# EXTREMADURA:
## STRATEGIC PARTNER

JUNTA DE EXTREMADURA

EUROPEAN PROJECTS

# IDEAL EUROPEAN PROJECT PARTNER

- Extremadura participates in European mechanisms for achieving excellence and improving internationalization through networks, platforms and the Enterprise European Network.
- It has developed infrastructure and research equipment of last generation.
- Extremadura as the only Region Less Developed in Spain for the period 2014-2020, will have a priority treatment from the EU to support investment projects.
- It has easy access for funding available for European initiatives in science and technology, and also in cross-border cooperation. Mainly H2020, SMEs Instrument, Cross Border Cooperation POCTEP Program and Trans Border Cooperation SUDOE Program.

**Extremadura is partner of the main European Networks in strategic sectors:**

enterprise europe network
http://een.ec.europa.eu/

AREPO
http://www.arepoquality.eu/es

Coral
Regional Policies for Active and Healthy Ageing
www.coral-europe.eu
http://www.coral-europe.eu/

ERRIN European Regions Research and Innovation Network
http://www.errin.eu/

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## Territorial Position of Extremadura's Region and its partners

Location in the territory of national and regional centers specialized in European initiatives in different areas: science, technology and innovation.

Network of R T D + i Centres, supporting entrepreneurs.

University with over 25 years of history with high qualifications, 1827 researchers, 207 research groups and 13 spin-offs.

All these factors constitute a very interesting opportunity of direct collaboration with the main actors in innovation and technology, coordinated by the leading action of Smart Growth powered by the Regional Government of Extremadura.

# REGIONAL R&D+I CENTERS

| | Health | Agro Food | Clean Energy | Tourism | ICTs |
|---|---|---|---|---|---|
| Center for Minimally Invasive Surgery Jesus Uson. http://www.ccmijesususon.com | ■ | | | | ■ |
| Center for the Application of ICT based on open source http://www.cenatic.es/ | ■ | ■ | ■ | ■ | ■ |
| Extremadura Supercomputing, Technological Innovation and Research Center. http://www.cenits.es | ■ | ■ | ■ | | ■ |
| Center of Extremadura for Advanced Technologies http://www.ceta-ciemat.es/ | | | | | ■ |
| Center for Industrial Technology of Extremadura http://www.cetiex.es/ | ■ | ■ | ■ | | ■ |
| Extremadura Agricultural and Food Technological Centre. http://www.ctaex.com/ | | ■ | | | ■ |
| Center for Scientific and Technological Research of Extremadura. ***Agrarian*** http://centrodeinvestigacionlaorden.gobex.es | | ■ | | | |

| | Health | Agro Food | Clean Energy | Tourism | ICTs |
|---|---|---|---|---|---|
| Center for Scientific and Technological Research of Extremadura. ***Agro Food*** http://intaex.gobex.es | | ■ | | | |
| Center for Scientific and Technological Research of Extremadura. ***Research in Cork, Wood and Charcoal*** http://iprocor.gobex.es | | ■ | ■ | | |
| Foundation "FUNDECYT Scientific and Technological Park of Extremadura (FUNDECYT-PCTEX) http://www.fundecyt.es/ | ■ | ■ | ■ | ■ | ■ |
| Institute for Archaeology of Mérida http://www.iam.csic.es/ | | | | ■ | ■ |
| Technological Institute of Ornamental Rocks and Building Materials http://www.intromac.com/ | | | ■ | | ■ |
| University of Extremadura http://www.unex.es/ | ■ | ■ | ■ | ■ | ■ |
| Foundation for Health Training, Research and Health professionals of Extremadura http://fundesalud.es/ | | | | | ■ |



## Specialization Areas

Promotion of international excellence in the priority areas identified for the Smart Specialization Strategy for Extremadura.

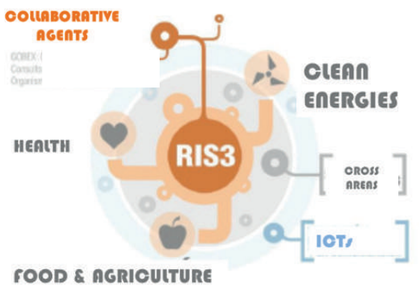
**2 Main Priorities**

Sustainable management of natural resources through a low-carbon economic model.

Technologies for quality of life, to transform the geo-demographic characteristics of the region as sources of new opportunities.

