



**Supporting Service Specialisation: the role of
incubators, accelerators, and S&T
Parks in delivering sector specific support**

16th October 2019

Belgrade, Serbia



Adriaincubator

Mr. Lorenzo Rossi

Projecting & Management EU Funds

ADRIA FOOTOURING =

ADRIAtic FOOd and TOURism: INnovatinG smes

Project duration

34 month: 2012 - 2016
Budget € 2.112.435

Involved partners in Italy

Abruzzo:

Province of Pescara (Lead Partner)

Insight & Co srl (Pescara)

Emilia Romagna:

Rimini Municipality

Centuria Romagna Innovation Agency (Cesena)

Veneto:

Association of Chambers of Commerce of Veneto Region



ADRIAFOOTOURING
FORWARD INNOVATION



Involved partners in Adriatic area

Slovenia:

- Regional development center (Koper)

Bosnia Herzegovina:

- LIR – Evolution (Banja Luka)
- Agency for economic development of municipality Prijedor (Preda)

Involved partners in Adriatic area

Albania

- University of Tyrane – Faculty of Economics & Agribusiness
- Chamber of Commerce & Industry (Tyrane)

Montenegro:

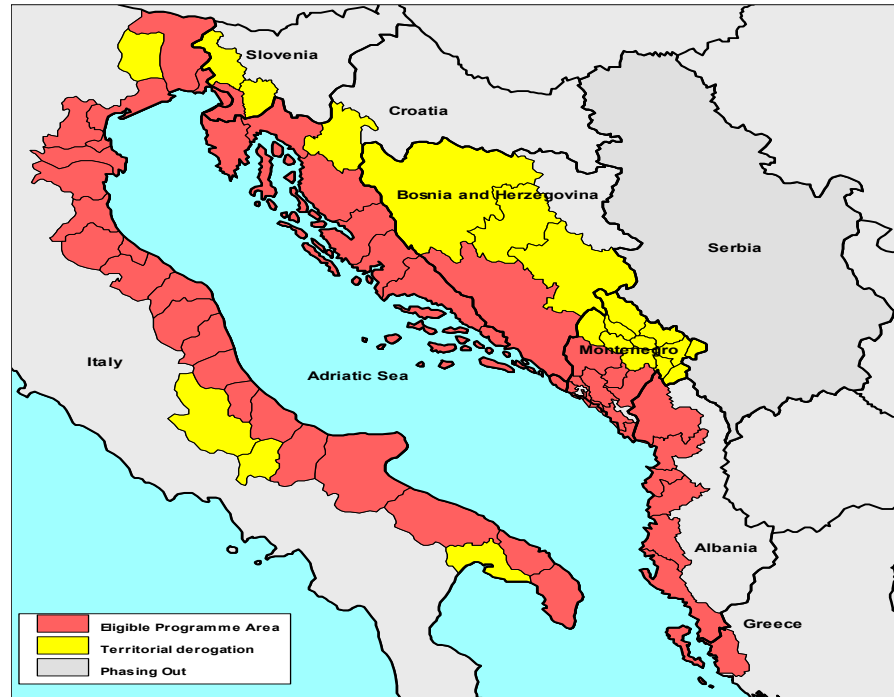
- Directorate for Development of Small and Medium Sized Enterprises (Podgorica)

IPA Adriatic Crossborder Programme 2007-2013

The project is funded by the IPA Adriatic Crossborder Programme, which aims to strengthen cooperation and sustainable development of the Adriatic region.



IPA Adriatic Crossborder Programme 2007-2013



GREECE



MONTENEGRO



SERBIA



SLOVENIA



ITALY



ALBANIA



BOSNIA-ERZEGOVINA



CROATIA



The IPA Adriatic CBC Programme is co-funded by European Union, Instrument for Pre-Accession Assistance (IPA)

IPA Adriatic Crossborder Programme 2007-2013

The project comes under the priority:

“Economic, Social and Institutional Cooperation”

Measure: «Financial support to innovative SMEs»

VIRTUAL INCUBATOR

This pilot initiative will be addressed to the implementation of supporting instruments and services to tourism and food SMEs to innovate. Will be created and implemented a virtual incubator , as a place which allows a company to benefit from the advice of an incubator without actually being located at the incubator site.



