



European Union
European Regional Development Fund



Rīga, 2017.10.10

Entrepreneurship development plan of Jelgava Local Municipality (2018-2028)

Development of plan

- Based on Agri- Urban proposed thematics
- Results from 5 experts working groups, seminars and conferences (2 to come)
- Bottom- up approach

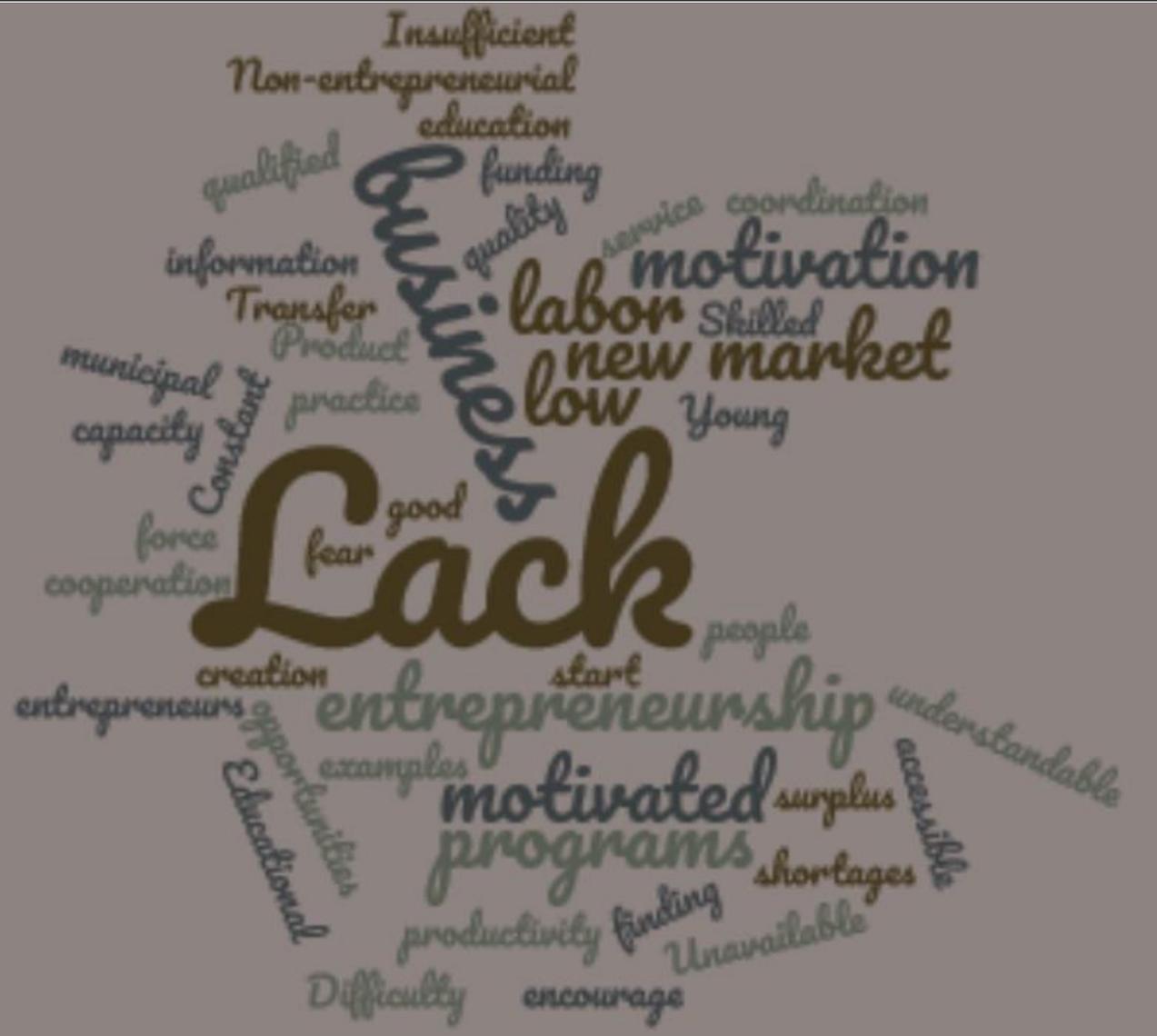




The key challenge for
Jelgava municipality

“The insufficient number of
small entrepreneurs in Jelgava
region's settlements”

The tree of challenge (Causes and consequences)



The objectives of the development plan

- 1) Create Smart Resource Management in Jelgava municipality
- 2) Promote Knowledge-based Business in Jelgava municipality
- 3) Build a local product and service support system