**5 Excellence areas**

- Agro Food
- Clean Energy
- Health
- ICTs
- Tourism




**The Smart Specialization Strategy** of Extremadura has been selected as a success case in Europe in the field of ICT and Tourism, by the European networks:

Network of European Regions for a Sustainable and Competitive Tourism NECSTouR & ERRIN European Regions Research and Innovation Network

# INTERNATIONAL CHALLENGES

## FOR THE REGION HORIZON 2014-2020

### FOOD & AGRICULTURE:

High competitiveness in quality and healthy character of regional products

Development of new products related to health and welfare

Development of new Agro Food technologies

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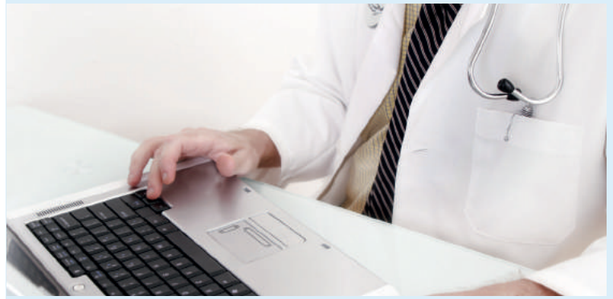
### CLEAN ENERGY:

Development of solar thermal and photovoltaic technologies

Development of technologies that enhance water management



### HEALTH:

Regional collaboration in biomedical technologies and health technologies for TeleHealth or TeleAssistance and cooperation with potential regions in pharmacology

Other key lines of research are: Cell therapy, Assisted Reproduction, Medical Imaging, Biomaterials, Animal models

### ICT:

Developing free software, Cloud Computing

Supercomputing, Networks and mobile systems

New applications for Smart Cities

Development of digital contents, audiovisuals and Social Networks.

## TOURISM:

Seasonality of tourism and commitment with new emerging products related to rural, natural and cultural tourism experience, linked to health tourism and congress tourism.

http://www.turismoextremadura.com

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## AGROTECH - AGRICULTURAL RESOURCES:

Thanks to **Agrotech project, Extremadura is developing its potential t**o become an international reference in the field of use of natural resources.

- Extremadura represents 8.1% of the area of Spain and has dammed 25% of the country's fresh water.
- 40 reservoirs.
- More than 3000 hours of sunshine in 2013.
- 257,000 irrigated hectares: 18000 more hectares foreseen for 2016.
- Diversified agriculture and industrially technified: leader in crops like tomato, corn, rice, snuff, wine, fruit and cereal.

http://www.eurisy.org/

"**International Conference:** Satellite applications for multi-level irrigation management: capitalising on experience to drive regional innovation" (31 October 2013, Badajoz, Spain)" **Supported by European Institutions.**

**During the CAP Communication Awards 2013** the POCTEP Project "Trans-formation" has been selected as good practice projects related to communication on the CAP. It had been included in a Best Practices Databases. Trans-Formation leaded by the DG for Rural Development of Extremadura, provides knowledge, skills and new techniques for professionals in the agricultural sector, but also in business and future managers of farms or in rural areas, representing an effective tool for improving the quality of rural actors.

http://ec.europa.eu/agriculture/cap-communication-network/best-practices/index_en.htm

# SUCCESSFUL EUROPEAN PROJECTS

## FP7 PARTICIPATED BY EXTREMADURA IN RIS3 AREAS

During the period **2007-2013** several entities from Extremadura have participated in a total of:

**29 projects participated by entities from Extremadura** and 4 projects leaded by at least one entity of Extremadura.

**18 projects have been participated by entities of Extremadura** in specific RIS3 Challenges, among them:

- Nanosciences, nanotechnologies an new production technologies: **5 Projects**
- Food, fisheries and biotechnology: **12 projects**
- ICT and Computer Sciences: **7 projects**
- Health: **1 project**
- Researchers: **3 projects**

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### BRICKER - RETROFITTING SOLUTION BUILDING

BRICKER is a four-year FP7 project aimed at developing a retrofit solution package for existing public-owned non-residential buildings in order to achieve a drastic reduction of the energy consumption (beyond 50%) and GHG emissions in this sector. Government of Extremadura as partner. http://www.bricker-project.com/