Project funded by the
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THE PROJECT



The AdriaFootouring project (acronym for Adriatic Food and Tourism: Innovating smes) is part of the European programme IPA Adriatic Cross - Border Cooperation Programme. It has involved 11 partners from Italy (Abruzzo and Emilia Romagna), Albania, Bosnia-Erzegovina, Montenegro e Slovenia. It aims to promote the development of tools and services to encourage the growth and innovation skills of the existing and new born SMEs involved in the tourism and agribusiness sectors.

2012

The project was started in 2012 and it has investigated issues related to innovation and existing local support organizations for small and medium enterprises of the agri-food and tourism sectors. Information about the needs, lacks and obstacles to innovation were collected by means of interviews and debates with the operators of the Adriatic areas that were engaged in the project.



The Adria incubator is the result of the analysis of such issues, and it aims to provide those tools required by entrepreneurs when a process of innovation is started. It supports entrepreneurs to face the risks that arise along their way to innovation and competitiveness.



Particularly relevant in this project has been the cooperation of economic and academic bodies, local agencies and innovation centers that have supplied skills and useful information to respond to the needs of the entrepreneurs that represent the incentive to the growth and innovation of the territory involved.



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TARGET

Adria Incubator is a virtual space designed for new born and existing small and medium-sized enterprises operating in the tourism and agri-food area.



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SERVICES

Adria Incubator offers information and facilities support useful for entrepreneurs and start ups when committed in an innovative process of their activity. Adria incubator service offers:

Literature made up of texts and documents that go in depth when defining the idea of tourism and agrifood innovation.



A glossary of the innovation and a portfolio of good practices and successful business stories that illustrate the advantages of innovating.



Information about financing, training opportunities and soft-landing services and transnational support useful to gain access to credit lines when searching for new markets and partners within the Adriatic area



Expertise advice about innovation topics.



Information about the IPA ADRIATIC area organizations that support small to medium business and startups involved in innovations
Information about



