



#SMEOrigin

**Interreg
Europe**



Co-funded by
the European Union

SMEOrigin

SMEs & European Original Geographical Indications

Project presentation



August 2024

Regional food – unique heritage, reflecting our rich history of multi-ethnic and cultural development and also a major economic asset

#SMEOrigin

SMEs – the backbone of European economy

SMEOrigin – why and how?

Project objective:

SMEOrigin aims to improve regional development policies and funding programmes to increase the competitiveness of agri-food SMEs specialised in geographical indication (GI) products in the involved regions. The project will focus on strengthening their value chain, supporting and promoting their digital transformation.

Time scope:

March 2023 – May 2027

Specific objectives:

- **analysis and peer review** of current policies and practices in support of SMEs in the food sector
- **exchange of knowledge and good practices** on key environmental and social challenges for SME resilience and competitiveness
- **a strategic toolkit for actions** to improve resilience in the food value chain.

Interreg
Europe

Co-funded by
the European Union

SMEOrigin

SMEOrigin aims to improve regional development policies to increase the competitiveness of food SMEs specialised in geographical indication.



SMART



1.40 M
EU FUNDING



Mar 2023
May 2027

An interregional cooperation project for improving **SME competitiveness** policies

Project Partners

Steirische Wirtschaftsförderungsges.m.b.H. (AT)
Stara Zagora Regional Economic Development Agency (BG)
Opolskie Centre for Economy Development/ Opolskie Voivodeship (PL)
Savonlinna Development Services (FI)
University of Patras (EL)
Municipality of Calasparra (ES)
INTERBIO Aquitaine/ Limousin/ Poitou-Charentes (FR)

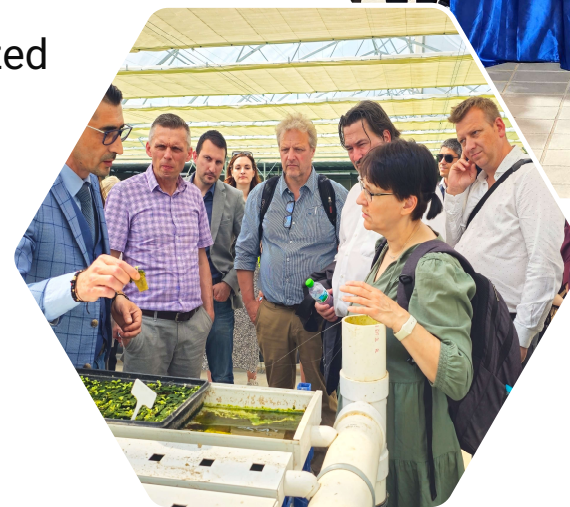
www.interregeurope.eu/smeorigin

www.interregeurope.eu/SMEOrigin

SMEOrigin – why and how?

Expected results:

- **56 organisations cooperating across borders**
- **Increased capacity of 42 organisations** due to their participation in project activities
- **7 policy instruments improved** thanks to the project (one in each region)
- **15 interregional policy learning events** organized
- **18 good practices identified**



SMEOrigin – why and how?

Project partners:

Steirische Wirtschaftsförderungsges.m.b.H. (AT)
 Stara Zagora Regional Economic Development Agency (BG)
 Opolskie Centre for Economy Development/ Opolskie
 Voivodeship (PL)
 Savonlinna Development Services (FI)
 University of Patras (EL)
 Municipality of Calasparra (ES)
 INTERBIO Aquitaine/ Limousin/ Poitou-Charentes (FR)



Unit of Self-Government
of the Opolskie Voivodeship

Savonlinna
HANKEKEHITYS OY



**Ayuntamiento de
Calasparra**



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΠΑΤΡΩΝ
UNIVERSITY OF PATRAS

INTERBIO
Nouvelle-Aquitaine

SMEOrigin – why and how?

