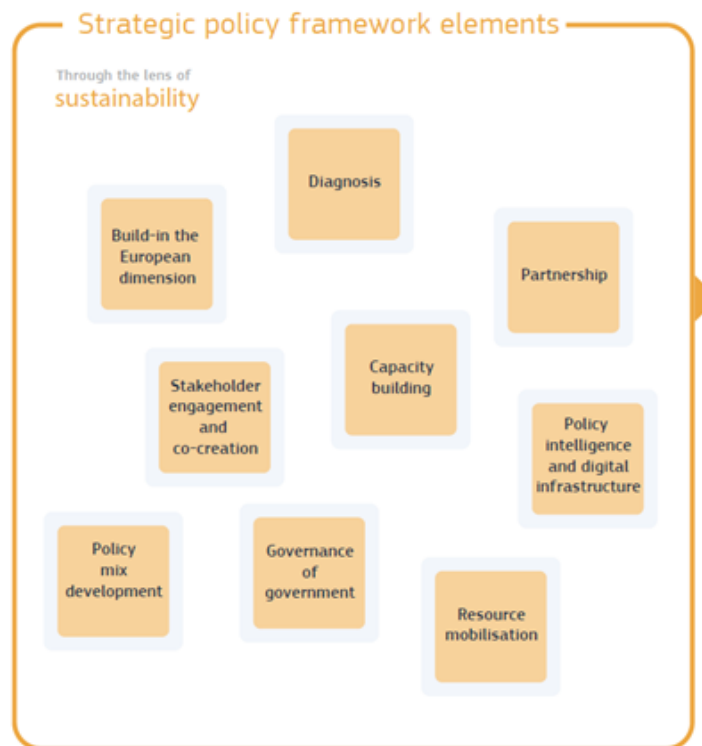


Figure 23 - Strategic policy framework elements in the Partnerships for Regional Innovation

Source: Pontikakis et al. (2002)

The Community of Practice of S3

The S3 Community of Practice (CoP) is the European Commission’s Department for Regional and Urban Policy (DG REGIO)’s major source of support for S3 implementation. It was launched at a very timely moment, as the operationalisation of the EU Cohesion Policy for the 2021–2027 period is still in early stages. The emphasis now will be on putting Smart Specialisation Strategies into practice and delivering the necessary investments. The S3 Community of Practice provides different forms of support, assistance and peer learning opportunities to regional authorities and stakeholders involved in Smart Specialisation across the EU.

Governance issues

Overall, and given all these initiatives, there is a risk of insufficient institutional capacity, in particular to effectively mobilise funds (Incaltarau et al., 2020). This could result in a greater territorial polarisation, around a few advantaged regions. In the future, strategy implementation will require much more attention on identifying bottlenecks for capability development and the development of tailored policy mixes. Appropriate approaches will need to consider existing institutions, culture and

historical trajectories innovation policy. For the moment, these are mainly in their infancy and at the level of projects.

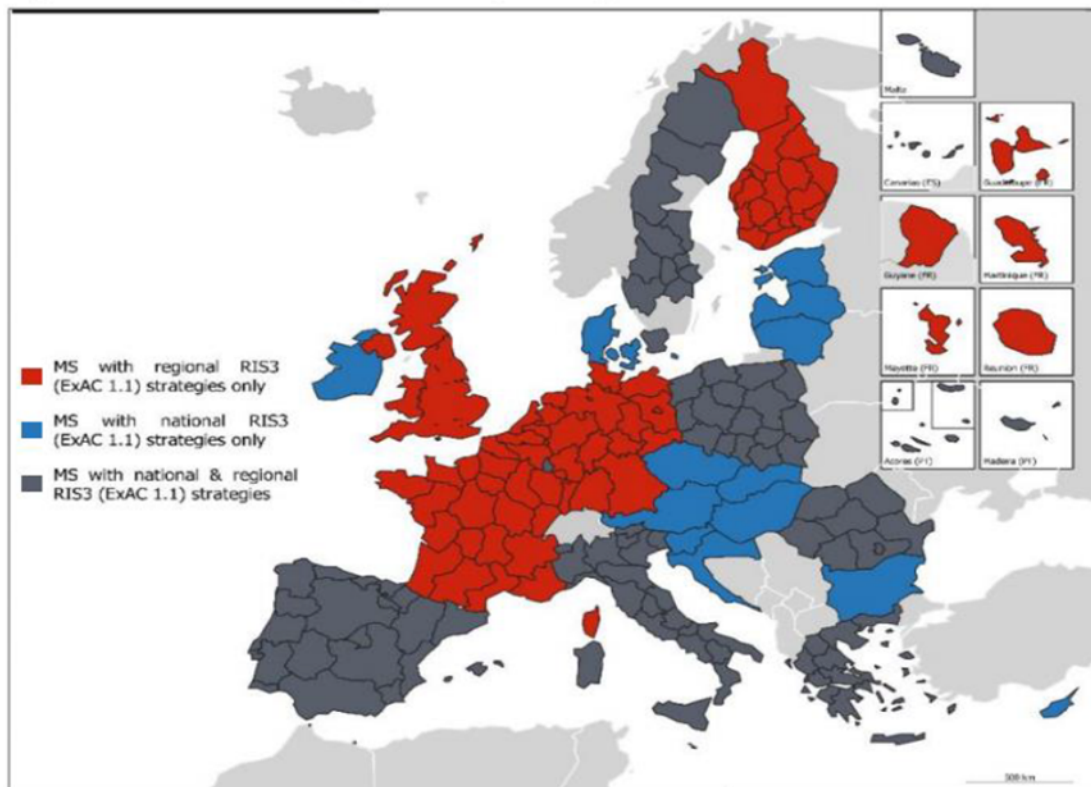


Figure 24 - Overview of regional and national S3 strategies according to their governance level (2014–2020)

Source: European Commission (2022b)

3.4.4. Non-urban areas and CCIs

Finally, to what extent are S3 policies favourable to the heart of our approach, that is, non-urban areas and CCIs? Before further taking stock below, we can make an initial assessment of these policies, based on research carried out on the subject.

Non-urban or peripheral areas

A recent study, which ranks regions according to their degree of leadership in S3 policies, shows that the most peripheral regions (according to the Cohesion regions ranking) are not always the lowest-ranked (Kramer et al., 2023).

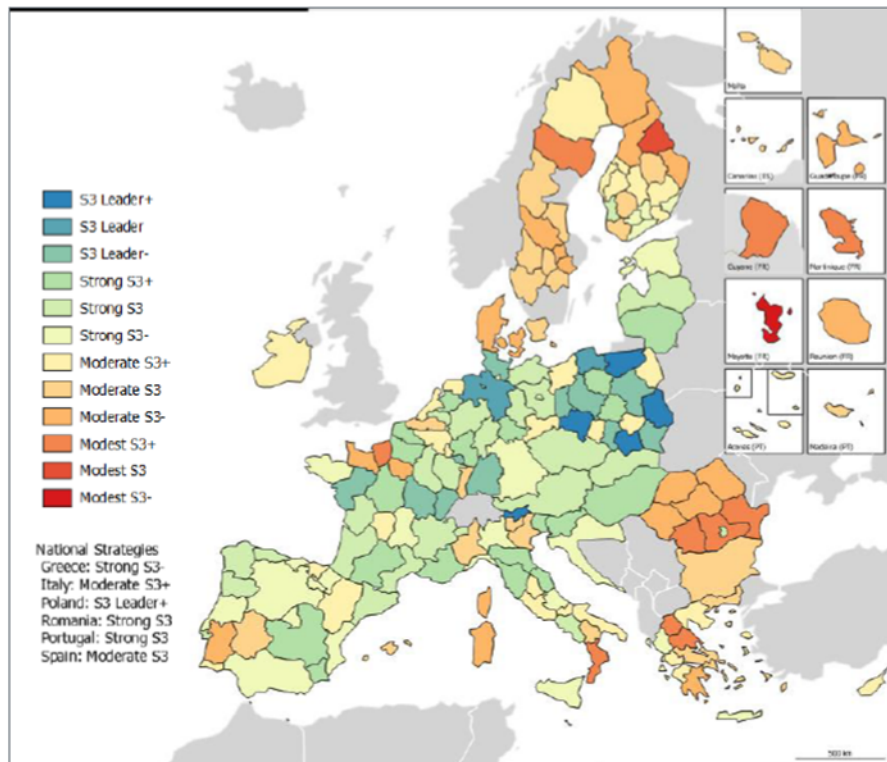


Figure 25 - S3 leaders over the 2014–2020 period

Source: Kramer et al. (2023)

From this study, overall, out of 181 strategies:

- The relatively high share of S3 Leaders in Less Developed Regions stands out (10/55);
- Many Polish regions perform quite well;
- Many regions in Southeast Europe (such as Romanian and Greek regions, Bulgaria, etc.) perform below the EU average; and
- Many regions that usually perform well in terms of their innovative capacities and quality of government underperform in the S3 Scoreboard (e.g., Scandinavian regions).

CCIs and heritage

The question of the share of activities in terms of CCIs and heritage also arises. We have seen that this share is modest (around 10% of total activities). Overall, and as seen above, most actions are directed towards operations involving productive activities and technological innovations. However, a number of operations relate to CCIs and heritage domains. In fact, the Eye@RIS3 tool in the S3 platform reveals that cultural heritage has been identified as a strategic priority for research and innovation by numerous regions, for two main reasons:

- Regions identify opportunities in cultural heritage technologies (e.g., conservation, restoration, monitoring, risk management and environmental protection), digitalisation and imaging; and
- Cultural heritage is seen a key element in the development of innovative approaches to tourism and sustainable construction.¹³

4. Main policies in the national and territorial framework

Our study and analysis of EU policies in favour of innovation activities and CCIs has focused on the two major development policies at the European level and identified earlier: the LEADER programme, also known as Community-Led Local Development (CLLD), and the S3 Smart Specialisation Strategy. Each policy corresponds, to a greater or lesser extent, to our definition of innovation or CCIs policies. In this section, we examine both policies, presenting their methodologies and data, and the main results.

4.1. Our methodology for involving CCIs in LEADER and S3

As mentioned in Section 3, we mainly refer to the work performed in IN SITU Deliverable *D2.1 Drivers of Innovation of CCIs Located in Non-urban Areas* (2024) to select the CCI keywords (see Figure 26).

¹³ European Commission, Smart Specialisation Platform, Events display page – Smart Specialisation and Cultural Heritage: an Engine for Innovation and Growth (<https://s3platform.jrc.ec.europa.eu/en/w/smart-specialisation-and-cultural-heritage-an-engine-for-innovation-and-growth>).



 DATA COLLECTION TOOL CULTURAL AND CREATIVE INDUSTRIES AS A DRIVER OF INNOVATION AND COMPETITIVENESS WP2: Innovation and transformation 													
IDENTIFY REFERENT CASE STUDIES AT EACH STAGE OF THE NEW CCI VALUE CHAIN													
CASE STUDIES													
Name	Description	Country -Region	Rationale	Organizational and legal form	Size	Industry/sector		Technology	Business	Policies & Initiatives	Key words	Link or references	Comments
Name to the case study	Description of the case study	Geographical location	Why has this case been selected? What makes this case meaningful?	Type of agent: -start-up, -company, -cooperative, -association, -individual, etc. Legal form: -network, -cluster, -community interst company, -individual company, etc.	Micro: 0-10 Small: 10-50 Medium: 50-250 Large: +250	Cultural sub-sectors: Heritage Visual arts Music Publishing and printed media Performing arts Audio-visual	Creative sub-sectors: Craftsmanship Architecture Marketing and Advertising Video Games • Digital Content • Design • Fashion • Language industries • Gastronomy	If other, specify here Is there any technology involved in this case? If so, yes, explain which one and how it is involved.	Business maturity: early, growth or mature stage Mission, objectives and main activities Sources of incomes	Linked to any public policy, funding programme?	5 key words	Website or external references	Additional remarks to be taken into consideration
#1													
#2													

Figure 26 – Cultural and creative industries

Source: IN SITU Deliverable 2.1 (2024)

In the context of this work, on one hand, the *cultural sub-sectors* are: heritage, visual art, music, publishing and printed media, performing arts, and audio-visual; and, on the other hand, the *creative sub-sectors* are: craftsmanship, architecture, marketing and advertising, marketing, design, fashion, language industries, and gastronomy. As gender is a transversal dimension of the research of the IN SITU project, we also searched for projects coded explicitly with “gender.”

For the definition of non-urban or rural areas, we refer to the conceptual definition given to *non-urban areas* in the IN SITU project:

Non-urban areas incorporate rural, remote territories, and peripheral locations as well as towns, villages, and small cities that may serve as regional hubs for broader territories. As ‘extra-metropolitan’ areas, these places are defined in opposition to the ‘urban’ of major metropolitan areas and large cities. In research, two approaches to characterizing the non-urban are evident: statistical/administrative and conceptual/fluid. (IN SITU Deliverable D7.2 *Concept Guide*, 2023)

The two policies, LEADER and S3, are rather different. In the next sub-sections, we present their methodology respectively before introducing data and results.

4.2. LEADER database

As previously mentioned, the LEADER programme, also known as Community-Led Local Development (CLLD), is a grassroots programme to support activities, mainly in rural and peripheral areas.

4.2.1. Methodology adopted (LEADER)

When combining the keywords “LEADER” (in the tab “Topic”) and “Good practices” (in the tab “Content Type”), the LEADER database provides as a result a total of 295 projects.¹⁴ These projects concern different dimensions of rural (or non-urban) development (see Figure 27).

We then used the keywords chosen by IN SITU in deliverable D2.1 (IN SITU, 2024) to select projects relevant to identify creative and cultural activities (i.e., CCIs). The search for CCIs involved applying the following filters to the tabs proposed by the LEADER database:

- *Keywords tab*: Application of the keywords selected from IN SITU Deliverable D2.1;
- *Focus tab*: Left unselected to provide the widest possible spectrum of projects;
- *Topic tab*: Selection of the LEADER item to include only projects financed by the LEADER programme;
- *Date tab*: Selection of all years (“any”), corresponding to the available period 2015–2024;
- *Content Type tab*: Selection of “Good practices,” corresponding to projects actually undertaken (when processing the files, it was found that “Good practices” included all projects that had been financed).

After this step, we needed to reprocess the results, first, to avoid the presence of duplications and, second, because some projects had keywords such as “youth,” “film,” and “digital,” but were not actually related to CCIs. Finally, several projects were linked to the development of agricultural projects, which have little to do with CCIs but that, at the same time, could also concern tourism or heritage development.