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WWW.ADRIINCUBATOR.EU





Main menu

Images/video slideshows with external link

Three customizable areas

Area Social – Facebook and Twitter

Footer menù + Partners



ADRIAINCUBATOR WEB SITE

THE PROJECT

OUR TARGET

AIMS

PARTNERS



TOURISM AND AGRIFOOD



TOURISM INNOVATION

AGRI-FOOD INNOVATION



INNOVATION TOOLS

TRAINING

FINANCING

SOFT-LANDING

COMMUNITY

ADVICE



EXPERT ADVICE

CONSULTANTS

ASK THE EXPERT

FAQ

REGULATIONS



ARCHIVE

EVENTS ARCHIVE

NEWS ARCHIVE

VIDEO

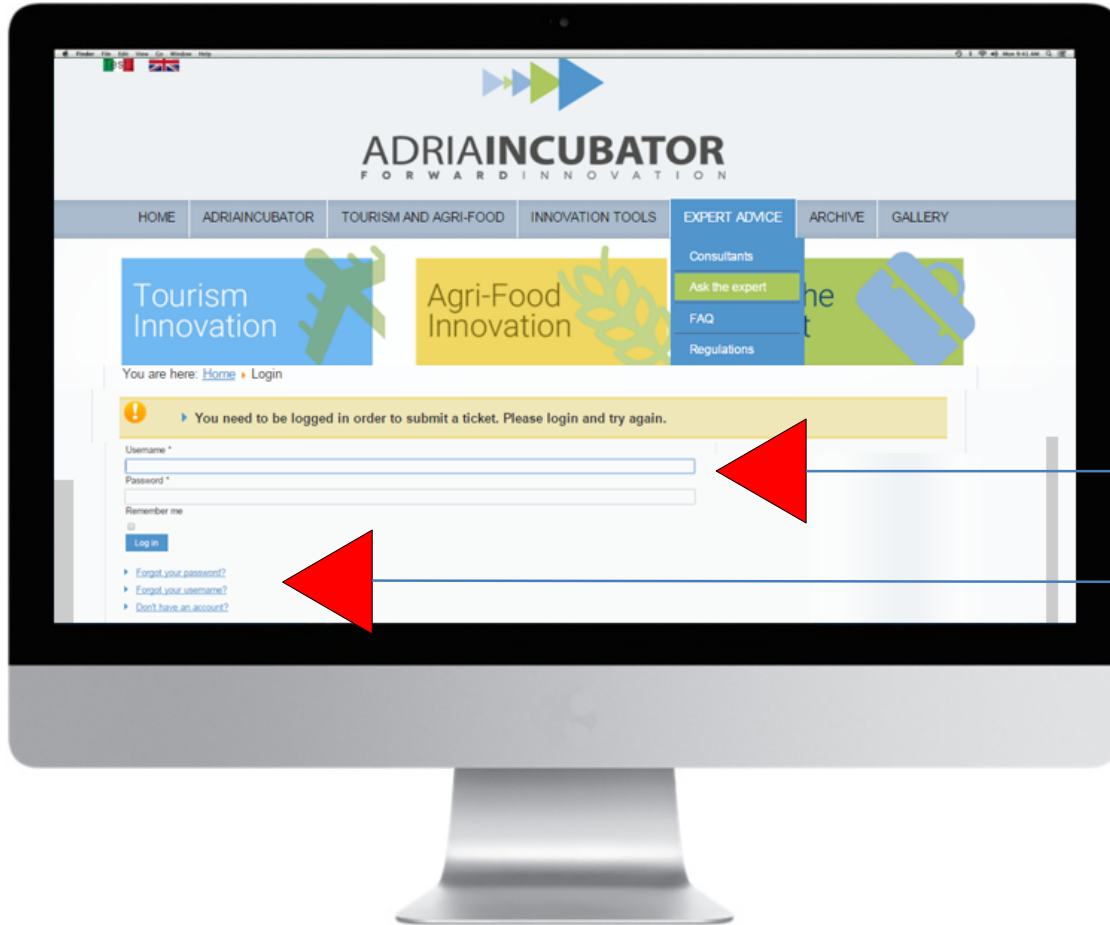
DOCUMENTS

PRESENTATION



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ASK THE EXPERT

Restricted area through Recording.

New User Registration

ASK THE EXPERT

Request Form
Consulting.
Select Country
of interest.



Priority Request



Send Request



You are here: [Home](#) > [EXPERT ADVICE](#) > Ask the expert

New User Existing User

Your Email *

Your Name *


Country *

 Selezionare un elemento dall'elenco

Subject *

Message *

Priority *

Please write the antispam code I'm not a robot  [Privacy](#) - [Terms](#)

News

[Innovation union scorecard 2015](#)

Description and useful info: The Innovation Union Scoreboard 2015 has been published, the...

[> Idea's Train](#)

[> Italian quality experience](#)

More in News Archive

Events

[Creativity and innovation in the Agro-food sector](#)

Name of initiative: Creativity and innovation in the Agro-food sectorCountry: ItalyPromoter: DG...

[> AGRIREGIONIEUROPA](#)

[> Aquae Venice 2015 – The great universal exhibition dedicated to water collateral event of expo milan 2015](#)

[> Expo Veneto](#)

[> Gusto Veneto](#)