### BPM4 - SOCIAL BUSINESS PROCESS

The BPM4People project, aims to design and offer to the market innovative methodologies, software tools, and vertical applications for the implementation of Social Business Process Management (Social BPM), i.e., processes "collaboratively defined" and "collaboratively executed" by organizations and their stakeholders (employees, customers, citizens). University of Extremadura as partner. http://www.bpm4people.org/cms/content/en/home

### OLITREVA - SUSTAINABLE TREATMENT OF OLIVE MILL WASTE

OLITREVA project aims to strengthen RTD and cooperation capacities of Palestinian research centers and thus, to enhance their response to the environmental threats posed by olive oil production residues in the country. University of Extremadura as partner. http://www.olitreva.org/en/

### BIOCOPAC - COMPETITIVENESS OF THE METAL PACKAGING SECTOR

The goal of the project is to develop a bio-lacquer for the protection of metal food packaging to meet the demand for sustainable production and for the safeguarding of consumer health, at the same time increasing the competitiveness of the metal cans industry, valorising the wastes produced by the preserved industry and reducing refuse. CETAEX as partner. http://www.biocopac.eu/en/

### CARDIO REPAIR EUROPEAN MULTIDISCIPLINARY INITIATIVE

TThe CARE-MI project will clinically test and further develop myocardial regenerative therapies based on the in situ activation, multiplication and differentiation of the endogenous CSCs with the aim to provide therapies that are affordable, in terms of the production costs, readily and widely available and easy to apply and compatible with current clinical standard of care for AMI.

Centro de Cirugía de Mínima Invasión Jesús Usón - CCMIJU as partner.
http://cordis.europa.eu/project/rcn/94265_en.html -
http://www.caremiproject.eu/

# SUCCESSFUL EUROPEAN PROJECTS

## LIFE + PARTICIPATED BY EXTREMADURA IN RIS3 AREAS

During the period 2007-2013 several entities from Extremadura have participated in a total of: **58 projects**

### LIFE 2013 INNOVATION AWARD AND ENERGY EFFICIENCY

The sustainable housing project EDEA coordinated by the Regional Ministry for Public Works, Housing, Planning and Tourism, of the Regional Government of Extremadura received in Brussel the LIFE 2013 Innovation Award and Energy Efficiency.

### EUROEFE

"The EC praised the project would focus on renovation of existing homes, some built decades ago , to adjust to the demands of urban renewal in European Regions".

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### THE EDEA PROJECT

The EDEA Project involved an investment of 2.5 millions of euros. 44% has been funded by the European Union (EU) 40% by Extremadura and the rest has been invested by private companies that wanted to test and develop its technologies.

The **project features** which support its singularity and novelty are:

- It is tailor-made to particular weather conditions, the ones of the Extremadura region.
- It is focused on a specific housing typology and specific low income population.
- There will be obtained reliable data about the efficiency of the testing methods applied on the "experimental dwelling unit" in comparison with the "dwelling unit pattern", whose constructive systems are typically used in Extremadura for social housing.

http://www.proyectoedea.com

### PARTNERS

**Consejeria de Fomento, vivienda, Ordenación del Territorio y Turismo del Gobierno de Extremadura.**

**Centro Tecnologico "Intromac"**

**GOP Oficina de Proyectos Europeos**

**AGENEX, Agencia Extremeña de la Energía**

**Valladares Ingeniería.**

# SUCCESSFUL EUROPEAN PROJECTS

## CIP PROGRAM PARTICIPATED BY EXTREMADURA IN RIS3 AREAS

During the period 2007-2013 several entities from Extremadura have participated in: **5 projects.**

### SPICY YOUNG ENTREPRENEURS

The objectives of this initiative is to facilitate exchanges of experience, knowledge, and networking between experienced businessmen and an EU country and new entrepreneurs from other EU Countries.

The program helps new entrepreneurs to acquire the necessary skills to run a small or medium companies through a temporary stage in a company stablished in other country of the European Union. Also, the hosting entrepreneurs have young entrepreneurs from other countries.

**Government of Extremadura as partner.**

http://www.erasmus-entrepreneurs.eu

### DRINKS & FOOD

Two are the main objectives of Value4Wool:

To introduce a new organic fertiliser into the market, in particular into the organic farming market thereby improving low grade coarse grease wool or woollen fleeces to a high value organic fertiliser and soil amendment.