¹⁴ See EU CAP Network at: https://eu-cap-network.ec.europa.eu/search_en?fulltext=&f%5B0%5D=topics%3A57&f%5B1%5D=type%3Agood_practice

Filter results

Free text search

Apply

Focus ▼

Topic ▲

LEADER (295)

Jobs, Growth and Equality in Rural Areas (472)

Agricultural Production (465)

Environment (357)

CAP Strategic Plans (280)

Show all ▼

Date ▲

Year

- Any - ▼

Content Type ▲

Good Practice (295)

Publication (197)

Search

295 results


Clear all

LEADER × Good Practice ×

GOOD PRACTICE - PROJECT

Supporting repopulation of the little owl in Grabfeld Thuringia

An association used CAP funds to improve and restore 'little owl' habitats with the involvement of habitat users and owners and through networking.




📍 Communication, Digitalisation, ... 🇩🇪 Germany

GOOD PRACTICE - PROJECT

Crane protection on the Helmestausee Kelbra Dam

LEADER helps protect roosting sites for the common crane in Saxony Anhalt and improves the acceptance of the bird within the area.



📍 Communication, Education, ... 🇩🇪 Germany 📍 Helmestausee Kelbra Dam

GOOD PRACTICE - PROJECT

Workout playground in Terña

Bringing the community together in the village of Terña and improving fitness with a new workout playground.




Figure 27 - LEADER project database

Source: EU CAP Network (https://eu-cap-network.ec.europa.eu/search_en?fulltext=&f%5B0%5D=topics%3A57&f%5B1%5D=type%3Agood_practice)

4.2.2. Projects overview

Focusing on projects linked to CCIs and national and regional policies that rely on LEADER, but that also mobilise other development aid programmes, we identified a total of 85 projects out of the 295 LEADER projects for the period (2014–2022), using keywords related to the CCIs. In this analysis, we kept all other items selected in order to have the widest search spectrum (see Table 3) and we reprocessed the projects by eliminating those not related with CCIs. We also located duplicates by specifying the associated keywords and local products. Finally, we added 3 projects that appear with the keyword "gender." This full list of LEADER projects is presented in Annex 6 and includes the complete list of 85 LEADER projects, plus the 3 "gender" projects.

Table 3 - List of LEADER projects that include a keyword related to CCI activities

The 14 CCI items	Number of projects	Finally selected
Heritage	17	17
Visual Art	0	0
Music	1	2
Publishing and printed media	0	0
Publishing	2	2
Performing arts	0	0
Audio-visual	0	0
Craftsmanship	1	1
Architecture*	3	2
Marketing and advertising*	3	0
Marketing*	26	22 (with 10 local product, 1 bis)
Video game	0	0
Digital content	1	0
Digital*	12	9 (with 1 local product, 3 bis)
Design	17	14 (with 2 local product, 3 bis)
Fashion	0	0
Language industries	0	0
Gastronomy	2	2 (with 1bis)
Gender	3	2 (with 1bis)
Total	88	73

*Projects using two keywords and then counted twice

Source: Authors

It is important to notice that some projects may involve two keywords (hence, the green “Bis” in Annex 6). These projects prefigure associations of activities that could give rise to clusters or concentrations of areas of activity. However, we can see that some activities considered “traditional,” that is, not very innovative, such as farming with local products, will hybridise to incorporate creative or cultural activities. It is also a question of highlighting products or know-how that are part of a heritage or gastronomic culture. Heritage projects are part of this strategy. Figure 29 below shows the result for the keyword “Heritage,” that is, 17 projects.

Overall, as we will see, the analysis of these LEADER projects reveals that not all CCI keywords are covered. It also highlights the disparity of LEADER projects by country.

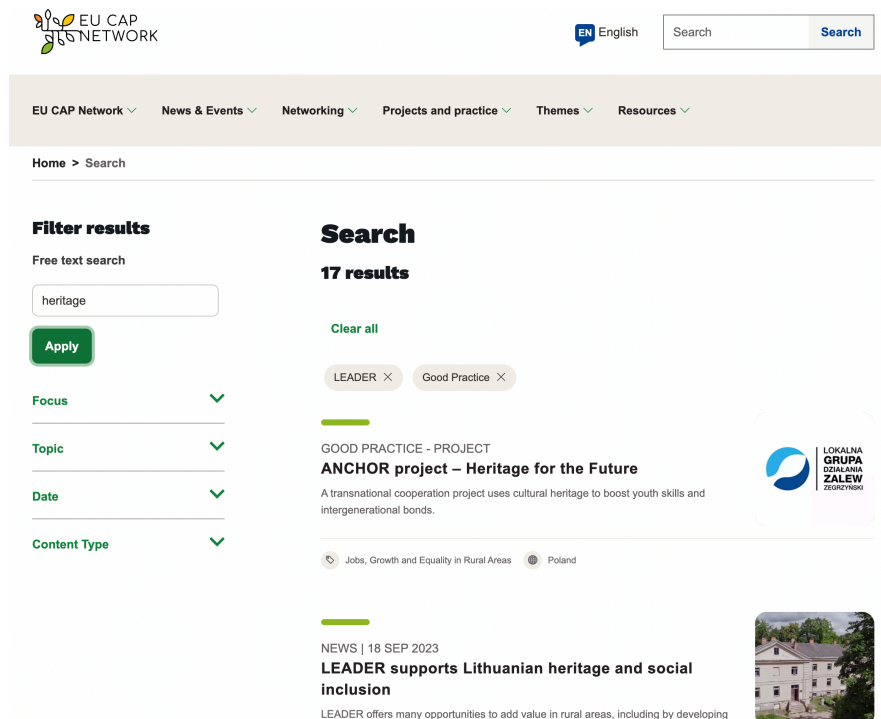


Figure 28 - Heritage in LEADER projects

Source: EU CAP Network (https://eu-cap-network.ec.europa.eu/search_en?fulltext=heritage&f%5B0%5D=topics%3A57&f%5B1%5D=type%3Agood_practice)

4.2.3. Projects directly related to CCIs activities

LEADER projects directly related to CCI activities represent around 30% of projects, that is, 88 projects out of a total of 295. The creative activities that come up most often are tourism, cultural/heritage activities, activities that concern young people (training, inclusion) and those that are linked to digital activities.

However, the analysis of LEADER projects reveals that not all CCI keywords are covered. For example, the following keywords do not appear in the objectives of LEADER projects: visual arts, performing arts, audiovisual, fashion, languages or video games. As a result, these activities are not explicitly supported by the LEADER programme. Other themes remain in the minority in LEADER-supported projects, such as music (1 project), publishing (2 projects), crafts (1 project), architecture (3 projects) and gastronomy (2 projects). It should be noted, however, that some projects concern associations involved in the following activities:

- Tourism/heritage;
- Heritage/youth/education; and
- Digital and visual arts.

LEADER projects often support agricultural production, with or without eco-tourism activities, such as a wine route or product branding as well as projects dedicated to marketing local products, supporting the transition to organic production or even mobilising digital technology to create platforms for selling local products. Nevertheless, these projects are not included in the selection of creative and cultural industry activities even if, in the long term, they could support local know-how, enhance the value of local skills and heritage, and consequently promote creative and cultural activities. For this reason, we decided to include these projects in our analysis, but eliminated those directly linked to agricultural practices.

To date, of the 3 LEADER projects identified with the “gender” keyword, only one involves the CCIs in relation to education.

4.2.4. Projects in different EU countries

LEADER programmes concern both regions and nations. Indeed, while LEADER projects were mainly aimed at rural and/or non-urban areas, their target has evolved over the financial programming periods, including urban areas since 2014. We therefore checked the breakdown by country and region according to the financial programming years (2014–2020) in order to better identify those projects directed at rural and/or non-urban areas (our focus in this analysis) and to place the CCI-related projects in the national contexts. Table 4 presents the number of different projects pursued by country under LEADER.

Table 4 - LEADER projects by country

Countries (2014–2022)	Number of projects	Number of projects finally selected
Austria	27	5
Belgium	22	2
Bulgaria	2	0
Croatia	1	0
Czechia	2	1
Denmark	16	6
Estonia	19	5
Finland	20	2
France	18	1
Germany	29	5
Greece	11	2
Hungary	9	1
Ireland	13	0
Italy	6	2
Latvia	15	2
Lithuania	12	4

Countries (2014–2022)	Number of projects	Number of projects finally selected
Luxembourg	12	2
Malta	1	1
Netherlands	4	0
Other	8	8
Poland	12	1
Portugal	4	0
Romania	12	1
Slovakia	7	2
Slovenia	7	4
Spain	18	2
Sweden	19	5
Total	326	64

Source: Authors

The restatement by country over the period (2014–2020) does not correspond to the previous treatment of the number of projects linked to CCIs. This is due to the modified scope of the study. LEADER is a local community development programme. Nonetheless, the study of country involvement in LEADER projects provides a wealth of information on the types of projects supported by countries, the diversity of activities and their combinations. The analysis reveals a disparity in LEADER projects by country.

The analysis of the projects submitted by the various countries reveals the development of interregional and transnational cooperation. If we look at the countries involved in LEADER projects, Germany (29 projects) tops the list of countries with LEADER projects, followed by Austria (27), but these countries have a few projects explicitly dedicated to CCIs. Their projects reflect the diversity of actions undertaken, regions supported and inter-regional cooperation established. Estonia, for example, has the same number of projects (19) as Sweden and more than France (18), Spain (18) or Denmark (16). Estonia is a very dynamic country, mobilising LEADER to disseminate digital projects in different regions, strengthen education for young people and communities, and enhance cultural heritage.

The Luxembourg projects illustrate the diversity of the groups supported. Surprisingly, Luxembourg has 12 projects, which seems quite substantial given its size and urban dimension. Luxembourg is 11 times smaller than Belgium, with a population of 635,000 (2021), but with a GDP of €77.5 billion and a *per capita* GDP of €118,000 in 2022 – three times the European average – Luxembourg is the richest country in the world. This situation is therefore paradoxical, since Luxembourg is pursuing a very dynamic strategy, as revealed by the LEADER projects. They are essentially rural, with the dense Ardennes Forest and nature parks to the North, the rocky gorges of the Mullerthal region to the East

and the Moselle valley to the Southeast. They all concern social inclusion and local development, and mainly target social cohesion, sports for young people, senior citizens, culture and education. However, 3 projects are linked to another region or country for tourism, only one project is dedicated to digital and only one project concerns the valorisation of agricultural production as part of a cultural activity.

Another surprise is the fact that Croatia has a single project dedicated to a network of academic institutions dedicated to develop excellence in communication, cooperation and partnership for the common good of integrated rural development across Croatia but without integrating CCI activities, as defined by IN SITU. On the contrary, Malta's only project is dedicated to "Island identity: art between past and present" to promote local development in Gozo by modernising two heritage buildings to host various forms of cultural events and networking. It is therefore a LEADER project within IN SITU's core CCIs definition.

The item "Other" concerns interregional projects such as "Romania, Flanders (Belgium) and Scotland" or "Estonia, Finland, Latvia, Other" or stem from local development initiatives (such as the 4 projects run by Scottish regions as, for example, a Castlebank Park located in the South West of Lanark in Scotland).

Some projects promote cultural and tourist exchanges between different countries, for example, Slow Trips – European Slow Travel Experiences, which is a LEADER TransNational Cooperation (TNC) project that draws on a trend towards participative and sustainable tourism, focusing on discovering and experiencing local everyday culture in Europe.

The study of countries in LEADER projects also reveals the diversity of the types of activities mobilised to strengthen the development of rural areas and territorial cohesion.

4.3. S3 Community of Practice (CoP) Observatory database

As stated in Section 3, the S3 approach focuses on the deployment of innovative activity and the creation of new connections between innovation players within and beyond the region, enabling the region concerned to transform its structures and develop new competitive advantages based on these transformations (Foray et al., 2021).

The S3 CoP Observatory¹⁵ is intended to provide a core and accessible set of information on S3 projects all over EU, as it allows users to compare intuitively the specialisation areas of EU regions and Member States, and also it provides contact points and links to the strategy. It is built in collaboration with DG REGIO G1¹⁶, DG REGIO national offices and the S3CoP Secretariat.¹⁷ Nowadays, 19 EU Member States and 7 non-EU countries as well as 180 EU and 42 non-EU regions have registered on the S3 platform.

4.3.1. Methodology adopted (S3)

The authors identified S3 priorities directly from regional and Member States' S3 documents by deploying Artificial Intelligence (AI) tools, including generative AI and entity extraction and disambiguation for automatic topic labelling and classification. This made it possible to classify strategies and priorities in different taxonomies and to identify keywords at the level of S3 strategies and priorities.

¹⁵ The S3 Observatory database can be accessed via the following link: https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html

¹⁶ "Unit G1 supports EU Member States and associated countries in strengthening their research and innovation systems and capacities and enhancing their performance. It seeks to improve both the quality and impact of national public R&I policy and investment, through reforms in support of the broader European objectives, and push the transformation towards social, environmental and economic sustainability for the benefit of all." (https://www.gov.pl/documents/1068557/1069061/20190726_RTD-G-1_EN.pdf)

¹⁷ "The Smart Specialisation Community of Practice (S3 CoP) is the central node on guidance, networking, support and peer-learning on S3, covering its conceptual development and its implementation. ... The S3 CoP aims at reaching out to all quadruple-helix stakeholders interested in Smart Specialisation and creates a space for learning and advancing together." (https://ec.europa.eu/regional_policy/policy/communities-and-networks/s3-community-of-practice_en)

The Observatory database classifies S3 priorities across NACE Sections and divisions,¹⁸ NABS codes (1 and 2 digits),¹⁹ and Industrial Ecosystems.²⁰ Consequently, the S3 CoP Observatory database proposes five filters, as follows:

1. *Keyword*: free to try every keyword, no prelist;
2. *Territorial Level*: 190 items combining national and region level;
3. *Economic Classification*: 102 items combining NACE code and sub-sector;
Example for A - Agriculture, forestry and fishing
 - i. A.01 - Crop and animal production, hunting and related service activities
 - ii. A.02 - Forestry and logging
 - iii. A.03 - Fishing and aquaculture
4. *Scientific Classification*: 109 items;
Example for 1 - Exploration and exploitation of the earth
 - i. 01.07 - Sea and oceans
5. *European Industrial Ecosystem*: 14 items, with a “Creative & Cultural Industries” (CCIs) item.