More in Events Archive

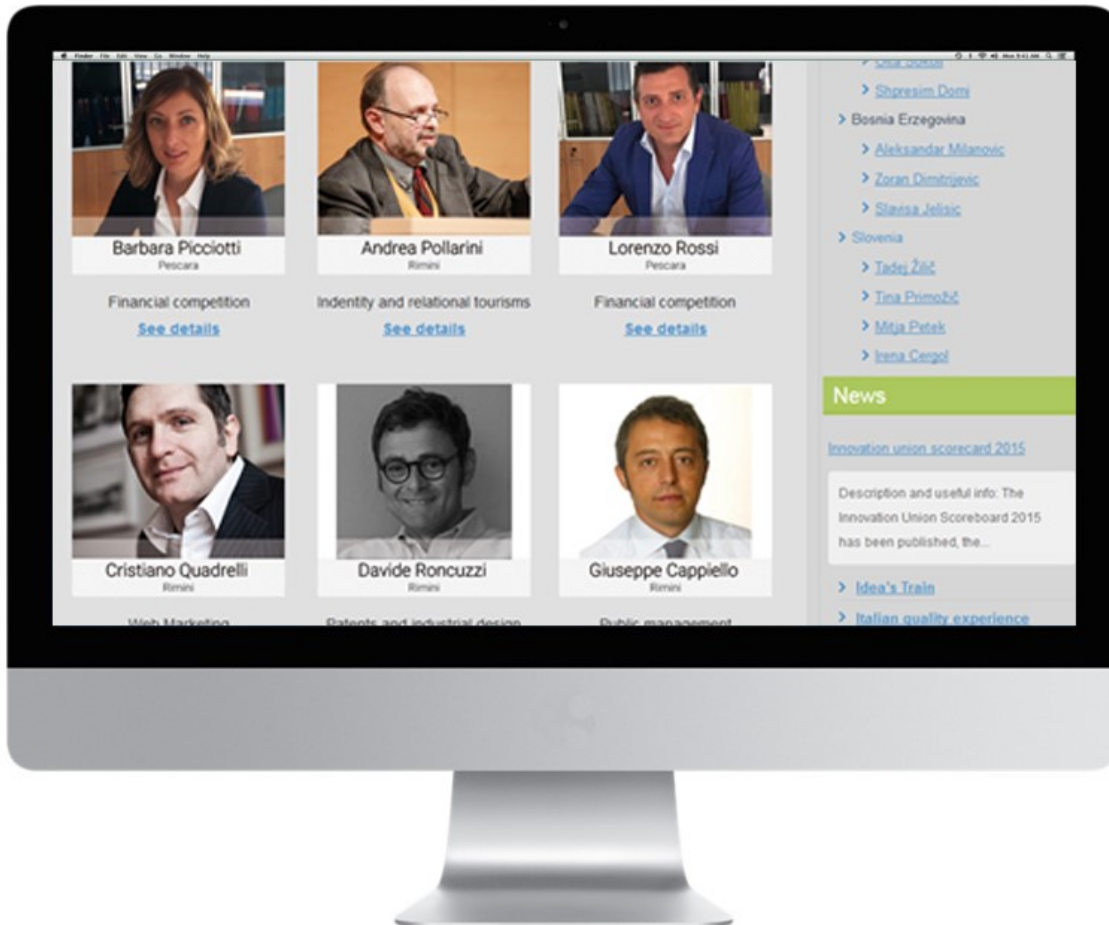
Newsletter

CONSULTANTS

AREA OF ADVICE

Financial
Administrative
Marketing
Management
Tourism
Food

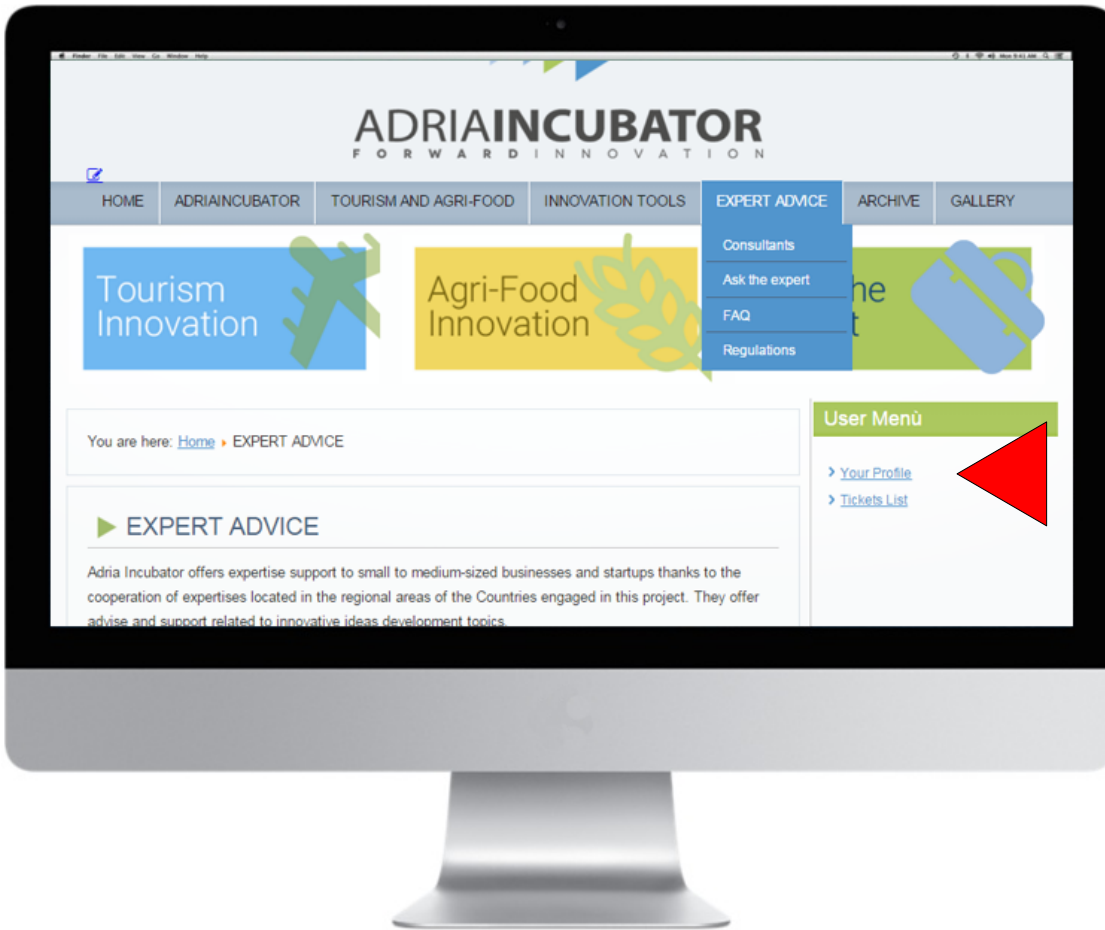
More..



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TICKETS MANAGEMENT



Logging in as an administrator you can manage tickets and your own profile



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TICKETS MANAGEMENT

Ticket List:

*Are visible only requests
directly linked administrator*

You are here: [Home](#) > [Tickets List](#)

Tickets List

#	Date	Last Reply		Code Subject	Customer	Priority	Status	Assigned To
1	15.10.2015 12:38:52	15.10.2015 12:38:52	★	✖ ITALIA-000000037 (1) Prova_1_Oggetto	Test_ottobre	Normal	open	itconsulting
2	14.10.2015 10:59:16	14.10.2015 10:59:16	★	✖ ITALIA-000000027 (1) prova_1	maria fabbri	Normal	closed	itconsulting
3	13.10.2015 10:11:35	13.10.2015 10:11:35	★	✖ ITALIA-000000022 (1) consulenza	maria fabbri	Normal	open	itconsulting
4	13.10.2015 10:10:32	13.10.2015 10:10:32	★	✖ ITALIA-000000021 (1)	maria fabbri	Normal	open	itconsulting

User Menu

- > [Your Profile](#)
- > [Tickets List](#)



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TICKETS MANAGEMENT

The system allows to:

- *Replicate the ticket*
- *View History*
- *See any annotations*
- *Print your ticket*
- *Close the ticket*
- *Change the ticket*
- *Take sender info*
- *Assign ticket*

Test for Zoran

Messages

Click here to reply

Conversation

View History View Notes Print Close Ticket

Giancarlo

10.09.2015 11:05:22

“ Dear Zoran,
it's Giancarlo Alfani. This is a text to check if the system is working well. If you read it, please answer to the following question:

Edit Delete

Ticket information

has been published, the...

