

## Imprese rurali

“Imprese rurali” è uno dei sottotemi del lavoro tematico di più ampio respiro condotto dalla RESR su ["Zone rurali intelligenti e competitive"](#) [1]. Le attività realizzate nell'ambito di questo sottogruppo miravano a individuare soluzioni per sostenere l'imprenditoria rurale al fine di migliorare l'accesso a nuovi mercati e sviluppare con successo nuove forme di attività sia agricole, sia in altri comparti dell'economia rurale.

Questo lavoro tematico ha individuato nuove tendenze e nuovi sbocchi per le imprese delle zone rurali d'Europa: dalle opportunità nel settore delle biotecnologie sino all'economia delle esperienze, dalle potenzialità delle moderne tecnologie dell'informazione sino alle nuove domande dei consumatori.

Per sfruttare al meglio queste possibilità è necessario ripensare le imprese rurali, occorrono idee originali e forme più efficaci e moderne di sostegno all'imprenditoria, in grado sia di offrire un **sostegno flessibile alle singole aziende rurali**, sia di **contribuire a colmare il divario digitale** al fine di migliorare il tessuto imprenditoriale delle zone rurali.

### **Fornire un sostegno flessibile alle imprese significa:**

- prevedere approcci più intelligenti, che non si limitino a singoli interventi isolati ma che puntino a sostenere l'intero processo di sviluppo delle imprese, l'innovazione e nuove forme di accelerazione commerciale (ad esempio gli acceleratori per le imprese rurali);
- creare un "ecosistema di supporto" che contenga al suo interno una molteplicità di elementi e pratiche quali forme di apprendimento tra pari, tutoraggio, formazione, consulenza ecc. accessibili in caso di necessità;
- assicurare agli imprenditori un rapido accesso a forme di finanziamento flessibili e di ridotta entità;
- adattare i modelli di sostegno in modo da superare le criticità che possono sorgere nei contesti rurali.

### **Colmare il divario digitale implica:**

- sostenere una maggiore **diffusione della banda larga** in tutte le zone rurali d'Europa, ad esempio con approcci innovativi di "banda larga di comunità";
- favorire l'acquisizione di **capacità e competenze digitali** tra la popolazione e nelle imprese rurali per consentire a tali soggetti di ottimizzare le opportunità esistenti in questo campo, come ad esempio l'accesso a nuovi mercati;

- sfruttare strumenti quali gli **hub digitali in ambito rurale** in grado di offrire connessione Internet superveloce e affidabile; postazioni di lavoro in spazi condivisi e una gamma di servizi mirati di sostegno alla collettività e alle imprese in funzione delle esigenze locali.

## **Attuare in modo strategico le Misure dei Programmi di sviluppo rurale (PSR)**

I PSR offrono un pacchetto di strumenti (Misure) utili per implementare questi modelli di sostegno all'imprenditoria rurale. In particolare:

- favorire l'acquisizione di capacità e competenze mediante trasferimento di conoscenze (M1); servizi di consulenza (M2); cooperazione (M16); LEADER/CLLD (M19); assistenza tecnica (M20);
- prevedere forme di finanziamento flessibili nell'ambito della misura di sviluppo delle aziende agricole e delle imprese (M6); e di LEADER/CLLD (M19).

Per assicurare il successo di questi approcci è necessario ottimizzare l'uso di tali misure prevedendone una corretta articolazione e garantendo un coordinamento più efficace tra PSR e altre politiche, iniziative e strumenti che possono esercitare un impatto sullo sviluppo rurale, quali la [politica regionale](#) [2], l'[Europa a banda larga](#) [3] e gli [Strumenti finanziari](#) [4].

## **Relazioni**

- [Summary factsheet of the Thematic Group on 'Smart and Competitive Rural Businesses'](#) [5]
- [Final Report of the Thematic Group on 'Smart and Competitive Rural Businesses'](#) [6]
- [2014-2020 RDP analysis report on support for Rural Businesses](#) [7]

## **Pubblicazioni**

**Opuscolo dei progetti FEASR** ['Sostenere le imprese agricole'](#) [8]

**Rivista rurale dell'UE 24** ['Ripensare le opportunità per le imprese rurali'](#) [9]

## **Studi di casi comparativi**

- [Mobilising the innovative potential of rural businesses](#) [10], developed on the basis of three rural business accelerator case examples:
  - [Academy on Tour](#) [11] (Belgium)
  - [Short Food Supply Chain Masterclass](#) [12] (the Netherlands)
  - [AgriEnt Business Accelerator](#) [13] (Greece)
- [Community Broadband: New digital opportunities for rural areas](#) [14], developed on the basis of two community broadband case examples:
  - [North-Western Kuhmo Village Optical Fibre Cooperative](#) [15] (Finland)
  - [Molenwaard Civil Society Broadband](#) [16] (the Netherlands)
- [Revitalising rural areas through digitisation](#) [17], developed on the basis of three rural digital hub case examples:
  - [Cocotte Numérique](#) [18] (France)
  - [#hellodigital](#) [19] (Scotland)
  - [Ludgate Hub](#) [20] (Ireland)

## **Schede**

- [Rural digital hubs](#) [21]
- [Business accelerators and other tools for supporting change in rural businesses](#) [22]
- [Social innovation and social entrepreneurship](#) [23]
- [Smart RDP support for smart rural businesses](#) [24]

## **Eventi**

- [Revitalising Rural Areas through Business Innovation](#) [25] (30 March 2017 – Brussels, Belgium): see [seminar highlights](#) [26]
- [1st TG meeting](#) [27] (13 October 2016): see [meeting summary](#) [28]
- [2nd TG meeting](#) [29] (30 November 2016): see [meeting summary](#) [30]
- [3rd TG meeting](#) [31] (23-24 January 2017): see [meeting summary](#) [32]
- [4th TG meeting](#) [33] (18-19 May 2017): see [meeting summary](#) [34]

**Browse through all events under the broader topic '[Smart and Competitive Rural Areas](#) [35]'.**

## **Documenti del gruppo tematico**

- [Leaflet](#) [36]
- [Background Paper](#) [37]
- [Final TG report](#) [6]
- [Digitisation, the use of ICT and access to broadband](#) [38] (briefing)
- [Smart networking for rural businesses](#) [39] (briefing)
- [Building on local community, environmental and cultural assets](#) [40] (briefing)
- [Urban-rural linkages for rural businesses](#) [41] (briefing)

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### **Links**

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- [5] [https://enrd.ec.europa.eu/sites/enrd/files/tg\\_rural-businesses\\_summary-factsheet.pdf](https://enrd.ec.europa.eu/sites/enrd/files/tg_rural-businesses_summary-factsheet.pdf)
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