¹⁸ NACE is the acronym used to designate the various statistical classifications of economic activities developed since 1970 in the EU. It provides a framework for the collection and presentation of a wide range of statistical data relating to economic activity in the fields of economic statistics (e.g., business statistics, labour market, national accounts) and other statistical domains. In this way, statistics produced on the basis of NACE are comparable at European level and, in general, worldwide. Use of NACE is mandatory within the European Statistical System. (https://ec.europa.eu/eurostat/statistics-explained/index.php?title=NACE_background)

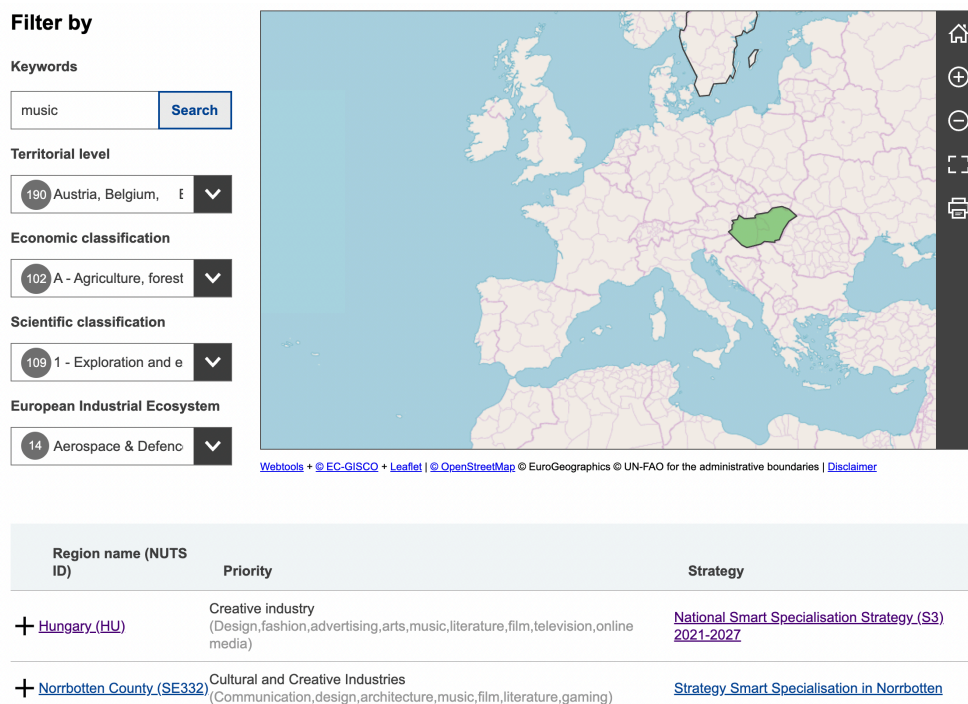
¹⁹ “The nomenclature for the analysis and comparison of scientific programmes and budgets (NABS) is a functional classification for the analysis of public financing of research and development (R&D) on the basis of the socio-economic objectives pursued by the central governments or stated by them in drafting their budgets and programmes, as opposed to a breakdown by institutions or groups of institutions to which funds are allocated.... The NABS nomenclature was originally established in 1969 and earlier revisions were carried out in 1975, 1983, 1992 and recently in 2007. NABS 2007 is maintained by Eurostat and published by the Publications Office of the European Union on the EU Vocabularies website.” (<https://op.europa.eu/en/web/eu-vocabularies/dataset/-/resource?uri=http://publications.europa.eu/resource/dataset/nabs2007>)

²⁰ “14 industrial ecosystems are: aerospace and defence, agri-food, construction, cultural and creative industries, digital, electronics, energy intensive industries, energy-renewables, health, mobility – transport – automotive, proximity, social economy and civil security, retail, textile and tourism.” (https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/european-industrial-strategy_en)

In the filter of the database dedicated to the European Industrial Ecosystem, we find the heading “Creative & Cultural Industries.” When this heading is set (and no other filter is chosen), the results identified correspond to 59 projects. However, it is necessary to contrast the definition of “Creative & Cultural Industries” in the S3 database with that used by IN SITU (Deliverable 2.1.) in order to compare the projects concerned.

The S3 CoP Observatory defines the “Creative & Cultural Industries” item as culture, recreation, religion and mass media.²¹ This includes R&D related to:

- The social phenomena of cultural activities, religion and leisure activities so as to define their impact on life in society; and
- Racial and cultural integration and on socio-cultural changes in these areas.



Region name (NUTS ID)	Priority	Strategy
+ Hungary (HU)	Creative industry (Design, fashion, advertising, arts, music, literature, film, television, online media)	National Smart Specialisation Strategy (S3) 2021-2027
+ Norrbotten County (SE332)	Cultural and Creative Industries (Communication, design, architecture, music, film, literature, gaming)	Strategy Smart Specialisation in Norrbotten

Figure 29 - Five filters in the S3 CoP Observatory database

Source: European Commission, S3 CoP Observatory

(https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html)

²¹ This definition comes from the NABS nomenclature and not from the definition given to the CCI European Industrial Ecosystem.

The S3 CoP Observatory's concept of *culture* covers sociology of science, religion, art, sport and leisure and also comprises, *inter-alia* R&D on the media, the mastery of language and social integration, libraries, archives and external cultural policy.²² This category also includes R&D related to:

- Recreational and sporting services;
- Cultural services; and
- Broadcasting and publishing services, religious and other community services. (see S3 CoP Observatory website)

This understanding of the notion of “Creative & Cultural Industries” and the notion of culture enables us to better understand what will be included in this scope of action and what will be excluded.

4.3.2. Projects overview

The funding periods are 2014–2020 and 2020–2021, with a view to 2021–2027. However, these periods do not cover the same priorities. The results obtained in the S3 CoP Observatory are different if we use the CCI keywords from IN SITU or “Creative & Cultural Industries” from S3.

Two strategies are possible:

- Use the “Creative & Cultural Industries” item in the S3 CoP Observatory; or
- Use the CCI keywords (IN SITU).

We explored the S3 CoP Observatory database, applying the “Creative and Cultural Industries” item proposed in the European Industrial Ecosystem search. We then applied the IN SITU CCI keywords. Finally, we opted for the second strategy in order to remain consistent with the selected keywords, while at the same time verifying the absence of bias in the selection.

Example of reprocessing with item S3 “Creative and Cultural Industries”:

- All items + “Creative & Cultural Industries” item = 59 projects

²² This definition comes from the NABS nomenclature (https://showvoc.op.europa.eu/#/datasets/ESTAT_Nomenclature_for_the_analysis_and_comparison_of_scientific_programmes_and_budgets_%28NABS_2007%29/data?resId=http:%2F%2Fdata.europa.eu%2Fu7a%2Fnabs2007%2F10) and not from the definition the one given within the CCIs European Industrial Ecosystem (<https://monitor-industrial-ecosystems.ec.europa.eu/industrial-ecosystems/creative-and-cultural-industries>).

- Some projects mention CCI in their “Priorities” section, but not in their text. Others do not tick the CCI heading but mention tourism or heritage in their dossier;
- 7 projects are eliminated because they are not CCIs according to the IN SITU approach;
- 31 projects are retained, although some are at the limit of our scope. We marked them with “?” to distinguish them and reprocess them manually;
- 21 projects are examined because their links with a CCI element were unclear.

This process led to the inclusion or exclusion of each project, and explains the choices finally made, thus reinforcing our decision to retain the IN SITU keywords (Deliverable D2.1) that we then tested in the S3 CoP Observatory.

This process also led us to carry out a search using “All items” + keywords for individual CCIs. We found 131 projects (Table 5).

Table 5 - S3 CoP Observatory projects list with CCIs keywords

CCI items (14)	Number of projects (131)	No. of projects finally selected
Heritage	1	1
Visual art	0	0
Music	2	2
Publishing and printed media	0	0
Performing arts	0	0
Audio-visual	0	0
Craftsmanship	0	0
Architecture	39	11
Marketing and advertising	0	0
Marketing	7	7
Design	80	23
Fashion	2	2
Language industries	0	0
Gastronomy	0	0
Gender	0	0
Total	131	41

Source: Authors

During this analysis, we found that some CCI keywords were not relevant or do not correspond to a project in the S3 CoP Observatory database.

For relevant keywords, that is, those that correspond to a project, it was necessary to carry out a second sorting to check two aspects:

- Territorial level (limit to non-urban areas); and
- The distinction between creative and cultural activities and those relating to “usual innovation.”

Information on non-urban areas is not available. Only the distinction between nation and region is mentioned in the project. We therefore studied the project to determine the geographical area actually concerned. This led us to study the projects individually in order to identify the actions and priorities carried out in conjunction with the CClIs.

Finally, to note, the keyword “gender” is not associated with any of the projects.

Table 6 - S3 CoP Observatory detailed projects list with CClIs

NUTS Regions	Priority	Strategy
1	Heritage	
<u>Galicia (ES11)</u>	Digitisation (Digital public administration, digital skill development, digital education, natural resources, heritage, cultural resources, tourist resources, advanced manufacturing, intelligent manufacturing, smart grids, flexibility, energy storage, digital health, technological sovereignty, primary sector technicalization, digitalisation of the primary sector, mining industry, gerontotechnologies)	<u>Strategy for Smart Specialisation Galicia 2021-2027</u>
2	Music	
<u>Hungary (HU)</u>	Creative industry (Design, fashion, advertising, arts, music, literature, film, television, online media)	National Smart Specialisation Strategy (S3) 2021-2027
<u>Norrbottn County (SE332)</u>	Cultural and Creative Industries (Communication, design, architecture, music, film, literature, gaming)	<u>Strategy Smart Specialisation in Norrbotten</u>
39	Architecture	See Annex 8 for details
7	Marketing	
<u>Cyprus (CY)</u>	Enablers: health and the environment	<u>Cyprus Smart Specialisation Strategy 2030</u>
<u>Lapland (FI1D7)</u>	Developing Arctic business as a basis for growth (Sustainable fisheries, ice navigation, natural resource exploitation, indigenous partnerships, northern tourism, arctic shipping routes)	<u>Lapland Strategic Priorities for Internationalisation and Smart Specialisation 2018-2022</u>

NUTS Regions	Priority	Strategy
Lapland (FI1D7)	Arctic skills, renewal, and innovation (Arctic skills, innovation, international business, commercialization, research network, expertise platforms, skilled workforce, education reform, business-oriented training, recruitment support)	Lapland Strategic Priorities for Internationalisation and Smart Specialisation 2018-2022
Lapland (FI1D7)	Strengthening growth and international business (Regional ecosystem, arctic business, arctic knowledge)	Lapland Strategic Priorities for Internationalisation and Smart Specialisation 2018-2022
Extremadura (ES43)	Ecological transition (Climate change; energy production, energy storage, energy distribution, sustainable ecosystems)	Research and Innovation Strategy for Smart Specialisation (RIS3) Extremadura 2021-2027
Extremadura (ES43)	Technological priorities (Green technologies, Information and communication technologies, Life Science Technologies, Agri-Food and sustainable development)	Research and Innovation Strategy for Smart Specialisation (RIS3) Extremadura 2021-2027
Extremadura (ES43)	Scientific priorities (Production and processing of agricultural products, Ecology and biodiversity, Animal health, Food chemistry, Electricity production, distribution and storage, Solar activity, climate, and atmosphere, Health, Disease & Lifestyle Biomedicine, ICT and multimedia, Territory and Heritage)	Research and Innovation Strategy for Smart Specialisation (RIS3) Extremadura 2021-2027
3	Digital	
Austria (AT)	Information and communication technology and digital transformation	RTI Strategy 2030 Strategy for Research, Technology and Innovation of the Austrian Federal Government
Provence-Alpes-Côte d'Azur (FRL)	Key technologies (Digital, optics-photonics, chemistry-materials, microelectronics, digital technologies)	Regional Innovation Strategy
West Netherlands (NL3)	Key technologies (Advanced materials, photonics and light, quantum, digital, chemical, nano, life science, engineering, fabrication)	Regional Innovation Smart Specialisation Strategy RIS3 West Netherlands
80	Design	See Annex 9 for details
2	Fashion	
Hungary (HU)	Creative industry (Design, fashion, advertising, arts, music, literature, film, television, online media)	National Smart Specialisation Strategy (S3) 2021-2027
Marche (ITI3)	Economy of Services and Tourism (Fashion, furniture, agro-food, engineering, mechanics)	The Smart Specialisation Strategy 2021-2027 of Marche Region

Source: Authors

Details of the processing of each CCI keyword are given in Annex 7. We cleaned up the projects in the categories of Architecture (39 projects), Marketing (7 projects) and Design (80 projects) according to

the IN SITU definition (see Annex 8 and Annex 9). In the end, of the 80 Design projects, only 23 were linked to CCIs. To also note:

- The national and regional levels are combined, with several projects selected for funding being carried out by the same entity (regional or national) as part of the same development strategy;
- Some projects (e.g., Sicilia West [Ro42]) do not correspond to the keywords and priorities of CCIs. However, they do fall within the fields of tourism and cultural assets. They are therefore included in the data collection.

Thus, the S3 CoP Observatory database, even if it includes an item entitled “Creativity & Cultural Industries,” requires a significant reprocessing of projects to be able to take into account those that correspond to the IN SITU understanding of CCIs.

Secondly, defining CCI-related activities remains a major challenge if they are to be sufficiently legible to be supported. In fact, greater awareness and recognition of the cultural activities taking part in the creative process, alongside the innovation activities classically listed, strengthens the economic geography factor of the S3 strategy. It adds a richness to the process of cohesion and democracy. This enables public support to be better adapted to the needs of ecosystems, and strengthens communities to meet the challenges of transitions.

In the case of Marketing projects, three regions account for the majority of projects:

- Cyprus specialisation strategy (CODE NUTS 0/MS: CY);
- The Lapland region (NUTS 3) that has 3 projects, one of which includes an education and arts dimension;
- The region of Extremadura (NUTS 2 - NUTS CODE/MS:ES43) with 3 projects, one of which focuses on tourism and therefore culture, with support for museums and monuments and the restoration of cultural assets.

Following this overview, we now turn to analysing the regional or national dimensions involved.

4.3.3. Projects in different EU countries and regions

An analysis of the projects submitted reflects the commitment of countries or regions to present S3 projects. At a national level, we find that France is the country most involved in LEADER, with 10 projects (in peripheral regions in particular). Similarly, Spain, with 6 projects in the Extremadura region, and Italy, with 5 projects, are within the pool of most committed countries. The national level is also the relevant level for projects submitted by Bulgaria, Hungary and Austria.