Idea's Train

Italian quality experience

More in News Archive

Events

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Name of initiative: Creativity and innovation in the Agro-food sectorCountry: ItalyPromoter: DG...

AGRIREGIONIEUROPA

Aquae Venice 2015 – The great universal exhibition dedicated to water collateral event of expo milan 2015

Expo Veneto

Gusto Veneto



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10 JUNE 2015 - ADRIAINCUBATOR PRESENTATION



10 June 2015
FORUMED
Pescara (Italy)

Information desk
Promotional material
Meeting with
stakeholders
(broadcasted live)



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CHANGE



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ADRIAINCUBATOR

The analysis of the achieved results



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FORWARD INNOVATION

THE DESIRED QUALITATIVES AND QUANTITATIVE RESULTS

1. **Italy** → Prov. Pescara/Insight - Mun.RN
2. **Slovenia** → RDC
3. **Albania** → CCIT/FEA
4. **BiH** → LIR/PREDA
5. **Montenegro** → DDSME



1. Italy (3340)
2. Slovenia (1670)
3. Albania (1670)
4. BiH (1670)
5. Montenegro (1670)



1. Italy (100)
2. Slovenia (50)
3. Albania (50)
4. BiH (50)
5. Montenegro (50)



1. Italy (10)
2. Slovenia (5)
3. Albania (5)
4. BiH (5)
5. Montenegro (5)



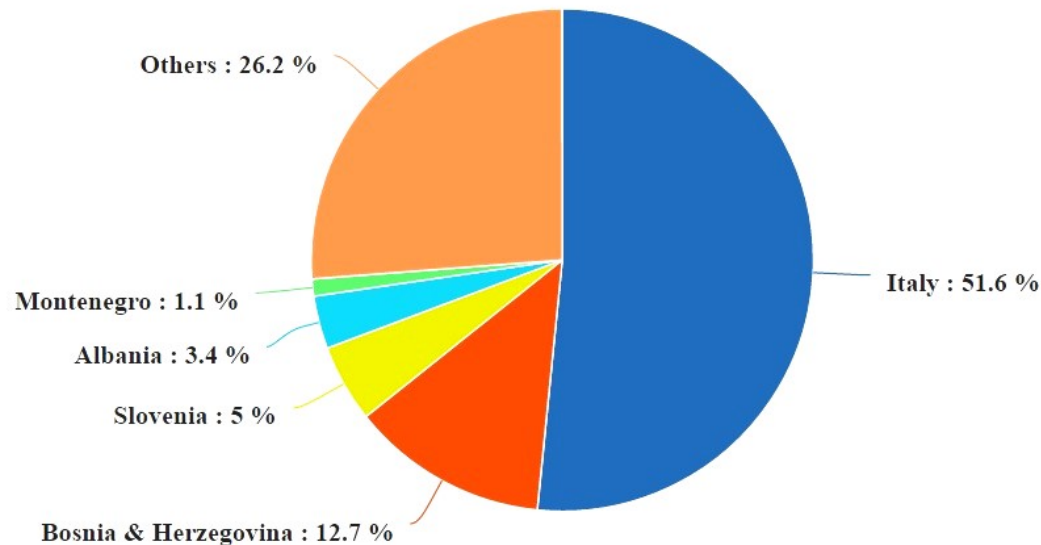


THE ACHIEVED RESULTS

Visits and downloads






1. VISITS AND DOWNLOADS

- The total outcome (Tot. Sessions → google analytics)
3744/10000 visits and downloads = **37,4%**
- Per-country contribution (total)



1. VISITS AND DOWNLOADS

(10.00.2015 - 31.05.2016)

Country	Sessions	% Sessions
1.  Italy	1,934	51.63%
2.  Bosnia & Herzegovina	477	12.73%
3.  United States	252	6.73%
4. (not set)	200	5.34%
5.  Slovenia	184	4.91%
6.  Albania	127	3.39%
7.  Russia	109	2.91%
8.  China	41	1.09%
9.  Germany	41	1.09%
10.  Montenegro	40	1.07%