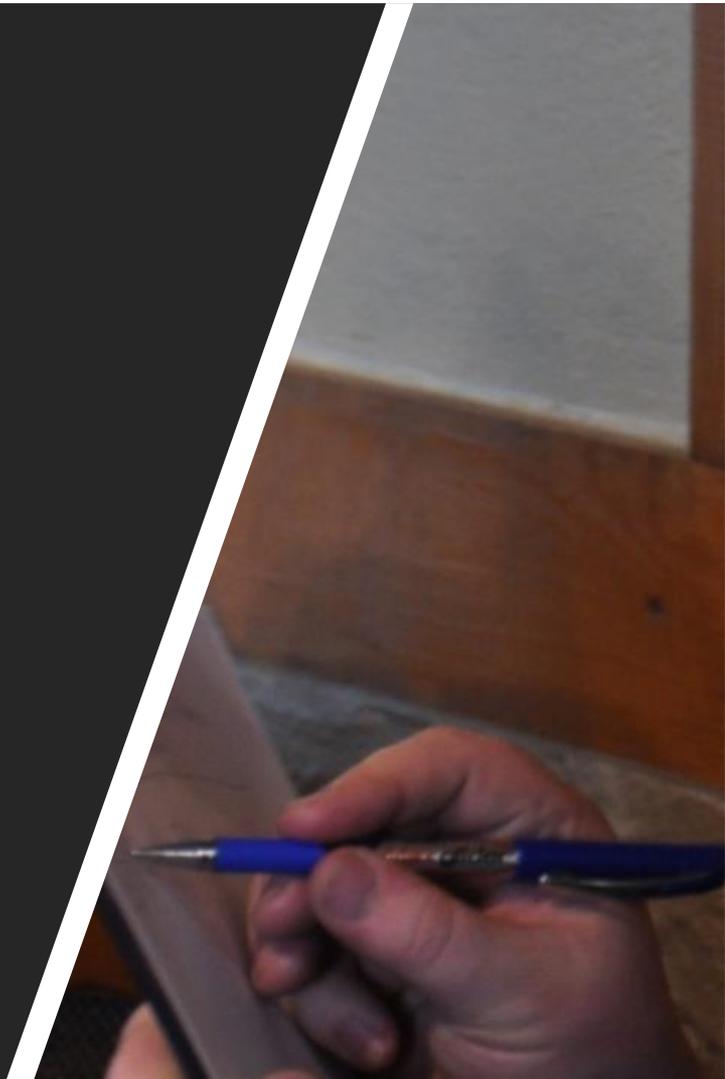
Objective Nr 1. Create Smart Resource Management in Jelgava municipality

- The platform summarizes and regularly updates information on all types of resources
- The number of users using the informational cooperation platform has increased
- The use of resources available to the municipality has increased