Research by country has highlighted the development of international cooperation projects. Some projects are carried out between different countries (e.g., the ANCHOR project, between Poland and

Italy) or between regions in different countries (e.g., the Living Museums project, between the Lobec region in the Czech Republic and the Castilla y León and Galicia regions in Spain). This is part of the new 2021–2027 programming, in line with the evaluation of previous S3 programmes, which highlighted the need to reinforce inter-regional cooperation.

However, the issue of rural or non-urban areas remains unanswered, especially regarding the explicit designation of the type of territory. Projects specify the territorial level (via the NUTS designation), but may also concern the national or regional level since some countries submit several projects within the same strategy. For example, projects submitted by Sicily or France involve several linked projects. They may also refer to a regional innovation policy; for example, the example of Västra Götaland region:

<u>Västra Götaland County (SE232)</u>	Hospitality, Cultural and Creative Industries (Creative tourism platforms, innovative tourism)	<u>Regional innovation strategy 2022 – 2030</u>	CCI
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Under these conditions, it is difficult to distinguish between rural and urban S3 projects, confirming what we identified in the literature on specialisation strategy (see sub-section 4.3.4).

Rural or non-urban orientation remains a blind spot in favour of urban areas insofar as nothing is specified in the projects, and CCIs in non-urban areas do not yet seem to be on the political agenda. Finally, data- and knowledge-based decision-making remains inadequate due to undefinable contours and highly cross-cutting topics and characteristics. Moreover, some projects are being carried out between different countries or between regions of different countries, as noted above, but these specifics are not clearly indicated.

The projects reveal that they are part of regional strategies, or that some combine regional and national strategies, as is the case of Hungary. Within the European Union, in fact, Hungary belongs to the group of Member States registered as “emerging innovators” on the basis of the European Innovation Scoreboard (EIS) compiled annually by the European Commission. Hungary’s strategy is therefore to become one of Europe’s leading innovators by 2030, setting out a number of projects to strengthen the value-creation capacity of the innovation ecosystem and boost the productivity of the business sector. One of the changes compared to the previous strategy is that, in addition to the fields of innovation, information, communication and business development, the planning of the new S3 includes the Entrepreneurial Discovery Process (EDP) and the broad involvement of stakeholders, particularly in the links between universities and businesses. This inflection is in line with the recommendation of the S3 priorities. Networking and digital platforms are an opportunity, but the attention paid to CCIs remains to be confirmed.

Some regions are submitting several projects in order to develop a global approach, broken down into more operational axes to strengthen the links between different types of activity (see Extremadura [ES43]). The 3 Estonian projects are also part of a programming strategy (2019–2022) to strengthen the national innovation strategy. Submitting a number of interrelated projects to focus the innovation strategy associates the tourism dimension (or education and art dimension) and integrates it with other activities (fishing, industry, etc.). The search for an ecosystem of innovation activities consolidates national policy.

4.3.4. The need for a definition of CCIs in the S3 database

In the end, it appears clear that the definition of CCIs poses a real problem in the S3 database. As pointed out in our methodology, defining CCI-related activities remains a major challenge. Indeed, making them legible is essential in order to draw up a regional and national policy strategy to contribute to their development and strengthening, particularly in non-urban areas.

The S3 CoP Observatory database, even though it includes a section entitled “Creativity & Cultural Industries,” requires a significant reprocessing of projects in order to take into account those that correspond to IN SITU’s definition of CCIs. In fact, although “Creative & Cultural Industries” is proposed in the database under the European Industrial Ecosystem tab (see Figure 30), it only partially corresponds to the definition proposed by IN SITU.

We also carried out a search using the keyword “culture,” which identified 90 projects. However, when we reprocessed them, only 9 projects corresponded to the IN SITU definition (including 4 undetermined ones, on the borderline of the definition). Of the 131 S3 projects selected using the IN SITU keywords, only 41 explicitly support CCIs activities (see Annex 8 and Annex 9 for project details). Reprocessing revealed that only 11 (Architecture) and 23 (Design) projects respectively met the CCIs criteria; thus, in the Architecture (39 projects) and Design (80 projects) categories, only a fraction of them correspond to the CCI definition of IN SITU.

CCIs appear, therefore, on the fringes of innovative projects. Tourism and digital activity projects (platforms, for example) are often the ones that mention CCIs as a complement to the implementation of their development. Some projects do not tick the keywords and priorities of CCIs, but carry out actions in the field of tourism and cultural goods (e.g., West [Ro42]).

S3 programming can now be used to analyse the priorities of smart specialisation strategies across the EU over time. It can therefore be deduced that this corresponds to inflections in S3 policy and a new European innovation agenda for the future of S3 (European Commission, 2022c).

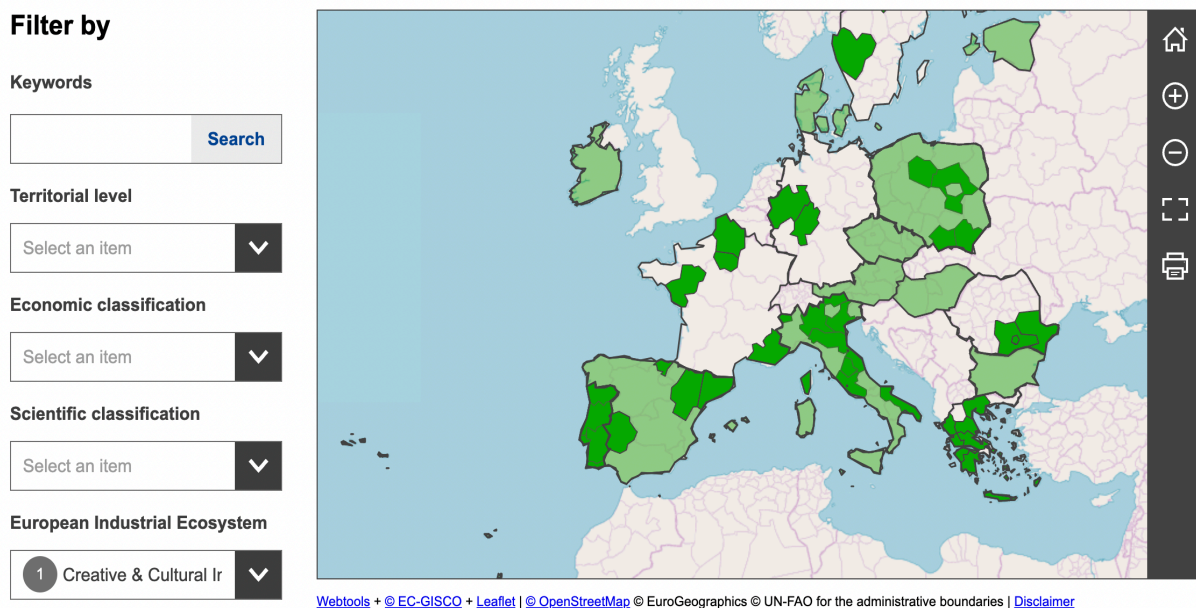


Figure 30 - Countries and regions covered by S3 with the European Industrial Ecosystem, Creative & Cultural industries

Source: European Commission, S3 CoP Observatory
https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html

Analysis of the period (2014–2020) of the 185 S3s of the various Member States/regions reveals a low level of development of interregional cooperation. It highlights the existence of a strong potential for interregional cooperation, but our assessment of the S3 programme evaluation confirms that this potential for interregional cooperation is largely untapped.

Our evaluation also highlights the existence of a multitude of links between the priority areas of the 185 S3s and the 14 “European Industrial Ecosystems” of the EU (see the filter in the database), offering a wealth of complementary knowledge in their respective priority areas. It enables us to take a new look at combinations of activities in order to boost innovation potential and encourage the development of CCIs as innovation levers. Inter-regional cooperation between different regions and their various capacities should be strengthened for the next period (2021–2027) in order to foster and encourage inter-regional cooperation (European Commission, 2022d). Interregional and cross-border projects are also emerging.

It also confirms S3’s commitment to supporting community building through its integrated approach to knowledge management. Consequently, S3 strategy translates into the establishment of feedback loops between a knowledge creation phase via inputs (working groups, experts, etc.), the review and monitoring process (via meetings, working groups, etc.), the knowledge capitalisation phase (website, social media, etc.) and the return of the latter to knowledge creation.

4.4. Cross-analysis of S3 and LEADER projects

Our analysis reveals that CCIs are not at the core of the LEADER and S3 schemes.

CCIs remain marginally supported. The schemes support innovations “as usual,” or agricultural activities that may be linked either to tourism or to the enhancement of architectural heritage. Digital education and support for inclusion projects reflect a concern for territorial and community cohesion. The choice of territorial scale remains a key issue in defining public policy action. Nonetheless, these two policies come together around the topic of community action.

As far as the rationale for innovation or knowledge policies is concerned, S3 projects confirm the two main findings found in the literature:

- The growing interest in digital and development; and
- The desire to enhance local knowledge, particularly in rural products and skills.

The analysis of LEADER and S3 projects confirms the emphasis on topics like social innovation, local knowledge and networks between local and external actors. Local innovation activities and, for example, labelled local products or products with the Protected Designation of Origin as well as practices and skills of the rural population, such as short supply chains or digital platforms, are supported by LEADER programmes. These projects contribute to rural sustainability and resilience and to the renewal of young generations and their education.

In 2010, the EU asked national and regional governments to develop Smart Specialisation (S3) strategies for Research and Innovation (R&I) to encourage all European regions to discover their competitive edge, and the choice to focus policies on Smart Specialisation allowed Research and Innovation to be integrated – for the first time – as regional development tools.

In the following period (2021–2027), this orientation has become firmly anchored in EU regional policy. Participation, prioritisation and localisation – the key pillars of S3 – have been fully integrated into regional development practice. The S3 CoP is the knowledge hub on Smart Specialisation Strategies 2021–2027. As a result, Smart Specialisation is making a real difference to the way European regions design their innovation strategies, strengthening cooperation at all levels.

Even if CCIs are not at the heart of public policies, there is growing interest in taking them into account. In line with the literature review carried out in Section 2, the examination of LEADER and S3 projects confirmed several elements of the peculiarities of innovation in rural and non-urban areas:

- Social and cultural innovation are more important than technological innovation in rural areas. Thus, collective action and social innovation could be a key element of the regional strategy to emphasise diversity and variety in rural areas, in order to facilitate the dissemination of

cross-sectoral knowledge and benefit from more developed neighbouring regions (Torre and Wallet, 2020).

- Local communities and private initiatives focus on identifying local needs and integrating local knowledge and strengths. This confirms the new governance perspective that links global and local efforts through existing networks and local resources to solve the problem of the lack of dynamic clusters or knowledge providers in rural areas.
- Cooperation between local and external players at the regional or sub-regional level is compulsory and strengthening cooperation between regions could be crucial to improving a territory's "absorption capacity." In this case, the development of CCI proves an essential asset for social innovation and territorial cohesion.

For various reasons, LEADER and S3 policies ultimately converge. They both focus on supporting the emergence and strengthening of local communities. LEADER supports projects arising from local actions (i.e., the formation of LAG groups) and S3 aims to disseminate knowledge via these stakeholder collectives, combining knowledge from different sectors, regions or activities. The effect of the two policies is to consolidate development processes in local areas through the networking of local actors.

The definition of innovation remains a challenge for research, organisations/enterprises and public authorities alike. As indicated in the methodology, we have chosen to use IN SITU keywords in order to remain consistent. Indeed, the S3 Observatory offers a search for projects with the item "Creative & Cultural Industries" (with 59 projects listed). However, out of the 59 projects identified, only some fall within the scope of IN SITU acceptance. In fact, some projects are part of a vision of classic innovation (see Austria Creative Industries, https://ec.europa.eu/regional_policy/assets/s3-observatory/regions/at.html). Other projects focus on tourism. Finally, some see Cultural & Creative Industries as linked or equivalent to the circular economy and social inclusion. It is worth noting that a small number of creative and cultural projects do not use IN SITU keywords and may have slipped under the radar (for example, Algarve: https://ec.europa.eu/regional_policy/assets/s3-observatory/regions/pt15.html).

This is the reason why we need to continue clarifying these concepts, so that they can be understood in a pragmatic, not catch-all, way. The aim is to improve understanding of the role of cultural and creative activities in development processes. Similarly, if we look at policies to support innovation, rethinking the knock-on effects should lead to improved public policies in their favour.

5. Conclusions

Research on innovation in non-urban areas shows that it is, above all, social, cultural and institutional, and that the innovations that appear in these territories come largely from actions undertaken by local actors or groups. The EU has many economic and social policies for regions and Member States. With regard to our research topic, we identified (1) innovation policies for particular sectors, fields or territories; (2) policies for agriculture or rural areas. The question is then to determine the share of innovation policies intended for rural areas, as well as the place given to CCIs in this whole set. We took a close look at these policies.

The results of our analysis of EU innovation policies for non-urban areas show that, when these policies consider innovation, it is, above all, about technological innovation, most of the time (see Pillar 1 of the CAP and many of the S3 operations). In addition, they show that a large proportion of these funds goes towards technological innovation in agriculture, for example, for actions in favour of the digitisation of agricultural activities.

However, many actions go beyond technological innovation or agriculture alone, and are clearly aimed at the development of innovation activities in rural areas. This is particularly the case for the LEADER programmes, which are very successful, and have two main characteristics: the projects that are financed are based on the choices and actions of local populations, and most of the innovations funded are social or institutional. Among these projects, the share of the CCIs remains high. This is also partly true of S3 strategies, which are completely focused on regions and place-based policies. However, the share of technological innovation remains very important and dominant in these strategies and the question of the non-urban dimension of these actions deserves an assessment.

The review of projects reveals that social and cultural innovation are more important than technological innovation in non-urban areas. Thus, collective action and social innovation are key elements in regional strategies to emphasise diversity and variety in rural areas, and local communities and private initiatives are focusing on identifying local needs and integrating their knowledge and strengths. This confirms the new governance perspective that links global and local efforts through existing networks and local resources to solve the problem of the lack of dynamic clusters or knowledge providers in rural areas. Finally, cooperation between local and external players at the regional or sub-regional level is mandatory, and strengthening cooperation between regions could be crucial to improving a territory's "absorption capacity." In this case, the development of CCIs proves an essential asset for social innovation and territorial cohesion.

Nevertheless, taking all dimensions of innovation into account remains a challenge. The public innovation policies come up against three main issues: (1) the continued consideration of a broad definition of "innovation" which, in rural areas, is more oriented towards social and organisational innovation; (2) the need to identify the appropriate level of decision-making – national, regional or

local – and to combine different but complementary decision-making levels since cooperation between regions, mobilising their various capacities, can help strengthen inter-regional and cross-border projects; and (3) the support for interdependencies between traditional industries or sectors of activity such as agriculture, tourism or education and CCIs. There are a multitude of links between the priority areas of the 185 S3s and the 14 EU “European Industrial Ecosystems.” This combination of activities offers a wealth of complementary knowledge, strengthening the innovation potential and encouraging the development of CCIs as innovation levers in rural territories.