To design and implement a new market structure for this product which covers regional enterprises under a market umbrella for purchasing, producing and selling the fertiliser commonly but based on regional oriented business to business within relevant European areas.

ASOC EMPR. INVESTIGACION CENTRO TECN. NACIONAL AGROALIMENTARIO EXTREMADURA – CTAEX as partner. http://www.value4wool.ifn-group.de/

### SMART CARE – HEALTH AND SOCIAL CARE

The SmartCare project will formalize two care pathways and support their implementation and piloting in ten European regions. The individual pathway steps are described in local care plans which make use of modern ICT tools to allow health and social care professionals to deliver the best possible care to citizens and patients.

Governement of Extremadura and FUNDECYT-PCTEX as partners.
http://pilotsmartcare.eu/home/

### RICT - RESPONSIVE ICT NETWORK

ICT promotes CSR within the ICT sector, including themes of key importance to our daily lives, such as better internet for kids, safer internet, inclusion, web-accessibility, digital social platforms, ICT for ageing well, ePrivacy, do-not-track, on-line behavioural advertising, media freedom and pluralism, no disconnect strategy.

The R-ICT network works in close cooperation with DG CONNECT in order to address social, environmental and cross-cutting concerns, including competitiveness, responsible innovation and social innovation. Works developed in this project can be seen in the section ICT FOR SOCIETY within the website DIGITAL AGENDFA FOR EUROPE
http://ec.europa.eu/digital-agenda/en/communities

Government of Extremadura and FUNDECYT-PCTEX as partners
http://www.r-ict.eu/

# SUCCESSFUL EUROPEAN PROJECTS

SUDOE Interreg IV B

## TRANSNATIONAL COOPERATION SUDOE PARTICIPATED BY EXTREMADURA IN RIS3 AREAS

The programme SUDOE supports regional development through transnational co-financing projects. Public actors of the Spanish, French, Portuguese and British regions (Gibraltar) can contribute to a sustainable development of the European Southwest Space through transnational cooperation projects.

During the period 2007-2013 several entities from Extremadura have participated in **17 projects.**

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### SILVER SUDOE

By 2015, more than 50% of the consumption expenses in Europe will come from seniors (more than 50 years old). The senior market has been identified as one as the most promising for the European businesses.

The Silver Sudoe's project is offering the companies from south-western Europe (France, Spain and Portugal) the possibility to be better prepared to grab the opportunities offered by the Silver Economy. FUNDECYT-PCTEX as partner.

http://www.silversudoe.eu/news/

### AGROGAS

The project Agrogas involves six Spanish, French and Portuguese organizations. Its aim is to allow agricultural, agribusiness and livestock sectors to reduce the environmental impact caused by waste and improve the efficiency of energy resources in rural areas to reduce their energy dependence. The selected technology to achieve these goals is the methanation. AGENEX – Agency for Energy of Extremadura.

http://www.agrogas.eu/inicio-462.html

### TRAVELING BY BESANAS

The project "Traveling by Besanas" supports the economies of our rural areas. The main goal of the project was the diversification of primary activities and traditional services in the participating areas, by combining with touristic activities.

Public Service for Employment of the Regional Government of Extremadura. SEXPE
http://viajandoporbesanas.org/

### FI4VDI

The aim of the FI4VDI project is to develop a federated infrastructure network for the creation of virtual desktop services. It will develop an innovative model of service provision using cloud computing in order to create an infrastructure suite aims at large companies and SMEs alike, educational institutions, universities and/or research centres that would provide an efficient solution to reducing the carbon footprint derived from the use of information technology.

Fundación COMPUTAEX - Computación y Tecnologías Avanzadas de Extremadura as partner. http://fi4vdi-sudoe.org/index.php/es/

# SUCCESSFUL EUROPEAN PROJECTS

PROGRAMA COOPERACIÓN TRANSFRONTERIZA ESPAÑA - PORTUGAL COOPERAÇÃO TRANSFRONTEIRIÇA 2007 - 2013

## CROSS BORDER COOPERATION POCTEP PARTICIPATED BY EXTREMADURA IN RIS3 AREAS

Extremadura has strong links with Portugal since it belongs to the EUROACE euroregion.