Target groups:

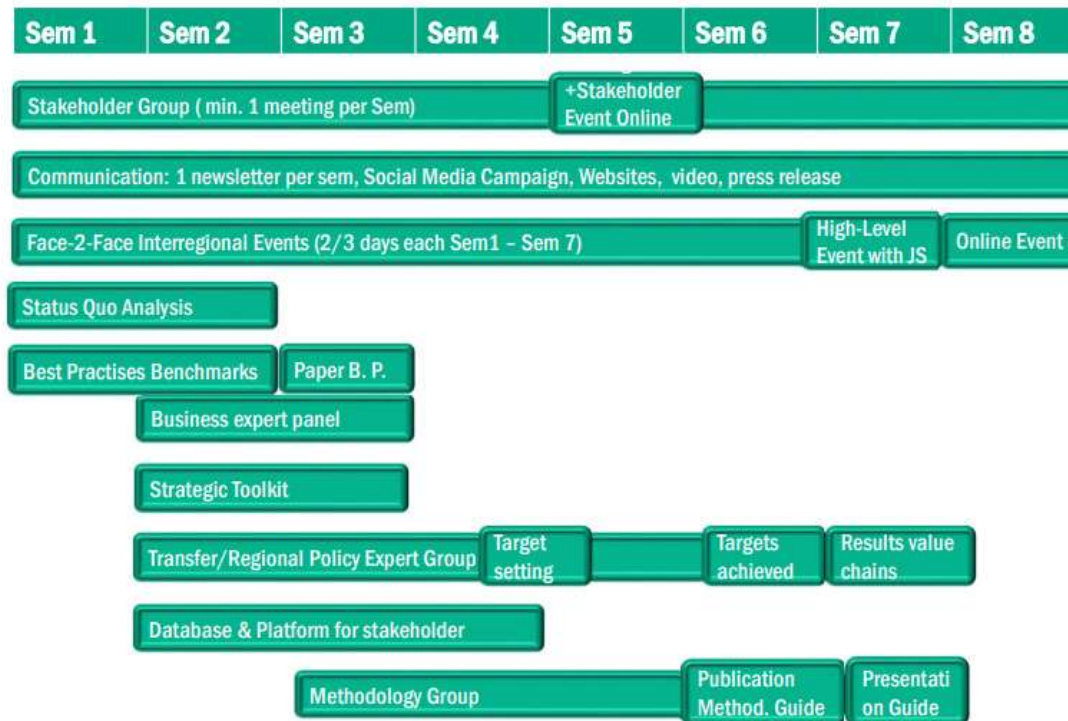
1. **Policymakers** – regional and national authorities, certification bodies
2. **Public authorities and control bodies for the food sector** and GI indications
3. **SMEs** in the food sector - producers, manufacturers, food processors, etc.
4. **Representatives of the trade chain** – main retailers, retailer associations, marketplaces, event organizers, etc.
5. **Universities, research centres, schools** focusing on food and GI products
6. **Organizations and associations** supporting Food SMEs, incl. food hubs, business associations, etc.
7. **Media** – all types (print, online, daily, weekly, local, regional, national)
8. **Consumers** and general public



#SMEOrigin

Implementation and activities

SMEOrigin – Implementation



SMEOrigin – Implementation

Step 1 ‘Identification and Analysis’

At regional level, stakeholder groups will be formed and be convened at least once every semester during the project lifetime. At interregional level, semester 1 and semester 2 will focus on the status quo analysis (territorial context, good practices and existing policies in the partner regions, and EU policy context). Partners will conclude this first step with the production of a strategic toolkit that will serve as a compass for the transfer phase.