Supporting CCIs therefore remains a source of progress for public policy towards non-urban areas. A better integration of creative and cultural activities in innovation support should help improve public policies to consolidate development processes in these sensitive places. For various reasons, LEADER and S3 policies ultimately converge in order to support the emergence and strengthening of local communities and to disseminate knowledge via these stakeholder collectives, combining knowledge from different sectors, regions or activities. Their joint effect allows for consolidating development processes in local areas through the networking of local actors.

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Annex 1: Rural development policy priorities (CAP)

Priority 1: Knowledge transfer and innovation

- FA 1A: Fostering innovation, cooperation and the development of the knowledge base in rural areas;
- FA 1B: Strengthening the links between agriculture, food production and forestry and research and innovation;
- FA 1C: Fostering lifelong learning and vocational training in the agricultural and forestry sectors.

Priority 2: Farm viability and competitiveness

- FA 2A: Improving the economic performance of all farms and facilitating farm restructuring and modernisation;
- FA 2B: Facilitating the entry of adequately skilled farmers into the agricultural sector and generational renewal.

Priority 3: Food chain organisation and risk management

- FA 3A: Improving competitiveness of primary producers by better integrating them into the agri-food chain;
- FA 3B: Supporting farm risk prevention and management.

Priority 4: Restoring, preserving and enhancing ecosystems

- FA 4A: Restoring, preserving and enhancing biodiversity;
- FA 4B: Improving water management;
- FA 4C: Preventing soil erosion and improving soil management.

Priority 5: Resource-efficient, climate-resilient economy

- FA 5A: Increasing efficiency in water use by agriculture;
- FA 5B: Increasing efficiency in energy use in agriculture and food processing;
- FA 5C: Facilitating the supply and use of renewable sources of energy;
- FA 5D: Reducing greenhouse gas and ammonia emissions from agriculture;
- FA 5E: Fostering carbon conservation and sequestration in agriculture and forestry.

Priority 6: Social inclusion and economic development

- FA 6A: Facilitating diversification, creation and development of small enterprises, as well as job creation;
- FA 6B: Fostering local development in rural areas;
- FA 6C: Enhancing the accessibility, use and quality of information and communication technologies (ICT) in rural areas.

Annex 2: European Structural and Investment Funds (ESIF)

Over half of EU funding is channelled through the five European Structural and Investment Funds:

- **European regional development fund (ERDF)** – promotes balanced development in the different regions of the EU.
- **European social fund (ESF)** - supports employment-related projects throughout Europe and invests in Europe's human capital.
- **Cohesion fund (CF)** – funds transport and environment projects in countries where the gross national income (GNI) per inhabitant is less than 90% of the EU average.
- **European agricultural fund for rural development (EAFRD)** – focuses on resolving the particular challenges facing EU's rural areas.
- **European maritime and fisheries fund (EMFF)** – helps fishermen to adopt sustainable fishing practices and coastal communities to diversify their economies, improving quality of life along European coasts.

These funds are jointly managed by the European Commission and the EU countries. The purpose of all these funds is to invest in job creation and a sustainable and healthy European economy and environment. A part of this funding is directed towards agricultural measures.

https://commission.europa.eu/funding-tenders/find-funding/funding-management-mode/2014-2020-european-structural-and-investment-funds_en

Annex 3: European Agricultural Fund for Rural Development (EAFRD) – (part of the European Structural and Investment Funds)

EAFRD supports the CAP funding towards actions in favour of rural development, i.e., the second pillar of CAP. It includes LEADER programs, the European network for rural development, CAP support for rural development, the European partnership for agriculture, etc.

The EAFRD budget for 2021–2027 amounts to €95.5 billion, which includes an injection of €8.1 billion from the next generation EU recovery instrument. The budget for 2014–2020 amounted to around €100 billion.

<https://eufundingoverview.be/funding/european-agricultural-fund-for-rural-development-eafrd-european-structural-and-investment-funds>

Annex 4: European Innovation Partnerships (EIPs)

In the context of the growth strategy EU 2020, four European Innovation Partnerships (EIPs) have been launched:

- **Active and Healthy Ageing (EIP-AHA):** Aims to identify and remove persisting barriers to innovation across the health and care delivery chain, through interdisciplinary and cross-sectoral approaches.
- **Agricultural Productivity and Sustainability (EIP-AGRI):** Works to foster competitive, sustainable farming and forestry to ensure a steady supply of food, feed and biomaterials.
- **Smart Cities and Communities (EIP-SCC):** Works to improve urban life through more sustainable integrated solutions.
- **Raw Materials (EIP Raw Materials):** Contributes to the security of a sustainable supply of raw materials to the European economy.

EIPs are a new approach to research and innovation. They help to pool expertise and resources by bringing together public and private sectors at EU, national and regional levels, combining supply and demand side measures. All EIPs focus on societal benefits and fast modernisation. They support the cooperation between research and innovation partners so that they are able to achieve better and faster results compared to existing approaches. EIPs aim to coordinate investments in demonstration and pilots; to anticipate and fast-track any necessary regulation and standards, and to better coordinate public procurement so breakthroughs are quickly brought to market.

https://research-and-innovation.ec.europa.eu/strategy/past-research-and-innovation-policy-goals/open-innovation-resources/european-innovation-partnerships-eips_en

Annex 5: European funds for Cohesion Policy

The EU has earmarked €392 billion for its economic, social and territorial cohesion for the period 2021–2027.

The Economic, Social and Territorial Cohesion Policy is mainly supported by four specific funds:

The European Regional Development Fund (ERDF). The ERDF supports investments in research, technological development and innovation, aiming to improve the competitiveness of small and medium size businesses, promote the development of information and communication technologies, support the transition towards a low-carbon emission economy, etc.

The European Social Fund (ESF). The ESF supports operations aiming to improve employment opportunities, to strengthen social inclusion and combat poverty, to promote education, skills development and lifelong learning, and to boost administrative capacity.

The Cohesion Fund. The Cohesion Fund provides support to Member States with a gross national income (GNI) per capita below 90% EU-27 average to strengthen the economic, social and territorial cohesion of the EU. It supports investments in the field of environment and trans-European networks in the area of transport infrastructure.

The Just Transition Fund. The Just Transition Fund is a new instrument of the Cohesion Policy 2021-2027, as the first pillar of the Just Transition Mechanism in the context of the European Green Deal aiming at achieving the EU climate-neutrality by 2050.

Annex 6: List of LEADER projects with CCI keywords

To make the Table easier to read, we have used a colour code for each project:

- Black = selected project in the selection
- Orange = out-of-scope but interesting projects or projects on the border of CCIs
- Red = project eliminated from the list
- Green = duplicate project

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Cultural sub-sectors				
17	Heritage		https://eu-cap-network.ec.europa.eu/search_en?fulltext=culture&f%5B%5D=topic%3A57&f%5B1%5D=type%3Agood_practice	
	Local festival	Melitzazz - Promoting the Tsakonian heritage	https://eu-cap-network.ec.europa.eu/good-practice/melitzazz-promoting-tsakonian-heritage_en	Peloponese Greece
Heritage young	A transnational cooperation project uses cultural heritage to boost youth skills and intergenerational bonds.	ANCHOR project – Heritage for the Future	https://eu-cap-network.ec.europa.eu/good-practice/anchor-project-heritage-future_en https://eu-cap-network.ec.europa.eu/good-practice/anchor-project-heritage-future_en	Poland Italy
	Cultural heritage social enterprise project supports employment for Lithuania priority groups.	Lithuanian cultural heritage brought back to life with LEADER funds	https://eu-cap-network.ec.europa.eu/good-practice/lithuanian-cultural-heritage-brought-back-life-LEADER-funds_en	Lithuania
	The project considered built heritage as a development lever for a rural area and relied upon the younger generation to raise awareness about it and to take care of it in the longer term.	Bâti-Botte - Identification and promotion of local heritage to the wider public	https://eu-cap-network.ec.europa.eu/good-practice/bati-botte-identification-and-promotion-local-heritage-wider-public_en	Belgium
Museum	A rural skills training programme improves skills and knowledge in the management of small museums so that they can be more attractive to	Promoting the cultural heritage of Western Estonia through the skillful work of local people	https://eu-cap-network.ec.europa.eu/good-practice/promoting-cultural-heritage-western-estonia-	Estonia

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	visitors and increase their income.		through-skillful-work-local-people_en	
Tourism heritage	The LEADER project Gritud Pallars (Spain) impresses by its integrated and innovative character in support of landscape conservation, climate change mitigation and smart sustainable tourism development.	LEADER case study – A smart approach to cultural and natural heritage improvement	https://eu-cap-network.ec.europa.eu/good-practice/LEADER-case-study-smart-approach-cultural-and-natural-heritage-improvement_en	Spain
Film museum	This LEADER Transnational Cooperation project used SMART technology to develop the automation of opening, video monitoring and closing of ethnographic museums, interpretation centres, cultural spaces and similar centres in rural areas, that were closed due to the lack of resources.	Living Museums	https://eu-cap-network.ec.europa.eu/good-practice/living-museums_en	Czechia, Spain
Film young	The project was designed to engage youth from the Pandivere region in filmmaking, digital design and interaction with their home region.	Enhancing the digital creativity of young people	https://eu-cap-network.ec.europa.eu/good-practice/enhancing-digital-creativity-young-people_en	Estonia
Tourism heritage	The Valmiera municipality in north-western Latvia created a coordinated tourist offer in the Zilaiskalns (Blue Mountain) village based on the area's natural and industrial heritage. The municipality recently established the Local History and Culture Centre which presents the life and history of this small community.	Pedal on the railroad! A new active tourism product in Zilaiskalns	https://eu-cap-network.ec.europa.eu/good-practice/pedal-railroad-new-active-tourism-product-zilaiskalns_en	Estonia
Heritage tourism	The economy of Nikiti area in Chalkidiki, is based on agriculture and tourism. Despite having a large number of hotels and tourist accommodation sites, the area was lacking cultural facilities such as museums and exhibition centres. To cover this gap and create a new tourist attraction, an old school building constructed in 1870 was	Historical and Folklore Museum of Nikiti	https://eu-cap-network.ec.europa.eu/good-practice/historical-and-folklore-museum-nikiti_en	Greece

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	transformed into a folklore Museum.			
Tourism	The community of Sitzendorf developed a competence centre for natural resources and biodiversity and through the marketing of tourism, nature lovers from Austria as and the Czech Republic were made aware of the attractions of the region.	Promoting the natural resources of western Weinviertel	https://eu-cap-network.ec.europa.eu/good-practice/promoting-natural-resources-western-weinviertel_en	Austria
Tourism	The project addressed the need to promote Gozo's cultural heritage and local identity and to boost its tourism offer.	Island identity: art between past and present	https://eu-cap-network.ec.europa.eu/good-practice/island-identity-art-between-past-and-present_en	Malta
Tourism	The largest inter-territorial cooperation project in Finland for 2014-2020, aims to promote cultural heritage as a vehicle for tourism development.	Saint Olav's Mainland Route	https://eu-cap-network.ec.europa.eu/good-practice/saint-olavs-mainland-route_en	Finland
Tourism heritage	A Slovakian town used EAFRD support to create an educational trail promoting the historical, cultural; and natural heritage of the local area.	'In the Footsteps of Maginhrad'	https://eu-cap-network.ec.europa.eu/good-practice/footsteps-maginhrad_en	Slovakia
Festival	A cooperation project was set up between 4 LAGs and 1 FLAG to promote local heritage and stimulate the local economy around a lake area.	Lake Peipus Festival 2017	https://eu-cap-network.ec.europa.eu/good-practice/lake-peipus-festival-2017_en	Estonia
Traditional technics	A Local Action Group combined funding from the EAFRD and the EMFF in order to revive the long-lost heritage of traditional shipbuilding on Hiiumaa island.	Reviving traditional shipbuilding on Hiiumaa island	https://eu-cap-network.ec.europa.eu/good-practice/reviving-traditional-shipbuilding-hiiumaa-island_en	Estonia
Tourism heritage	The project aims to promote sustainable tourism development in Lithuania, with a focus on showcasing the lesser-known regions of the country and their unique cultural and natural heritage.	Community-based tourism to promote lesser-known regions of Lithuania	https://eu-cap-network.ec.europa.eu/good-practice/community-based-tourism-promote-lesser-known-regions-lithuania_en	Aukštadvaris Trakai region, Lithuania
Tourism education	The project's objective was to enhance the existing tourist offer by establishing a beekeeping educational trail in	LEADER helps establish an educational beekeeping trail	https://eu-cap-network.ec.europa.eu/good-practice/LEADER-helps-	Ľuborča, Slovakia

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	the village of Nemšová and to have a positive impact on the overall attractiveness of the entire territory of the LAG Vršatec.		establish-educational-beekeeping-trail_en	
0	Visual arts			
1	Music			
Festival music	The project helped to create 4 summer events that would provide a meeting place for local inhabitants regardless of gender, age or ethnic background.	'Summer in the Valley' music festivals in Sweden	https://eu-cap-network.ec.europa.eu/good-practice/summer-valley-music-festivals-sweden_en	Sweden
0 but 2	Publishing and printed media	But 2 Publishing		
Young education	The project wanted to give a voice to the rural youth, to publish their stories and make them visible in society and its decision-making process. Through storytelling the project made new preventive and low threshold forms of youth work better known.	Making rural youth visible	https://eu-cap-network.ec.europa.eu/good-practice/making-rural-youth-visible_en	Finland
Digital platform tourism	Sweden's Gröna Kusten voluntary organisation, comprising tourism providers and other local services, used LEADER support to modernise the promotion of a coastal tourist route via a website and magazine.	A digital excursion to the Sörmland coast	https://eu-cap-network.ec.europa.eu/good-practice/digital-excursion-sormland-coast_en	Sweden
0	Performing arts			
0	Audio-visual			
Creative sub-sectors				
1	Craftsmanship			
	The farm created a new processing facility, a new farm shop with café. In addition, it provides new training activities and increased its collaboration with local businesses.	Birthesminde	https://eu-cap-network.ec.europa.eu/good-practice/birthesminde_en	Midtsjælland, Isefjord, Denmark
3	Architecture			
Tourism	The 'Terroir Moselle wine and architecture route' is a 'preparatory' cooperation	Terroir Moselle - Wine and architecture route	https://eu-cap-network.ec.europa.eu/good-practice/terroir-moselle-	Midtsjælland, Isefjord, Denmark