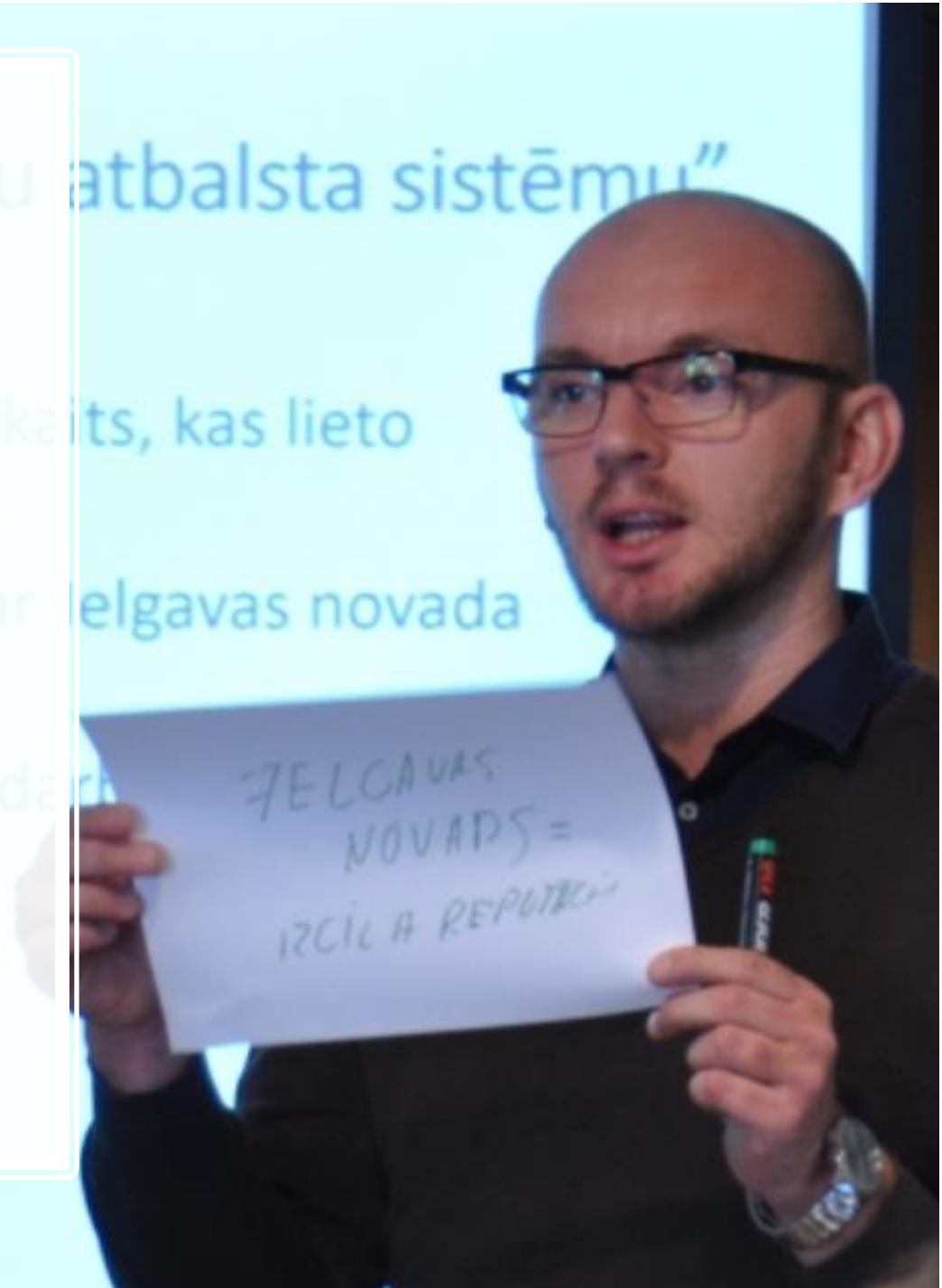
Objective nr. 2. Promote Knowledge-based Business in Jelgava municipality

- The number of Jelgava region entrepreneurs who collaborated with the LLU Technology Transfer Center has increased
- The number of innovations has increased
- The number of knowledge-based enterprises has increased
- Reduced CO2 capacity in the Jelgava region's business



Objective nr. 3. Build a local product and service support system

- The number of entrepreneurs / products / services has increased, which uses the mark of Jelgava county product
- The recognition of Jelgava product brand has increased
- Increased competitiveness of local products / services



Major target groups of the development plan

- **Entrepreneurs / Investors** (Do business and invest in municipality)
- **Professionals** (Residents with labor market demanded professions)
- **Students** (Young people in education)
- **Workers** (Residents who maintains their households in Jelgava municipality)

Action plan(1)

Objective Nr 1.
Create Smart
Resource
Management in
Jelgava
municipality

Actions

- Development of interdisciplinary cooperation
- Identifying the value of indigenous resources and research
- "Jelgava – Smart Municipality" - development of the concept

Needs

- Availability of information on the services offered by the region as a whole
Information agents
- Availability of building materials
- Residential - Real Estate Market
- Advisers for starting a business

Action plan (2)

Promote
Knowledge-
based Business
in Jelgava
municipality

Actions

- Sinergie creation of knowledges
- Increasing youth entrepreneurship
- Raising and bringing knowledge / technology closer to citizens and businesses

Needs

- Innovation transfer capabilities
- Internships in companies
- Creation of qualified labor force
- Lifelong learning

Action plan (3)