The Cross Border Cooperation Program Spain-Portugal is the main Territorial Cooperation Program for Extremadura. It is divided into 5 areas of cooperation and Extremadura is framed in the fourth area collaborating with the Portuguese areas as Centro and Alentejo. During the period 2007-2013 several entities from Extremadura have participated in: **35 projects.**

### RITECA

RITECA Red de Investigación Transfronteriza Extremadura - Centro - Alentejo Rede de Investigação Transfronteiriça

R+T+D+i
Agro Food
Natural Resources
Renewable Energies
Heritage and Building Materials
Health

RITECA is the Cross-border Research Network for the area compounded by Extremadura (ES), Centro (PT) and Alentejo (PT), made up of 23 partners from Spain and Portugal.

Its overall objective is to create a framework for collaboration between institutions in the Centro and Alentejo regions of Portugal and Extremadura in the field of Research, Technological Development and Innovation that will facilitate and accelerate these regions towards meeting the Lisbon objectives of the European Union.

Government of Extremadura and 8 RTD+I Centers from Extremadura as partners.

http://riteca.gobex.es/en/objetives

GABINETE DE INICIATIVAS TRANSFRONTERIZAS

Euroregion
Entrepreneurship Support
Education

### GIT INSTITUTIONAL COOPERATION

The Cross border Initiative Agency (Gabinete de Iniciativa Transfronteriza - GIT) is a project approved by the Program for Cross Border Cooperation between Spain and Portugal (POCTEP). Is divided into three concentrations areas: Mérida (ES), under the Government of Extremadura, and the other two in Evora (PT) and Coimbra (PT), and supervised by the Regional Development Commissions of the Portuguese regions ( Centro and Alentejo ). GIT aims to:

- Encourage all types of relationships and cooperation projects between Extremadura and Portugal.
- Perform function as Secretariat for the Euroregion Central Alentejo-Extremadura (EUROACE).

**Promoted by the Government of Extremadura**

http://gitextremadura.gobex.es/

ADLA

### ADLA

The objective of this project is to Intensify cross-border cooperation, to develop tourism and enhance the environmental of the Great Lake of Alqueva, by leveraging local resources and create the conditions for tourist attraction and tourist services improvement. Government of Extremadura as partner.

http://goo.gl/NQPhlg

Tæjo Internacional

### TAJO/TEJO INTERNACIONAL

The aim is to contribute to the socioeconomic development of the border territory of Tajo / Tejo International by increasing the value of its sustainable tourism development and the conservation of its natural environment. Diputación de Cáceres as Coordinator

http://goo.gl/NVthCv

# START-UP REGION

**Extremadura is a Start-Up region because it combines the best conditions for the development of entrepreneurs.**

## TECHNOLOGY INCUBATORS

**Center for Minimally Invasive Surgery Jesus Uson:** Development projects in the RTD + i field of biotechnology.

**Science and Technology Park in Extremadura: FUNDECYT-PCTEX** with two locations, in Badajoz and Cáceres. FUNDECYT-PCTEX develops and promotes projects in the RTD + i technological field. It belongs to the Enterprise Europe Network.

**European Business and Innovation Centre (BIC).** Its aim is to encourage innovation, diversification of productive activity together with the technological and economic development.

**Office for Innovation (O4I )** of the Regional Government of Extremadura. This Office has two main objectives: the identification of the different challenges of regional enterprises, and the integration of researchers from the Regional RTD+I Centers framed in the Center for Scientific and Technological Research of Extremadura (CICYTEX) with the University of Extremadura together with enterprises.

### *Extremadura Open Future*

Telefónica

This initiative of the Government of Extremadura and Telefónica aims to lure projects with high entrepreneurial talent, for its acceleration, enhancement and future development.

## ICTS COMPANIES

indra · COMPAREX · IBM · Ibermática

# START-UP REGION

## OTHER KEY PARTNERSHIPS

To enhance the productivity and competitiveness of businesses in the region, the regional government of Extremadura has signed an agreement with Microsoft that includes the creation of an "innovation lab", an innovation pole applied for entrepreneurs, SMEs and for the education community. Microsoft facilitates access to the BizSpark program for entrepreneurs and also to new companies based technology.

Extremadura and the founding Global Enterprise Forum (MITEF) under the Technological Institute of Massachusetts have signed a cooperation agreement with the aim to drive innovation and technology for new start-ups in the Region.

From the public commitment, the General Directorate of External Action of the Regional Government of Extremadura coordinates through its European Project Unit, the entire action related with European Projects and the participation in European Programs of the Regional Public Administration.