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	project gathering six LEADER areas, five wine growing areas from four regions and three countries.		wine-and-architecture-route_en	
Tourism Heritage	Protecting cultural and architecture heritage while creating a new tourism attraction	Historical and Folklore Museum of Nikiti	https://eu-cap-network.ec.europa.eu/good-practice/historical-and-folklore-museum-nikiti_en	Greece
	Creating a new champagne brand aimed at young people.	Prophète & CO: New branding initiative to refresh the image of champagne	https://eu-cap-network.ec.europa.eu/good-practice/prophete-co-new-branding-initiative-refresh-image-champagne_en	Barbonne Fayel, France
	Marketing and Advertising	3 but PB definition		
26	Marketing			
Local product, digital	A permanent local international market established on a village at the Slovak-Hungarian border enabled local producers from both countries to sell their products more effectively.	“Earth Treasures Fair” Local International Market	https://eu-cap-network.ec.europa.eu/good-practice/earth-treasures-fair-local-international-market_en	Hungary
Local products	Creating a testing area for young entrepreneurs wishing to work in organic market gardening or horticulture, where they can receive training and advice.	The ‘Point Vert’ experience - test areas for beginners in market gardening	https://eu-cap-network.ec.europa.eu/good-practice/point-vert-experience-test-areas-beginners-market-gardening_en	Belgium
Local products	The farm started to produce mushroom during the winter which was already a new practice as they are commonly produced only in the summer season. Further to this, the young farmer used RDP support to set up a production line turning the mushrooms that could not be sold into dried, grounded mushroom powder. In addition, he created a reception where tourists could taste the shiitake mushrooms soup thus gaining additional income from diversifying his activities.	‘Trubenieki’ farm – Developing a mushroom farm through a niche product and diversification	https://eu-cap-network.ec.europa.eu/good-practice/trubenieki-farm-developing-mushroom-farm-through-niche-product-diversification_en	Latvia
Local product tourism	Austria’s Mühlviertel region developed an organic brand as a marketing tool to promote local	BioRegion Mühlviertel - Developing an organic brand in rural Austria	https://eu-cap-network.ec.europa.eu/good-practice/bioregion-	Austria

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	producers, suppliers and tourism.		muhlviertel-developing-organic-brand-rural-austria_en	
Local products	Setting up a grocery and a social café to support people with intellectual disabilities enter the job market and gain their independence.	Inclusive grocery store and social café 'Beim Lis'	https://eu-cap-network.ec.europa.eu/good-practice/inclusive-grocery-store-and-social-cafe-beim-lis_en	Luxembourg
	A micro distillery was established with the aim of producing unique, high-quality vodka and brandy from potatoes that are not of marketable quality	Lammefjorden's distillery	https://eu-cap-network.ec.europa.eu/good-practice/lammefjordens-distillery_en	Denmark
Tourism	A Slovakian association used popular fairytales to enhance tourist attractions for children, increasing overall visitor numbers and marketing opportunities.	Using fairytales to enhance tourist attractions for children	https://eu-cap-network.ec.europa.eu/good-practice/using-fairytales-enhance-tourist-attractions-children_en	Slovakia
Education	A series of different LEADER supported projects helped the development of distribution systems for producers; as to improve market access and local food awareness	Short Supply Chains in the Heart of Slovenia	https://eu-cap-network.ec.europa.eu/good-practice/short-supply-chains-heart-slovenia_en	Slovenia
Education digital	LEADER support helped establish a web school for local businesses providing them with the tools to better organise their work and market their services and products.	The WAB, a rural high school for digital transition	https://eu-cap-network.ec.europa.eu/good-practice/wab-rural-high-school-digital-transition_en	
Local products Digital	Through this project, the 'Prisaca Moldova' beekeeping farm, situated within the territory of the Prut Valley LAG, was able to modernise its equipment and establish a facility for processing and packing honey and other bee products. Another part of the CAP support was used for promotional and marketing purposes, including the development of a website and online shop.	Prisaca Moldova beekeeping apiary farm	https://eu-cap-network.ec.europa.eu/good-practice/prisaca-moldova-beekeeping-apiary-farm_en	France

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Local products Marketing	An ambitious young farmer used RDP support to create a new niche product and a touristic attraction out of his produce of mushrooms that were not suitable for the market.	'Trubenieki' farm – Developing a mushroom farm through a niche product and diversification	https://eu-cap-network.ec.europa.eu/good-practice/trubenieki-farm-developing-mushroom-farm-through-niche-product-diversification_en	Latvia
Inclusion	The “potato backyard” is an initiative which started in 2014 and it is about a small local market where small producers and artisans are able to showcase and sell their products combined with cultural activities. food market initiative in Sweden used EAFRD funding to help migrants develop their skills, find employment and set up their own business.	GOOD PRACTICE - PROJECT The Potato backyard, entrepreneurial training for immigrants	https://eu-cap-network.ec.europa.eu/good-practice/potato-backyard-entrepreneurial-training-immigrants_en	Sweden
Culture tourism	Slow Trips – European Slow Travel Experiences is a LEADER transnational cooperation (TNC) project that draws on a trend toward participative and sustainable tourism, focusing on discovering and experiencing local everyday culture in Europe.	Slow Trips - Austria	https://eu-cap-network.ec.europa.eu/good-practice/slow-trips-austria_en 6 countries, tourism	Austria, Germany, Italy, Lithuania, Luxembourg Sweden
Local products	Andreas Eibl, an organic farmer from Obertrum (Salzburg), has developed a new organic mushroom cultivation business. His project, entitled 'Flachgauer Biopilze', addresses an important issue in Austria: the high dependence on imported mushrooms from abroad.	Flachgauer Biopilze – Organic mushroom cultivation in Salzburger Seeland	https://eu-cap-network.ec.europa.eu/good-practice/flachgauer-biopilze-organic-mushroom-cultivation-salzbürger-seeland_en	Salzburg, Austria
Social inclusion	The Quirnbach in Takt LEADER project helps the ageing population of Quirnbach to stay in their village for as long as possible.	Quirnbach inTakt	https://eu-cap-network.ec.europa.eu/good-practice/quirnbach-intakt_en	Quirnbach, Germany
Local products	Los Caserinos is a family dairy processing company with organic certification. LEADER funds were used to enhance visits and direct sales on site and to diversify its production.	Modernisation of the 'Los Caserinos' dairy products factory	https://eu-cap-network.ec.europa.eu/good-practice/modernisation-los-caserinos-dairy-products-factory_en	Grases, Spain

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Heritage	The 300-year-old Monastery of the Barefoot Carmelites in Antalieptė is a unique cultural heritage site in Lithuania. Abandoned for a long time, in 2016 the monastery was taken under the auspices of 'Inovatorių slėnis' (a support organisation to develop social innovation and social business).	Lithuanian cultural heritage brought back to life with LEADER funds	https://eu-cap-network.ec.europa.eu/good-practice/lithuanian-cultural-heritage-brought-back-life-LEADER-funds_en	Antalieptė, Lithuania
	LEADER funds provided by the Local Action Group (LAG) of the Vilkaviškis Region enabled the purchase of special equipment and vehicles that would allow the new water park to accommodate visitors, including locals and people with specific access and mobility needs.	Development of water entertainment in Vilkaviškis district	https://eu-cap-network.ec.europa.eu/good-practice/development-water-entertainment-vilkaviskis-district_en	Vilkaviškis district, Lithuania
Local products	The Local Action Group of Mid-Nordwest Zealand, Denmark, supported the creation of new production facilities required by a distillery to produce quality whisky utilising its own electricity, water and organic grain. The project further focused on utilising local supply chains and collaborating with other local food producers.	Vintre Møller: Local sustainable whisky production	https://eu-cap-network.ec.europa.eu/good-practice/vintre-moller-local-sustainable-whisky-production_en	Mid Zealand, Denmark
	A family farm in Latvia's rural municipality of Tukums, Smārdes county, were searching for ways to diversify their activities and decided to create a visitor attraction.	Upside-Down House in Smārde	https://eu-cap-network.ec.europa.eu/good-practice/upside-down-house-smarde_en	Latvia
	Anders Munk had a vision to recycle nylon from old fishing nets so that this abundant resource could be given a new life and purpose. He used LEADER support to acquire plastic grinding machinery and develop a way to recycle these types of plastic.	Regrind – recycling plastic waste	https://eu-cap-network.ec.europa.eu/good-practice/regrind-recycling-plastic-waste_en	Havndal, Denmark
	Andersen Winery is a local business located in Knebel, Denmark. It started in 2015 with	Andersen Winery	https://eu-cap-network.ec.europa.eu/good-practice/andersen-winery_en	Knebel, Denmark

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	a collaboration between three friends whose aim was to create a high-end sparkling wine made from Denmark's plentiful supply of apples and berries			
Local products	Lithuanian farm diversification into hemp funded by LEADER.	LEADER project helps Lithuanian farm diversify into hemp production	https://eu-cap-network.ec.europa.eu/good-practice/LEADER-project-helps-lithuanian-farm-diversify-hemp-production_en	Ukmergės, Lithuania
Agriculture	The Kobrit OÜ agricultural company received LEADER support to carry out research into new soil mixture recipes based on biohumus that would be suitable for organic vegetable production.	Kobrit OÜ – Producing a high-quality natural fertiliser from cattle manure	https://eu-cap-network.ec.europa.eu/good-practice/kobrit-ou-producing-high-quality-natural-fertiliser-cattle-manure_en	Estonia
0	Video games			
1	Digital content			
	Developing a practical tool kit for improved soil health.	Bodenkoffer - healthy soil assessment toolbox with App	https://eu-cap-network.ec.europa.eu/good-practice/bodenkoffer-healthy-soil-assessment-toolbox-app_en	Oberinnvierte l-Mattigtal, Austria
12	Digital	2 out		
	Rural citizens in France's Pays d'Arles received training in online public services to help address this sparsely populated area's limited availability of in-situ public services.	Increasing access to digital public services – 'Click Public Services'	https://eu-cap-network.ec.europa.eu/good-practice/increasing-access-digital-public-services-click-public-services_en	France
Marketing Digital	Sweden's Gröna Kusten voluntary organisation, comprising tourism providers and other local services, used LEADER support to modernise the promotion of a coastal tourist route via a website and magazine.	A digital excursion to the Sörmland coast	https://eu-cap-network.ec.europa.eu/good-practice/digital-excursion-sormland-coast_en	Sweden
Tourism	Developing an online Geoportal with ready-to-print maps, in order to promote hiking in an area of significant and unexploited touristic potential.	WestTrail - Creating a digital inventory of walking trails	https://eu-cap-network.ec.europa.eu/good-practice/westtrail-creating-digital-inventory-walking-trails_en	Luxembourg

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Digital	LEADER support helped establish a web school for local businesses providing them with the tools to better organise their work and market their services and products.	The WAB, a rural high school for digital transition	https://eu-cap-network.ec.europa.eu/good-practice/wab-rural-high-school-digital-transition_en	France
	On learning that their villages were outside the National Broadband Plan funding area, the community of Piltown/Fiddown built their own community-owned and future proofed "fibre to the premises" (FTTP) network.	Broadband 4 Our Community	https://eu-cap-network.ec.europa.eu/good-practice/broadband-4-our-community_en	Ireland
Digital Local products	Developing a digital platform and a setting up a meeting place to ensure the local supply and socialising needs of the village of Remmesweiler.	Smart village Remmesweiler	https://eu-cap-network.ec.europa.eu/good-practice/smart-village-remmesweiler_en	Germany
	To enhance the well-being of honeybee colonies, the project developed a digital tool for beekeepers to enable them to keep and share colony records and to plan management tasks efficiently	Bee King - Latvia	https://eu-cap-network.ec.europa.eu/good-practice/bee-king-latvia_en	Latvia
	The Innovation Network Kitzbühel project was initiated by the regional development agency Regio-Tech Regionalentwicklungs GmbH, Austria. The project created an innovation hub for local companies, entrepreneurs and education/research institutions with the aim to jointly combat the loss of human resources out of Kitzbühel into other areas. The project organised networking events, delivered mentoring and consulting services, ran workshops and created a new network dedicated to women entrepreneurs.	Innovation Network Kitzbühel (INK)	https://eu-cap-network.ec.europa.eu/good-practice/innovation-network-kitzbuhel-ink_en	Kitzbühel district, Austria

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
N	The project consisted of the renovation of a vacant building by the non-profit organisation Union Nationale de l'Aide (UNA) in order to create a centre dedicated to risk prevention and support for careers, both family members and professionals.	Creation of an innovative centre for careers in France	https://eu-cap-network.ec.europa.eu/good-practice/creation-innovative-centre-carers-france_en	France
Film	The project was designed to engage youth from the Pandivere region in filmmaking, digital design and interaction with their home region.	Enhancing the digital creativity of young people	https://eu-cap-network.ec.europa.eu/good-practice/enhancing-digital-creativity-young-people_en	Estonia
17	Design		Not all (4 not concerned)	
	In order to strengthen and expand the function of a community café as a focal point of the village community, the outdoor area of the old school hosting the café was rebuilt and designed in such a way that community.	Café Edelstein – designing a village's meeting point	https://eu-cap-network.ec.europa.eu/good-practice/cafe-edelstein-designing-villages-meeting-point_en	Germany
Local products	The Kobrit OÜ agricultural company received LEADER support to carry out research into new soil mixture recipes based on biohumus that would be suitable for organic vegetable production.	Kobrit OÜ – Producing a high-quality natural fertiliser from cattle manure	https://eu-cap-network.ec.europa.eu/good-practice/kobrit-ou-producing-high-quality-natural-fertiliser-cattle-manure_en	Estonia
Local products	Located in a castle surrounded by a beautiful park, Mariënstede is an organisation in Dadizele, a municipality in Western Flanders, that provides care and opportunities to people with disabilities. Inclusiveness is at the core of the organisation's activities.	Château Superette: An inclusive neighbourhood grocery store	https://eu-cap-network.ec.europa.eu/good-practice/chateau-superette-inclusive-neighbourhood-grocery-store_en	Dadizele, Belgium
Heritage	Cultural heritage social enterprise project supports employment for Lithuania priority groups.	Lithuanian cultural heritage brought back to life with LEADER funds	https://eu-cap-network.ec.europa.eu/good-practice/lithuanian-cultural-heritage-brought-back-life-LEADER-funds_en	Antalieptė, Lithuania