Build a local product and service support system

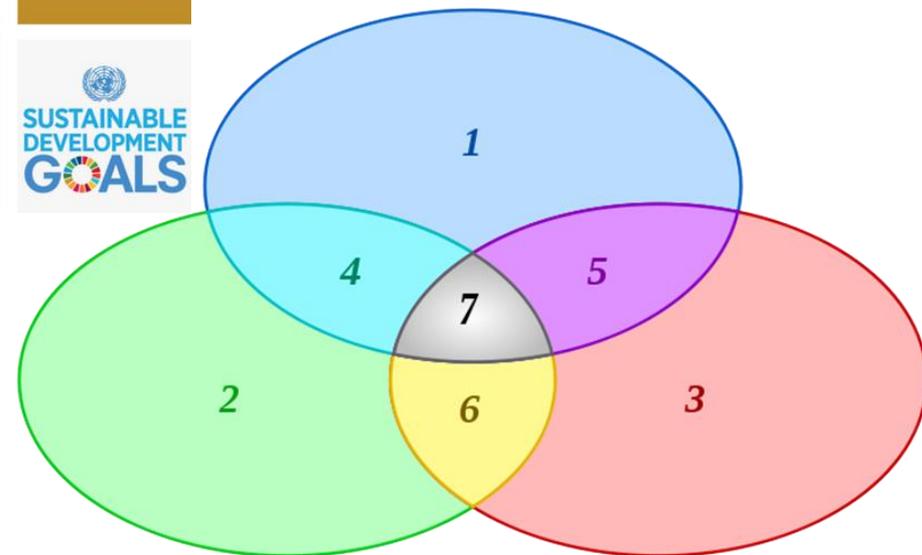
Actions

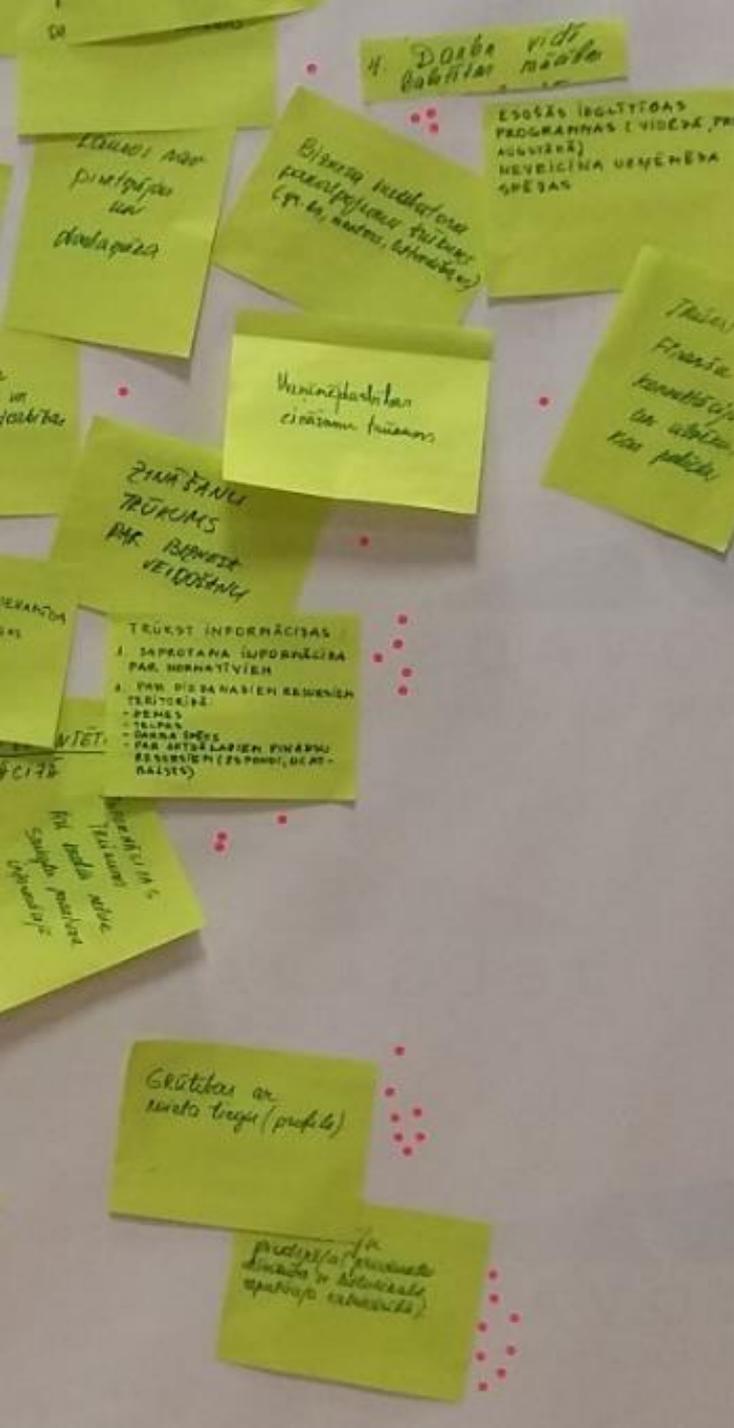
- Creating an excellent reputation of the region of Jelgava
- Promoting the reputation of the brand "Local Producer-Region's Pride"

Needs

- Availability of marketplaces
- Availability of quality footwear and clothing
- Access to diverse food
- Development needs of the "excellent reputation" of the district

Conformity to SDGs – Social, Environmental and Economical aspects





Further steps

- 1) An analysis of the effectiveness of the actions
- 2) Creating synergies with the goal of increasing employment
- 3) Identification of resources
- 4) Identify the responsible ones

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