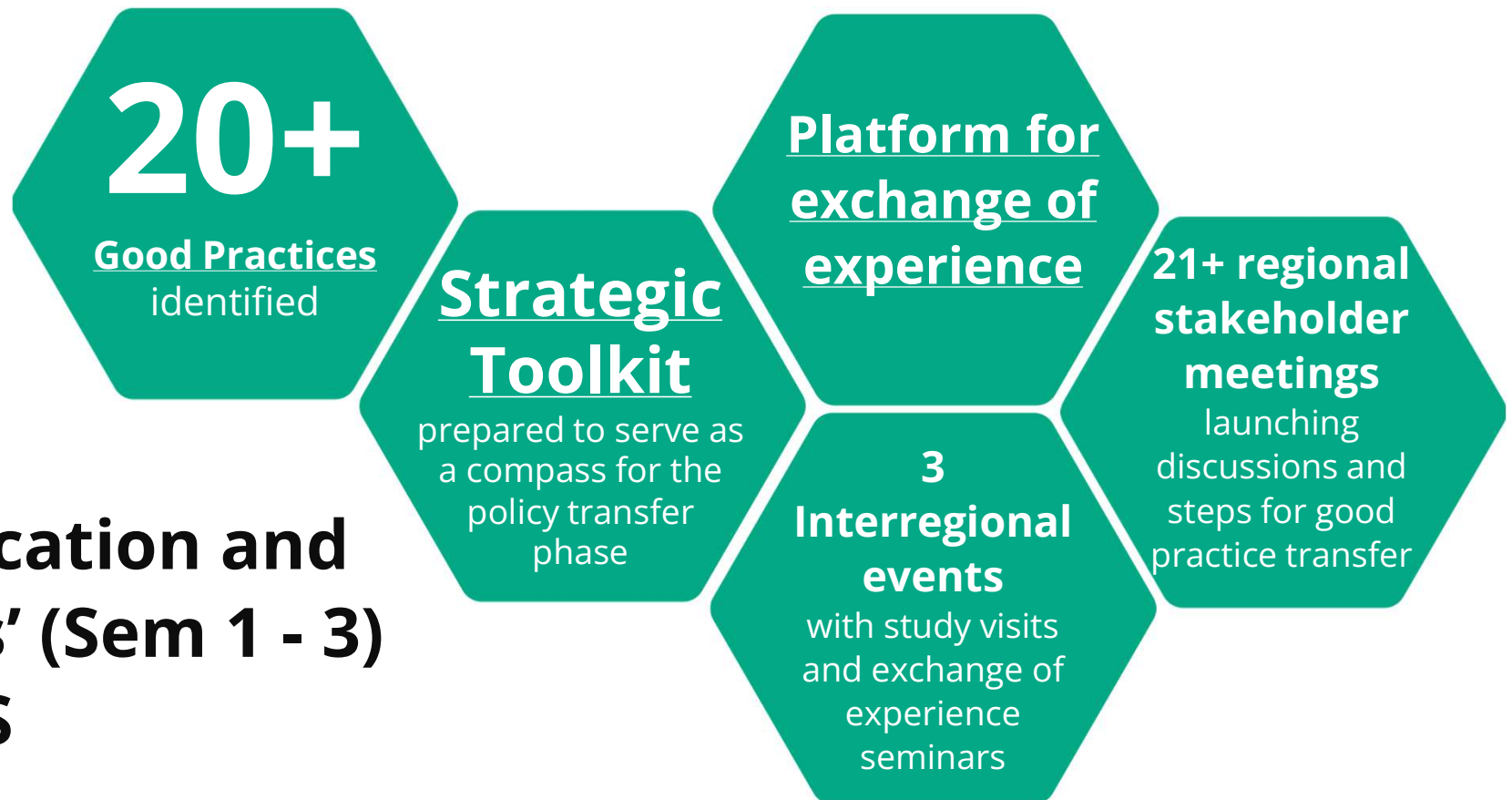
All partners will liaise with their stakeholders to jointly identify the ideas and practices that look the most promising for their territory. Semester 3 will initiate a broader reflection on the most recent challenges in the food industry. All the inputs gathered will be added to this strategic toolkit which will be presented at the face-to-face interregional event in semester 3 thus paving the way for Step 2.