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Tourism	Sweden's Gröna Kusten voluntary organisation, comprising tourism providers and other local services, used LEADER support to modernise the promotion of a coastal tourist route via a website and magazine	A digital excursion to the Sörmland coast	https://eu-cap-network.ec.europa.eu/good-practice/digital-excursion-sormland-coast_en	Sweden
Sport inclusion	The Sport Club Caiac SMile association aimed to add value to the community in the Someş-Codru Local Action Group (LAG) area in Romania by establishing a new and innovative service for young people with disabilities.	Caiac SMile	https://eu-cap-network.ec.europa.eu/good-practice/caiac-smile_en	Satu Mare County, Romania
Young Local Action Group	A LEADER project enables young people to develop their own rural development project ideas and receive funds to implement them.	'Holzland€ash' youth fund Innovation Network Kitzbühel (INK)	https://eu-cap-network.ec.europa.eu/good-practice/holzlandeuash-youth-fund_en	Germany Bulgaria
Rural development and inclusion	The Local Action Group (LAG) Kostenets 2010 in Bulgaria has designed its development strategy with a strong focus on local needs. The use of the multi-fund approach allows them to meet specific local needs effectively.	LEADER case study – Using the multi-fund approach to meet local needs	https://eu-cap-network.ec.europa.eu/good-practice/LEADER-case-study-using-multi-fund-approach-meet-local-needs_en	Bulgaria
Tourism	The project's objective was to enhance the existing tourist offer by establishing a beekeeping educational trail in the village of Nemšová and to have a positive impact on the overall attractiveness of the entire territory of the LAG Vršatec.	LEADER helps establish an educational beekeeping trail	https://eu-cap-network.ec.europa.eu/good-practice/LEADER-helps-establish-educational-beekeeping-trail_en	Ľuborča, Slovakia
	The main idea was to bring a pedagogic edge to the image of champagne by presenting the 'behind-the-scenes' aspects of the profession more openly, sharing perspectives and values, and thereby reaching a wider public, including novice as well as expert audiences	Prophète & CO: New branding initiative to refresh the image of champagne	https://eu-cap-network.ec.europa.eu/good-practice/prophete-co-new-branding-initiative-refresh-image-champagne_en	Barbonne Fayel, France

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
Education	A youngster approached the Local Action Group (LAG) Midt-Nordvestsjælland in north-western Zealand, Denmark, about the idea of moving education and schooling outdoors and away from the traditional indoor classroom setting.	Op på Cyklen! / Up on the bike!	https://eu-cap-network.ec.europa.eu/good-practice/op-pa-cyklen-bike_en	Skarridsøgade Denmark
Education	The project supported the construction of a workout playground for children, youth and adults in the Slovakian village of Terňa. This fully accessible and inclusive playground creates a new space for community members of all ages and abilities to come together, socialise and engage in fitness activities that could lead to a healthier lifestyle.	Workout playground in Terňa	https://eu-cap-network.ec.europa.eu/good-practice/workout-playground-terna_en	Slovakia
0	Fashion			
0	Language industries			
2	Gastronomy			
Gastronomy tourism	A new culinary concept for a restaurant which gives diners a clear view of the farm's cattle barn helping them discover the linkages between food and farming	Experiencing Gastronomy at Swan Hotel's Cowshed	https://eu-cap-network.ec.europa.eu/good-practice/experiencing-gastronomy-swan-hotels-cowshed_en	Germany
	LEADER funds to diversify production and enhance the farm visits programme of an organic dairy company.	Modernisation of the 'Los Caserinos' dairy products factory	https://eu-cap-network.ec.europa.eu/good-practice/modernisation-los-caserinos-dairy-products-factory_en	Grases, Spain
LEADER GENDER			https://eu-cap-network.ec.europa.eu/search_en?fulltext=design&f%5B0%5D=topic%3A57&f%5B1%5D=type%3Agood_practice	
Education art	LEADER support for arts in education project that promotes gender quality among school children in rural areas.	Facilitation and production of artistic work for gender equality	https://eu-cap-network.ec.europa.eu/good-practice/facilitation-and-production-artistic-work-gender-equality_en	France

LEADER keyword and association	Keyword CCI	Name	Link	Region or Nation
	ArmenTeKort (ATK) is a non-profit organisation aiming to end poverty. It has created a volunteer buddy system to enhance and strengthen the self-esteem of those who live in rural poverty.	ATK from the city to the countryside	https://eu-cap-network.ec.europa.eu/good-practice/atk-city-countryside_en	De Kempen, Belgium
	The Innovation Network Kitzbühel project was initiated by the regional development agency Regio-Tech Regionalentwicklungs GmbH, Austria. The project created an innovation hub for local companies, entrepreneurs and education/research institutions with the aim to jointly combat the loss of human resources out of Kitzbühel into other areas.	Innovation Network Kitzbühel (INK)	https://eu-cap-network.ec.europa.eu/good-practice/innovation-network-kitzbuhel-ink_en	Kitzbühel district, Austria

Annex 7: S3 CoP Observatory detailed projects list with CCIs, criteria

To develop a list of relevant projects, we selected all the elements, then combined them with the keywords Architecture, Marketing or Design. For each of the CCI keywords, we obtained the following results:

- **All items + Architecture: 39 projects**

https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html

39 projects involving both national and regional levels

11 projects that seem to correspond to CCI keywords

We can therefore see that while a number of projects meet the Architecture criterion, only a fraction of them correspond to IN SITU's CCI definition.

- **All items + Marketing: 7 projects**

https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html

Marketing projects concern either:

1. Cyprus specialisation strategy (NUTS 0 - NUTS CODE/MS:CY)
2. The region of Lapland (NUTS 3), which has three projects, one of which includes an education and arts dimension.
3. The region of Extramadura (NUTS 2 - NUTS CODE/MS:ES43) with three projects, one of which includes a focus on tourism and therefore culture, with support for museums and monuments and restoration of cultural assets.

The projects selected are mainly concentrated in three regions: Cyprus, Lapland (Finland) and Extramadura (Spain).

- **All items + Design: 80 projects**

https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html

80 projects emerged from the search, but only 23 were linked to CCIs.

National and regional levels are combined, with several projects selected for funding carried out by the same entity (whether regional or national) as part of the same development strategy.

Some projects (e.g., Sicilia West [Ro42]) do not correspond to the CCI keywords and priorities. Nevertheless, they are acting in the fields of tourism and cultural assets. They are therefore included in the data collection.

Annex 8: S3 CoP Observatory with Architecture item

To make the Table easier to read, we have used a colour code for each project:

- Black = selected project in the selection
- Red = eliminated project from the list

Region or country name (NUTS ID)	Priority	Strategy
<u>Brussels (BE1)</u>	Climate: built and infrastructure (Green buildings, sustainable architecture, infrastructure resilience, eco-friendly materials)	<u>The Regional Innovation Plan</u>
<u>Croatia (HR)</u>	Adapted and integrated wood products (Adapted wood products, integrated wood products, forestry, wood production, wood processing, wood manufacturing)	<u>Smart Specialisation Strategy 2029</u>
<u>Czechia (CZ)</u>	Smart cities and municipalities (Smart cities, open data, digital technologies, ai, high-speed internet, cybersecurity, smart solutions)	<u>Data unavailable</u>
<u>Denmark (DK)</u>	Building and construction (CO2 reduction, resource conservation)	<u>Strategy for Decentralised Business Promotion 2020-2023 The Danish Business Promotion Board</u>
<u>Central Ostrobothnia (FI1D5)</u>	Wood construction and use of wood materials (Wood construction, wood materials, wood design, structural wood)	<u>Central Finland Strategy 2025-2050</u>
<u>Northern Ostrobothnia (FI1D9)</u>	Sustainable construction and mobility (Eco-friendly building materials, green urban planning, low-impact transportation, energy-efficient infrastructures, sustainable mobility solutions)	<u>Northern Ostrobothnia Smart Specialisation Strategy 2021-2024</u>
<u>French Guiana (FRY3)</u>	Smart Territory (Support for dynamic authorities in favour of research and innovation) (Urban planning, smart cities, research hubs, innovative governance, dynamic regions, territory mapping, infrastructure development, regional collaboration, geographic data, knowledge clusters)	<u>Regional Innovation Strategy for Smart Specialisation</u>
<u>Ile-de-France (FR1)</u>	Eco-construction, sustainable and smart city, green and low-carbon energies (Green building, urban planning, smart infrastructure, renewable sources, energy efficiency, sustainable materials, urban gardens, smart grids, low-emission technologies)	<u>Smart Specialisation Strategy (S3) 2021-2027</u>
<u>La Réunion (FRY4)</u>	Facilitate entrepreneurial initiatives and support procedures for innovation and business transformation	<u>Smart Specialisation Strategy for Reunion Island</u>

Region or country name (NUTS ID)	Priority	Strategy
	(Entrepreneurship, business models, innovation processes, transformation strategy, infrastructure support, startup ecosystem, procedural optimization, growth acceleration, disruption, value creation)	
Martinique (FRY2)	Resilience and protection of the territory (Environmentally-friendly development model, productivity, well-being, circular solutions, imports, responsible production, resource efficiency, waste valorization)	Smart Specialisation of Martinique
Nouvelle Aquitaine (FRI)	Sustainable Construction (Design, construction and maintenance operations, bio-based materials)	Strategy for Economic Growth, Innovation, and Global Outreac
Hamburg (DE6)	Material sciences and novel materials (Materials science, novel materials, fundamental properties, structures of materials, high demands, various applications, cutting-edge research)	Regional Innovation Strategy of the Free and Hanseatic City of Hamburg
North Rhine-Westphalia (DEA)	Energy and innovative building (Power generation technologies, energy infrastructure, innovative storage technologies, hydrogen projects, low-carbon heating system)	Regional Innovation Strategy of the State of North Rhine-Westphalia
Central Macedonia (EL52)	Materials - Construction Industry	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
Eastern Macedonia and Thrace (EL51)	Non-metallic Minerals	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
Epirus (EL54)	Environment - Energy - Materials	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
Peloponnese (EL65)	Materials, Construction Industry	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is

Region or country name (NUTS ID)	Priority	Strategy
		a unified national RIS3 with regional specialisations.
Thessaly (EL61)	Metal Construction Materials	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
Western Macedonia (EL53)	Industrial Production - Materials - Construction	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
Aosta Valley (ITC2)	Advanced materials (Nanotechnology, composites, biodegradable, graphene, lightweight alloys)	Smart Specialisation Strategy of the Autonomous Region of Valle d'Aosta 2021-2027
Friuli-Venezia Giulia (ITH4)	Energy transition, circular economy, and environmental sustainability (Energy transition, circular economy, environmental sustainability, climate change, biodiversity)	Regional Strategy for Smart Specialisation of Friuli Venezia Giulia
Liguria (ITC3)	Health and life sciences (Dietary supplements, diagnostic devices, healthcare technologies, quality of life, disabilities, ICT in healthcare, clinical research centres)	Smart specialisation strategy 2021-2027
Lombardy (ITC4)	Smart mobility and architecture (Electrification of vehicles, vehicle-infrastructure interaction, alternative fuels, urban air mobility, architecture, sensorization of components, 5G connectivity)	The Smart Specialisation Strategy for Research and Innovation in Lombardy Region
Marche (ITI3)	Home, Furnishings, and Living Environment (Interconnected furniture and appliances (Internet of Things), zero emissions furniture, bioarchitecture and circular furniture, seismic safety, energetic sustainability, heating and cooling systems, smart living, robotics, innovative materials and treatments)	The Smart Specialisation Strategy 2021-2027 of Marche Region
Sicily (ITG1)	Smart Cities & Communities Smart Specialisation Area (Internet of things, industrial applications, advanced security, connectivity platforms, big data analytics, social media, artificial intelligence, robotics)	Regional Innovation Strategy for Intelligent Specialisation S3 Sicily
Lower Silesian (PL51)	Natural and Secondary Raw Materials (Minerals, fossil fuels, timber, water, recycled materials, metals, non-metals)	Lower Silesian Innovation Strategy 2030

Region or country name (NUTS ID)	Priority	Strategy
Kuyavian-Pomeranian (PL61)	Industrial Automation and Economy 4.0, Horizontal IS (Automating processes, industry 4.0, international cooperation, research entities, networking models)	Regional Smart Specialisation Strategy RIS3 2021+
Loris (PL71)	Advanced construction materials (including design) (Construction materials, new materials, micro-nano electronics, design intensity)	Regional Innovation Strategy Łódzkie 2030
North West (RO11)	New Materials (Biodegradable polymers, nanotechnology)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027
South Muntenia (RO31)	Construction of production machinery, components, and equipment (Industrial automation, manufacturing technology, component design, production engineering)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027
South-West (RO22)	Green economy, circular economy (cross-cutting principles)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027
West (RO42)	Energy efficiency and sustainable construction (buildings)	Smart Specialisation Strategy 2021 - 2027 North-West Development Region
Dalarna County (SE312)	Energy-efficient Community Building (Sustainable growth, low-carbon economy, competitive business environment)	Agenda for Smart Specialisation in Dalarnas
Gävleborg County (SE313)	Material Technology and Sustainable Production (Sustainable logistics, advanced material, process technology, automation)	Regional Innovation Strategy for Smart Specialisation Gävleborg
Gävleborg County (SE313)	Smart Sustainable Cities and Communities (Isenergetic efficiency, urban planning, waste management, human health impact)	Regional Innovation Strategy for Smart Specialisation Gävleborg
Norrbotten County (SE332)	Cultural and Creative Industries (Communication, design, architecture, music, film, literature, gaming)	Strategy Smart Specialisation in Norrbotten
Östergötland County (SE123)	Advanced Materials (Advanced materials, innovative materials, printed Electronics)	Smart Specialisation Strategy for Östergötland
Skåne County (SE224)	Smart Sustainable Cities (Agenda 2030, smart sustainable cities, digitalisation, green transition)	Skåne's Innovation Strategy for Sustainable Growth
East Netherlands (NL2)	Materials: Manufacturing and Material Tech (Smart industry, industry 4.0, circular economy, sustainable materials, advanced materials, recycling technologies, nanotechnology)	Smart Specialisation Strategy (RIS3) East Netherlands 2021-2027

Annex 9: S3 CoP Observatory with Design item

We have 80 projects, but only 23 are linked to the CCIs

(https://ec.europa.eu/regional_policy/assets/s3-observatory/index_en.html).