1. VISITS AND DOWNLOADS

Per-country sessions



1934/3340 sessions= 58 % of the desired outcome



477/1670 sessions= 29 % of the desired outcome



184/1670 sessions= 11 % of the desired outcome



127/1670 sessions= 8 % of the desired outcome



40/1670 sessions= 2,4 % of the desired outcome



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FORWARD INNOVATION



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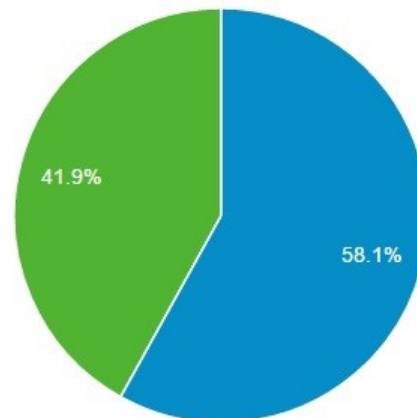
USERS' STATISTICS



THE COMPOSITION OF THE USERS

The total amount of users= 2175 users The number of the registered users= 164 users

■ New Visitor ■ Returning Visitor

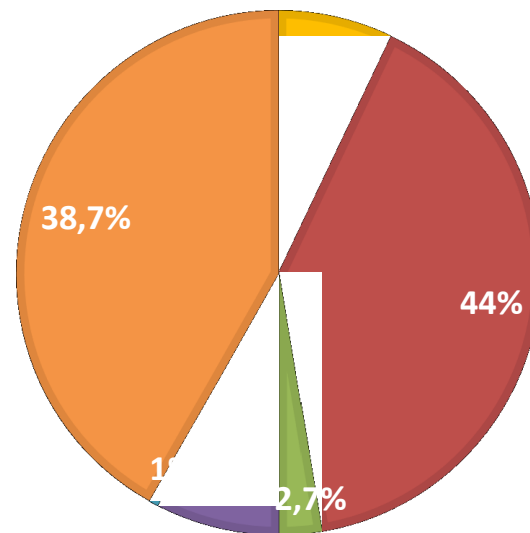


The 7.5% of users have created an personal account

PER-COUNTRY USERS

PER-COUNTRY USERS (all)

■ Slovenia ■ Italy ■ Albania ■ BiH ■ Montenegro ■ Others



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THE ACHIEVED RESULTS

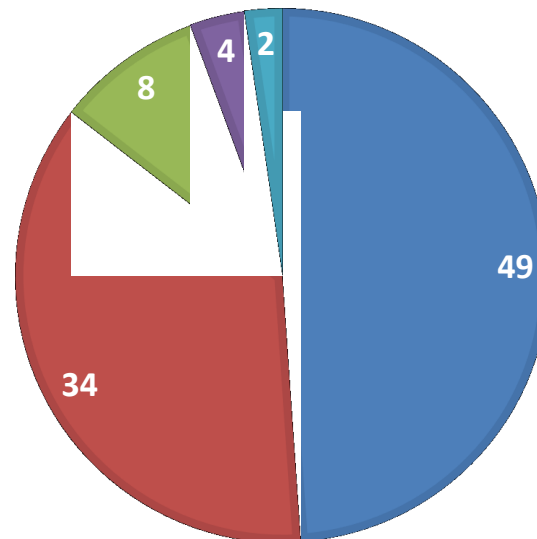
Personalized Advices

PERSONALIZED ADVICES

Requested personalized advice and support to firms= 97*/300 requests

REQUESTS ADRESSED TO EACH COUNTRY

■ BiH ■ Italy ■ Albania ■ Slovenia ■ Montenegro



ADRIA FOOTOURING
FORWARD INNOVATION

* The chart does not include 25 unregistered requests coming from Slovenia



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What next?

SUSTAINABILITY

The sustainability plan outlined how the ADRIAINCUBATOR results continue to develop beyond IPA funding. Partners draw up a sustainability strategy for:

- the economic dimension
- The institutional and organizational dimension
- involvement of stakeholders for the financial sustain of ADRIAINCUBATOR

AdriaIncubator STAFF



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Thank you for your kind attention



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