The screenshot displays the SMEOrigin website interface. At the top, there is a navigation bar with links for Home, News & events, Policy Instruments, Good practices, Library, and Contacts. Below the navigation bar, the main content area is titled 'Good practices' and includes a sub-header 'Explore inspiring and tested policy solutions identified by our cooperation projects and beyond.' A grid of seven featured good practice cards is visible, each with a title, a brief description, and a date. The cards include:

- Feasibility study for the implementation of a territory trademark in Bordeaux Metropolis** (19 Apr 2024)
- Place branding and Development of Aigialeia Wine Region through The Quality Network Oinosenela** (31 Mar 2024)
- Assosiation Styrian pumpkin seed oil PGI** (26 Mar 2024)
- Festival of the Pöllauer Pear** (26 Mar 2024)
- INTERBIO Nouvelle-Aquitaine LE CLUB DES FINANCEURS**
- Alpe Les Alpes (IDISFRUIT)**

SMEOrigin – Implementation

Step 1 'Identification and Analysis' (Sem 1 - 3) RESULTS



SMEOrigin – Implementation

Step 2 ‘Policy Improvement and Transfer’

Partners will set up a dedicated working group to go deeper into the processes. Participants will also work closely with their stakeholders to assess the feasibility of transfer of good practices and policy measures into their territory.

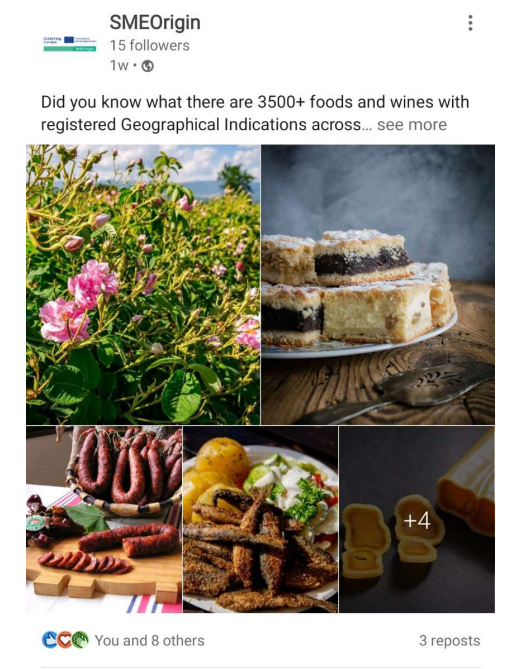
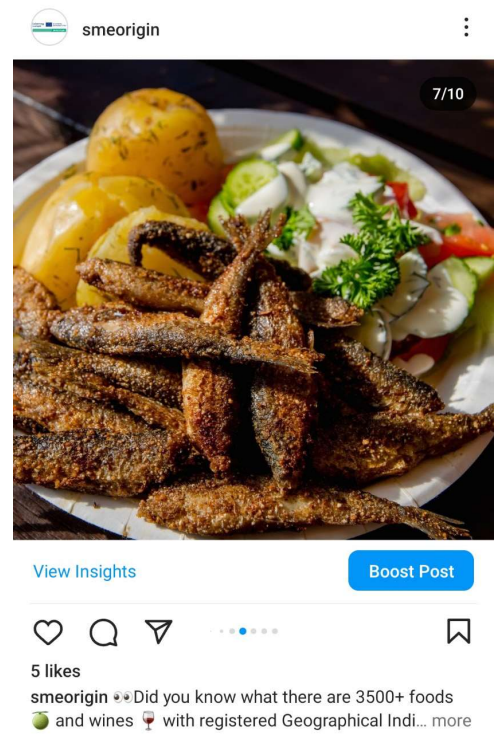
In semester 5, an online interregional stakeholder event will be organised to bring together the stakeholder community and help spread experience and knowledge at local level and across borders.

Towards the end of Phase 1, partners will work on a publication that will showcase their most important findings and the successful good practice transfers and policy improvements.



#SMEOrigin

Contact your regional partner!



Facebook: <https://www.facebook.com/SMEOrigin>
 Instagram: <https://www.instagram.com/smeorigin/>
 LinkedIn: <https://www.linkedin.com/company/smeorigin/>
 Twitter: <https://twitter.com/SMEOrigin>

www.interregeurope.eu/SMEOrigin
#SMEOrigin



**Interreg
Europe**



Co-funded by
the European Union

SMEOrigin

The project SMEOrigin is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.

www.interregeurope.eu