To make the Table easier to read, we have used a colour code for each project:

- Black = selected project in the selection
- Red = eliminated project from the list

Region name (NUTS ID)	Priority	Strategy	No/CCIs
<u>Brussels (BE1)</u>	Climate: built and infrastructure (Green buildings, sustainable architecture, infrastructure resilience, eco-friendly materials)	<u>The Regional Innovation Plan</u>	No CCI
<u>Bulgaria (BG)</u>	Informatics and ICT (Information and Communication Technologies) (Data analysis, network systems, software development, cybersecurity, cloud computing)	<u>Innovation Strategy for Smart Specialisation</u>	No CCI
<u>Bulgaria (BG)</u>	Mechatronics and Microelectronics (Automation, sensors, integrated circuits, robotics, precision engineering, semiconductor, control systems)	<u>Innovation Strategy for Smart Specialisation</u>	No CCI
<u>Bulgaria (BG)</u>	Healthy Life Industry, Bioeconomy and Biotechnology (Healthcare technologies, healthcare services, healthcare products, proactive health prevention)	<u>Innovation Strategy for Smart Specialisation</u>	No CCI
<u>Bulgaria (BG)</u>	New technologies in creative and recreational industries (Augmented reality, digital art, gaming technology, entertainment ai)	<u>Innovation Strategy for Smart Specialisation</u>	CCI
<u>Bulgaria (BG)</u>	Clean Technologies, Circular and Low Carbon Economy (Circular economy, sustainable water management)	<u>Innovation Strategy for Smart Specialisation</u>	No CCI
<u>Croatia (HR)</u>	Adapted and integrated wood products (Adapted wood products, integrated wood products, forestry, wood production, wood processing, wood manufacturing)	<u>Smart Specialisation Strategy 2029</u>	No CCI
<u>Czechia (CZ)</u>	Smart cities and municipalities (Smart cities, open data, digital technologies, ai, high-speed internet, cybersecurity, smart solutions)	<u>Data unavailable</u>	No CCI
<u>Denmark (DK) NUTS 0</u>	Building and construction (CO2 reduction, resource conservation)	<u>Strategy for Decentralised Business Promotion 2020-2023</u>	CCI noted

Region name (NUTS ID)	Priority	Strategy	No/CCIs
		The Danish Business Promotion Board	Nation
Central Ostrobothnia (FI1D5)	Wood construction and use of wood materials (Wood construction, wood materials, wood design, structural wood)	Central Finland Strategy 2025-2050	No CCI
Northern Ostrobothnia (FI1D9)	Sustainable construction and mobility (Eco-friendly building materials, green urban planning, low-impact transportation, energy-efficient infrastructures, sustainable mobility solutions)	Northern Ostrobothnia Smart Specialisation Strategy 2021-2024	No CCI
French Guiana (FRY3) NUTS 2 - NUTS CODE/MS:FRY3	Smart Territory (Support for dynamic authorities in favour of research and innovation) (Urban planning, smart cities, research hubs, innovative governance, dynamic regions, territory mapping, infrastructure development, regional collaboration, geographic data, knowledge clusters)	Regional Innovation Strategy for Smart Specialisation	CCI noted
Ile-de-France (FR1)	Eco-construction, sustainable and smart city, green and low-carbon energies (Green building, urban planning, smart infrastructure, renewable sources, energy efficiency, sustainable materials, urban gardens, smart grids, low-emission technologies)	Smart Specialisation Strategy (S3) 2021-2027	No CCI
La Réunion (FRY4)	Facilitate entrepreneurial initiatives and support procedures for innovation and business transformation (Entrepreneurship, business models, innovation processes, transformation strategy, infrastructure support, startup ecosystem, procedural optimization, growth acceleration, disruption, value creation)	Smart Specialisation Strategy for Reunion Island	No CCI
Martinique (FRY2)	Resilience and protection of the territory (Environmentally-friendly development model, productivity, well-being, circular solutions, imports, responsible production, resource efficiency, waste valorization)	Smart Specialisation of Martinique	No CCI
Nouvelle Aquitaine (FR1)	Sustainable Construction (Design, construction and maintenance operations, bio-based materials)	Strategy for Economic Growth, Innovation, and Global Outreac	No CCI
Pays de la Loire (FRG)	The emergence and dissemination of advanced production technologies (Artificial intelligence, robotics, cloud, edge, mobile computing, advanced computing, big data, internet of things, 5G communication networks, multimedia, augmented and virtual reality, cybersecurity, digital twin)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
	transition, energy efficiency, industrial information technology)		
Pays de la Loire (FRG)	Maritime economy (Maritime economy, shipbuilding, nautical activities, renewable marine energies, marine biotechnology)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Pays de la Loire (FRG)	Food and bioresources (Food and bioresources, environmental impact, livestock, plant production, Agri-Food sector, meat and dairy processing, research and innovation, sustainable management, animal and plant health, valorization of bioresources)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Pays de la Loire (FRG)	Computer technologies and professional Electronics (Computer technologies, professional Electronics, advanced production technologies)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Pays de la Loire (FRG)	Design and the cultural and creative industries (Microprocessors, circuit design, software development, embedded systems, network communications)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Pays de la Loire (FRG)	Health and therapies of tomorrow (Health and therapies of tomorrow, hospital-university institutes, key technological domains, regenerative medicine, nanomedicine, nuclear medicine, integrated oncology)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Pays de la Loire (FRG)	Energies of tomorrow (Innovative building energy storage, lithium batteries, organic batteries, supercapacitors, vehicle batteries, wind energy, hydrogen and fuel cells, photovoltaics, electric motorization, energy valorization of residues, biomass, composites)	Updated Regional Innovation Strategy for Smart Specialisation (RIS) for the period 2021-2027	CCI
Berlin (DE3)	Information and communication technology, media, and creative economy (Software, digital services, design)	innoBB 2025 Joint Innovation Strategy of the States of Berlin and Brandenburg	No CCI
Hamburg (DE6)	Material sciences and novel materials (Materials science, novel materials, fundamental properties, structures of materials, high demands, various applications, cutting-edge research)	Regional Innovation Strategy of the Free and Hanseatic City of Hamburg	No CCI
North Rhine-Westphalia (DEA)	Energy and innovative building (Power generation technologies, energy infrastructure, innovative storage technologies, hydrogen projects, low-carbon heating system)	Regional Innovation Strategy of the State of North Rhine-Westphalia	CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
Central Macedonia (EL52)	Materials - Construction Industry	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	No CCI
Eastern Macedonia and Thrace (EL51)	Non-metallic Minerals	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	CCI
Epirus (EL54)	Environment - Energy - Materials	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	No CCI
Peloponnese (EL65)	Materials, Construction Industry	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	No CCI
Thessaly (EL61)	Metal Construction Materials	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	CCI
Western Macedonia (EL53)	Industrial Production - Materials - Construction	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.	No CCI
Hungary (HU)	Creative industry (Design, fashion, advertising, arts, music, literature, film, television, online media)	National Smart Specialisation Strategy (S3) 2021-2027	CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
Aosta Valley (ITC2)	Advanced materials (Nanotechnology, composites, biodegradable, graphene, lightweight alloys)	Smart Specialisation Strategy of the Autonomous Region of Valle d'Aosta 2021-2027	CCI
Friuli-Venezia Giulia (ITH4)	Energy transition, circular economy, and environmental sustainability (Energy transition, circular economy, environmental sustainability, climate change, biodiversity)	Regional Strategy for Smart Specialisation of Friuli Venezia Giulia	No CCI
Liguria (ITC3)	Health and life sciences (Dietary supplements, diagnostic devices, healthcare technologies, quality of life, disabilities, ict in healthcare, clinical research centres)	Smart specialisation strategy 2021-2027	No CCI
Marche (ITI3)	Home, Furnishings, and Living Environment (Interconnected furniture and appliances (iot), zero emissions furniture, bio architecture and circular furniture, seismic safety, energetic sustainability, heating and cooling systems, smart living, robotics, innovative materials and treatments)	The Smart Specialisation Strategy 2021-2027 of Marche Region	No CCI
Sicily (ITG1)	Smart Cities & Communities Smart Specialisation Area (Internet of things, industrial applications, advanced security, connectivity platforms, big data analytics, social media, artificial intelligence, robotics)	Regional Innovation Strategy for Intelligent Specialisation S3 Sicily	CCI
Lower Silesian (PL51)	Natural and Secondary Raw Materials (Minerals, fossil fuels, timber, water, recycled materials, metals, non-metals)	Lower Silesian Innovation Strategy 2030	No CCI
Kuyavian-Pomeranian (PL61)	Industrial Automation and Economy 4.0 - Horizontal IS (Automating processes, industry 4.0, international cooperation, research entities, networking models)	Regional Smart Specialisation Strategy RIS3 2021+	CCI
Loris (PL71)	Advanced construction materials (including design) (Construction materials, new materials, micro-Nano Electronics, design intensity)	Regional Innovation Strategy Łódzkie 2030	No CCI
Opole region (PL52)	Sustainable Construction and Wood Technologies (Low-energy construction technologies, universal design, barrier-free construction, design, flexible space change, intelligent interior design, technologies generating a friendly microclimate in buildings, wood technologies, including those with extended durability)	Regional Innovation Strategy of Opole 2030	No CCI
North West (RO11)	New Materials (Biodegradable polymers, nanotechnology)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027	No CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
South Muntenia (RO31)	Construction of production machinery, components, and equipment (Industrial automation, manufacturing technology, component design, production engineering)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027	No CCI
South-West (RO22)	Green economy, circular economy (cross-cutting principles)	National Research, Innovation, and Smart Specialisation Strategy 2022-2027	CCI
West (RO42)	Energy efficiency and sustainable construction (buildings)	Smart Specialisation Strategy 2021 - 2027 North-West Development Region	CCI
Dalarna County (SE312)	Energy-efficient Community Building (Sustainable growth, low-carbon economy, competitive business environment)	Agenda for Smart Specialisation in Dalarnas	No CCI
Gävleborg County (SE313)	Material Technology and Sustainable Production (Sustainable logistics, advanced material, process technology, automation)	Regional Innovation Strategy for Smart Specialisation Gävleborg	No CCI
Gävleborg County (SE313)	Smart Sustainable Cities and Communities (ICT, energy efficiency, urban planning, waste management, human health impact)	Regional Innovation Strategy for Smart Specialisation Gävleborg	No CCI (no project)
Norrbotten County (SE332)	Cultural and Creative Industries (Communication, design, architecture, music, film, literature, gaming)	Strategy Smart Specialisation in Norrbotten	CCI
Östergötland County (SE123)	Advanced Materials (Advanced materials, innovative materials, printed Electronics)	Smart Specialisation Strategy for Östergötland	No CCI (?)
Skåne County (SE224)	Smart Sustainable Cities (Agenda 2030, smart sustainable cities, digitalisation, green transition)	Skåne's Innovation Strategy for Sustainable Growth	No CCI
Västra Götaland County (SE232)	Sustainable Industry (Green process innovation, efficient production technology, circular industry models, sustainable product design)	Regional innovation strategy 2022 – 2030	No CCI
Västra Götaland County (SE232)	Health and Life Science Biotechnology specialisation, advanced medical research, life science tech, healthcare solutions)	Regional innovation strategy 2022 – 2030	No CCI
Västra Götaland County (SE232)	Food, Bio-based Materials, and Renewable Energy (Sustainable agriculture technology, bio-materials, food innovation technology, renewable agriculture)	Regional innovation strategy 2022 – 2030	No CCI
Västra Götaland County (SE232)	Hospitality, Cultural and Creative Industries (Creative tourism platforms, innovative tourism)	Regional innovation strategy 2022 – 2030	CCI
Västra Götaland County (SE232)	Mobility of the Future (Autonomous mobility solutions, green transport methods, future-driven mobility research)	Regional innovation strategy 2022 – 2030	No CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
East Netherlands (NL2)	Materials: Manufacturing and Material Tech (Smart industry, industry 4.0, circular economy, sustainable materials, advanced materials, recycling technologies, nanotechnology)	Smart Specialisation Strategy (RIS3) East Netherlands 2021-2027	No CCI
Cantabria (ES13)	Agri-food	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Biotechnology	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Satellite and radio frequency communications	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Automotive machinery and components	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Chemistry	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Metal transformation	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Tourism	Smart Specialisation Strategy of Cantabria	CCI
Cantabria (ES13)	ICT services	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Nanotechnology	Smart Specialisation Strategy of Cantabria	No CCI
Cantabria (ES13)	Advanced Manufacturing	Smart Specialisation Strategy of Cantabria	No CCI
Community of Madrid (ES30)	Human and social processes (Digitalization, social innovation, quality in social services, digital competence, digital connectivity)	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI
Community of Madrid (ES30)	Communications and digital transformation (Quantum communications, industry 4.0, communication infrastructure, cybersecurity, ICT for industry and citizens, privacy protection)	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI
Community of Madrid (ES30)	Advanced enabling technologies (Emerging materials, nanomaterials for ICT, heritage preservation technology, industrial technologies, space access technologies)	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI
Community of Madrid (ES30)	Ecological transition (Sustainable technologies, conservation of natural resources, waste management, renewable and	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI

Region name (NUTS ID)	Priority	Strategy	No/CCIs
	sustainable energy sources, smart grids, and green mobility solutions.)		
Community of Madrid (ES30)	Global health Biomedical engineering, medical diagnostics, research in healthcare, new drugs and vaccines, medical robotics)	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI
Community of Madrid (ES30)	Biotechnology and Agri-Food (Sustainable food production, biotechnology, personalized nutrition, smart packaging, functional foods)	The Strategy for Smart and Sustainable Specialisation (S3) of the Community of Madrid	No CCI
Andalusia (ES61)	Smart, resilient and healthy society (Health and social welfare, tourism and culturelike sector)	Smart Specialisation Strategy for the Sustainability of Andalusia S4 2021-2027	No CCI
Andalusia (ES61)	Agrotechnology (Green and blue economy, Agri-Food industry, functional food)	Smart Specialisation Strategy for the Sustainability of Andalusia S4 2021-2027	No CCI
Andalusia (ES61)	Natural Resources: Mining and Water Cycle (Mining resources, water cycle)	Smart Specialisation Strategy for the Sustainability of Andalusia S4 2021-2027	No CCI
Andalusia (ES61)	Tractor industries (Advanced transport and mobility systems, industry, Industrialized construction)	Smart Specialisation Strategy for the Sustainability of Andalusia S4 2021-2027	No CCI
Andalusia (ES61)	Ecological transition (Energy Transition, climate change mitigation, adaptation)	Smart Specialisation Strategy for the Sustainability of Andalusia S4 2021-2027	No CCI
Brandenburg (DE3)	Information and communication technology, media, and creative economy (Software, digital services, design)	Data unavailable	No CCI