Microsoft

Massachusetts Institute of Technology

## SUCCESS CASES

FREEDOMFACTORY

mobbeel
Tú eres la llave

Tecnología Creativa

CREAPPTIVA

SPLASH MOBILE

futboling

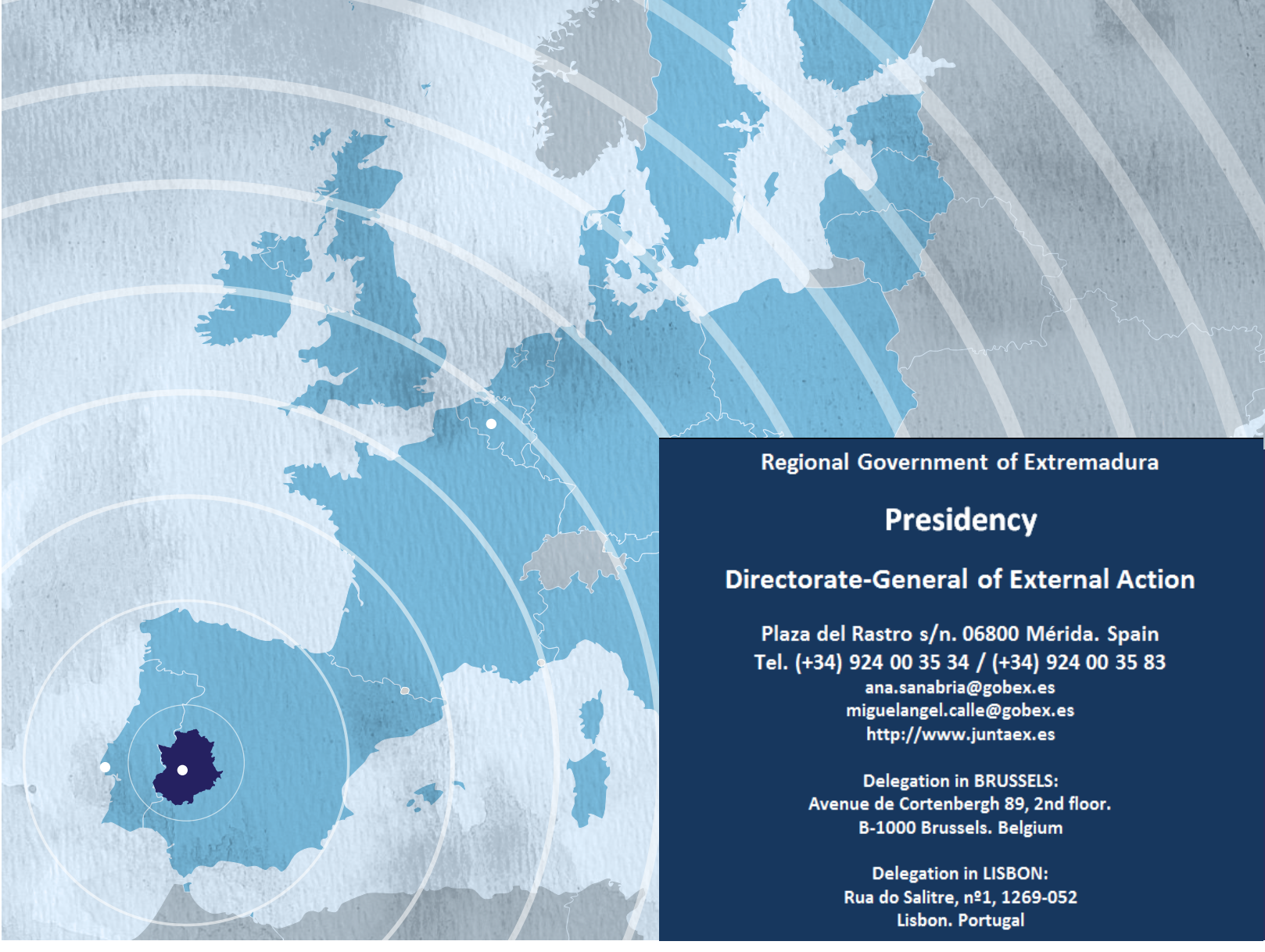
Study2gether
Every time & Every place

PIXEL RATIO

iTag.com

LIVECLUBS

INTEXMEDIA.COM

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