

INNOVATION AS A DRIVER FOR JOB CREATION

INTEGRATED ACTION PLAN FOR PLASENCIA



Innovation as a Driver for Job Creation

The Integrated Action Plan of Plasencia (IAP) is a strategic document in which the needs of local development and employment are identified. The city's problems and opportunities are analyzed and the sustainable and available short-term and middle-term solutions are included. This document becomes a specific and useful tool for the city, based on the resources and domains of smart specialization. In this way, the companies will have instruments to increase their dynamism, talent attraction and retain human capital. The final goal is to solve the enterprises' problems at the competitiveness level and create new jobs.

This Action Plan is the result of a participative process, made with consensus by the participants. The action

Starting point

Plasencia is a reference in terms of local economic development based on its historic and artistic heritage, and part of this knowhow can be capitalized on in terms of smart specialization. The city also has an extensive experience in transborder cooperation.

plan includes a timetable and budget to be developed. The stakeholders that participate in the design of the plan are enterprises, social organizations, universities, research centres and the technical office of the Extremadura Smart Specialization Strategy RIS3 at the Regional level.

Plasencia is participating with 9 other European cities in the URBACT – IN FOCUS project. This group of cities has worked together as a network to learn and develop actions to improve business competitiveness, and allow the creation of sustainable and quality employment. This process aims to make Plasencia an attractive city to investors and become a reference of the smart specialization at a local level.

The city's environmental benefits make it unique as an urban center with lot of gardens, parks, natural paths and protected natural spaces. The measures impulse at the environmental area will improve the image of the city and the external position of their products and services.



There are a few factors that position Plasencia as a referential urban core in terms of education, health, wellbeing and quality of life, thanks to health services, university education offers and the natural environment of the area.

The priorities of the city at technological, industrial and sector levels are aligned with the regional RIS3, whose focal sectors are agro-food, clean energy, tourism, health and ICTs.

URBACT as a framework for reflection and learning

URBACT- IN FOCUS has provided the proper context to strengthen citizen participation, even if this process was well articulated during several years. The participation process is being enriched in terms of productive field, something that was demanded by the employers.

International exchanges have been formed towards different thematic workshops: connecting the RIS3 to the

city; local economic development based on clusters related to RIS3; improving the local entrepreneurship scene; maximizing environmental approach; areas for smart specialization and urban internationalization. Members of the URBACT local group have worked in some of these workshops, transferring their knowledge to the rest of the city's operators.



The role of Plasencia in the strategy of smart specialization at local level

Various partners of the project have analyzed the concept of “smart specialization at the local level”. This enables Plasencia to design and develop, together with the technical office of RIS3 at the Regional level, new projects and

services to support the enterprises competitiveness from the innovation. It aims to achieve sustainable development and a better capacity to create jobs in the city.

Environment

Especially the Forestry Sector, as there are several local enterprises that develop this type of work. The University of Extremadura offers a degree in Forestry and Environmental engineering in Plasencia. The Research Centre of Ecological and Mountain Agriculture (CAEM) is also set in Plasencia. There is an important annual event called Feria Forestal Ibérica IBER-FORESTA, the Iberian Event for forestry professionals and investigators, whose goal is to become the most important forestry event for the Mediterranean ecosystem. The circular economy development is increasing and exploring new job fields and entrepreneurial options to take advantage of forestry waste (high in the North of Extremadura).

Tourism

Plasencia contributes to this sector thanks to the important heritage management developed by the city, as well as its valued natural heritage (Jerte River and its sports potential, the protected Natural Park Monte de Valcorchero, the Vía de la Plata -the ancient commercial path that crosses the region-, the National Park of Monfragüe, close to the town, and other areas in the North of the Region).

Health

Especially the attention to elderly and dependent people. A new elderly center is going to be built thanks to European Funds (European Regional Development Fund, ERDF). The degrees in Nursing and Podiatry offered by the University of Extremadura in Plasencia, together with the professionals of the ITCs sector, will have the necessary tools to research and innovate in this field. The previously mentioned elderly center will become a Living Lab of new solutions regarding the “senior’s economy”. In relation with this, a private project will work to use technology in order to improve the elder’s quality of life.





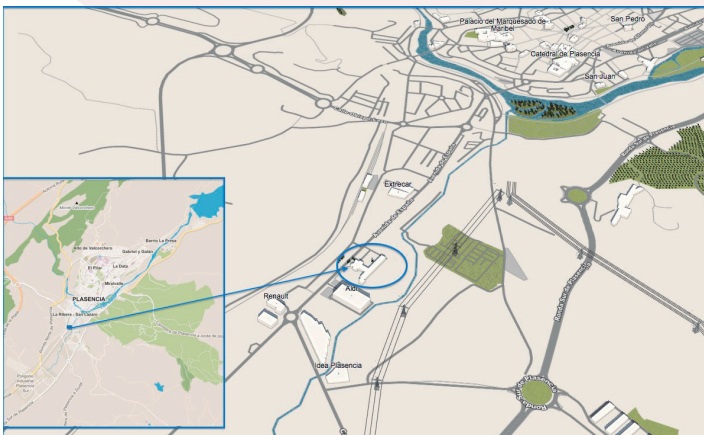
Work lines and initiatives

Work Line 1: Revitalization of the Commercial and Tourism Sector



- 1.1 Design of an intelligent city brand for Plasencia
- 1.2 Support for the cultural and creative sectors to improve cultural offers
- 1.3 Commercial agenda to invigorate the sector
- 1.4 Improvement of public infrastructure to access commercial and industrial areas
- 1.5 Professionalization of the sector to compete against other cities

Workline 2: Promotion of the Forestry Sector, the Natural Environment and the Transition to Green and Circular Economy



- 2.1 Identification of needs for the transition towards circular economy
- 2.2 Creation of the new model of bio-urbanization
- 2.3 Consolidation of sectorial events
- 2.4 Awareness towards the environmental care because of its richness and broadcast of new possibilities of business in these sectors
- 2.5 Professionalization of the sector

Work Line 3: Support the Entrepreneurship Ecosystem



- 3.1 Creation of the laboratory of entrepreneurship and innovation
- 3.2 Promotion of entrepreneur culture
- 3.3 Design of services agenda to the entrepreneurship
- 3.4 Encouragement of meeting points between university, training centers, companies and administration
- 3.5 Broadcast of new entrepreneur initiatives to the potential market and to the citizens

Work Line 4: Plasencia as a Platform of Innovation in the "Senior Economy"



- 4.1 Promotion of active ageing
- 4.2 Support of the technological sector specialized in applications of attention to the elderly
- 4.3 Creation of intergenerational spaces
- 4.4 Broadcast of possibilities of self-employment



URBACT – Driving change for better cities

URBACT's mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies.



European Union
European Regional Development Fund



In focus
SMART SPECIALISATION AT CITY LEVEL



Ayuntamiento de Plasencia