



# Atlantic Social Lab

Cooperation for the promotion of Social Innovation

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## ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN VILA NOVA DE FAMALICÃO

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<b>A. GENERAL INFORMATION</b>	
<b>Date</b>	27-11-2017
<b>Location:</b>	Vila Nova de Famalicão
<b>Name</b>	Famalicão Municipality – “Famalicão Made IN” <sup>1</sup>
<b>Legal Status</b>	Local Government / Public Organization
<b>Contact Details</b>	Responsible: Francisco Jorge Freitas / Andreia Mafra Email: <a href="mailto:camaramunicipal@vilanovadefamalicao.org">http://camaramunicipal@vilanovadefamalicao.org</a> Phone no.: +351 252 320 900 Website: <a href="http://www.cm-vnfamalicao.pt/">http://www.cm-vnfamalicao.pt/</a>

<b>B. SHORT DESCRIPTION</b>	
<b>Objectives</b> <i>(identify the main goals of the project and target groups addressed)</i>	The main objective of the project is the economic promotion and development of the Municipality. It intends to mobilize and boost the territory entrepreneurial character, "Famalicão Made IN" can be considered a facilitating agent of the initiatives for the creation and installation of new companies, to strengthen the small and medium-sized enterprises competitiveness, promoting the innovation and internationalization.
<b>Methodology</b> <i>(identify the methodological principles, mode of operation and level of intervention)</i>	The “Famalicão Made IN” is framed within a broader framework for the region's business challenge for the future, that is, the growth and smart specialization framework. There will be a strengthening of the Famalicão Made IN brand, due to the support that will exist for the production of differentiating goods and services of high quality and the valorisation of the distinctive local product. For the ambitious strategy to promote the economic development of the municipality, the Famalicão Made IN initiative defined three main axes of intervention: Famalicão Made INCubar (incubate), Famalicão Made INvestir (invest) and Famalicão Made INCentivar (incentivize) .

<b>C. MAIN FINDINGS</b>	
<b>Social Needs</b> <i>(identify the social needs the organisation intends to fill)</i>	The Municipality of Famalicão <sup>2</sup> would like to meet and fulfil some social needs that the territory faces at the level of its business. In more detail, these are the social needs that need to be addressed: <ul style="list-style-type: none"> <li>• Unemployment, because although the region is known for its fabric business, due to the crisis, the footwear and fabric industry was affected, and there was an increase in unemployment;</li> <li>• Lack of training and professional qualification;</li> <li>• Lack of willingness and encouragement from younger people to stay in the region and work in their industry;</li> <li>• Lack of innovation and industry modernization;</li> <li>• Deterritorialisation of the region;</li> <li>• Lack of entrepreneurial spirit;</li> <li>• Lack of investment in the region;</li> <li>• Degradation of some areas of the territory;</li> <li>• Deterioration of the business, the product image that differentiates them and in turn the territory brand image.</li> </ul>

<sup>1</sup> Photograph 1, Project LOGO - Famalicão Made In

<sup>2</sup> Photograph 2, ASL partnership attending the presentations of the Famalicão Made In Project

<p><b>Social Innovative Practices</b> (<i>identify the main social innovative practices developed and the extent to which the work developed responds to those needs</i>)</p>	<p>The "Famalicão Made IN" program created a panoply of tools and mechanisms that allowed the Municipality to reach the identified social needs, some of the most relevant tools are:</p> <ul style="list-style-type: none"> <li>• Tax benefits, in order to bring more investment to the region, thus promoting employment, entrepreneurship and business development in the region;</li> <li>• Creation of an office to support entrepreneurship, a team focused only to help individuals with entrepreneurial ideas, so they can start with their own businesses - Space Famalicão Made IN - "Espaço Famalicão Made IN".</li> <li>• Creation of two incubators (Rioplele and Globus), thus increasing the number of start-ups, promoting the entrepreneurial spirit and of course the employment;</li> <li>• Creation of the Qualification and Vocational Education Centre, increasing the qualifications, training and education of the population, obtaining more and more qualified and specialized population in the region;</li> <li>• Innovation support programs and entrepreneurial and innovative ideas competitions;</li> </ul> <p>These measures previously enumerated, intend to meet the needs that have been identified before, aim for a readjustment, improvement of the region as commercial and industrial "power". All measures, are trying to boost business, innovation, entrepreneurship, investment, employment, training and qualification.</p>
<p><b>Collaboration and Networks</b> (<i>identify the main connections of the organisation</i>)</p>	<p>The Municipality of Famalicão during this project, is working directly with the political parties, companies, organizations, firms, citizens and investors. Besides that, the Municipality has a great cooperation with the Institute of Employment and Vocational Training or in Portuguese, Instituto de Emprego e Formação Profissional (IEFP), with the National Network of Incubators or in Portuguese, Rede Nacional de Incubadoras (RNI) and with the Vale do Ave Regional Development Association, or in Portuguese, Associação de Desenvolvimento Regional do Vale do Ave - ADRAVE.</p>

<p align="center"><b>D. MAIN CONSTRAINTS TO SUCCESS</b></p>	
<p><b>Challenges and Barriers</b> (<i>identify the main problems that the organisation faces: financial resources, human resources, networks...</i>)</p>	<p>The main problems, challenges and barriers that the Municipality of Famalicão has encountered in the "Famalicão Made IN" program are the following:</p> <ul style="list-style-type: none"> <li>- Bureaucracy in the Municipality of Famalicão;</li> <li>- Resistance to invest;</li> <li>- Population has some resistance in what concerns working in the local industry, because they are aware of the testimonies made by their older relatives, they think that the fabric industry still has a methodology and retrograde mentality;</li> </ul>

<p align="center"><b>E. CONCLUSIONS</b></p>	
<p><b>Key Concluding Lines</b></p>	<p>The "Famalicão Made IN" program reinforces the idea that Famalicão is a good municipality to live and invest in, seeking to intensify the attractiveness of the municipality in attracting new national and foreign investments, stimulating entrepreneurship and business innovation, as well as, the employment, training and qualification of the population. In order to achieve these objectives, the Municipality promoted various dynamics, projects, such</p>

	as the Office of Support to the Entrepreneur, designated Space Famalicão Made IN - "Espaço Famalicão Made IN".
<b>Other information considered relevant</b>	Nothing relevant to add.

## Study Visit Photos



*Figure 1 - Project LOGO - Famalicão Visão 25*



*Figure 2 - ASL partnership attending the explanation of the Famalicão Made In Project*

**Partner:** Centre for Social Studies of the University of Coimbra

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**Review:** Hugo Pinto and Atlantic Social Lab Partners