



The support environment for innovation in South Iceland

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Network of consultants

- The innovation consultancy in South Iceland is led by SASS, the Regional Association of Municipalities in South Iceland
- The area is about 31.000 km²
- Population of 26.500
- 13 part time consultants located in 5 towns and villages
- A contract between SASS and the academic centers in South Iceland about the consultancy work



The legal context

- Law on a Strategic Regional Plan (Byggðaaáætlun) and Regional Plans of Actions for the Regions (Sóknaráætlun), no. 69/2015
- A seven year Strategic Regional Plan for the whole country, and seven year Regional Plans of Actions for each of the eight regions.

The principal objectives in the implementation of the Strategic Regional Plan (2014-2017) shall be to:

“create greater equality of opportunity in work and services for all people in the country, to mitigate differences in living standards, and to promote the sustainable development of the regions in all parts of the country. Special priority will be given to support for regions subject to long-term depopulation, unemployment, and heavy dependence of single industries. Emphasis shall also be placed on ensuring that measures taken under the plan help to promote greater gender equality”

Regional Plan of Actions for South Iceland

Sóknaráætlun Suðurlands

Main focus:

- Increase cooperation between municipalities in as many issues as possible
- Holistic mapping of the nature, culture and human resource in the area as well as highlighting the uniqueness of the area
- Create a positive image of the South based on quality and purity.
- Focus on environmental issues with sustainability in mind, and increase use of sustainable energy and resources
- Raise the level of education by better access to education in the area
- Increase diversify in the economy, the society, the culture and education.

Regional Plan of Actions for South Iceland

Sóknaráætlun Suðurlands

- All the consultancy work is based on that plan
- Two strands
- Priority projects
 - They are based on the main focus of the Regional Plan of Actions
 - Everyone can send in an idea of a priority project
 - Led and followed up by consultants
- Development Fund of South Iceland, a competitive fund with two distinct roles:
 - Innovation and employment development
 - Culture and arts

The consultant's role

- To provide consulting services in the field of industrial and regional development
- To provide consulting in cultural projects
- Support innovation and entrepreneurship
- Promotion and guidance in applying to the Development Fund of South Iceland (Uppbyggingarsjóður Suðurlands) and follow up projects that have received funding
- Lead and follow up priority projects based on the Regional Plan of Actions for South Iceland

Uppbyggingarsjóður Suðurlands

South Iceland Development Fund

- Support for innovation and cultural projects
- Open for applications in September and March
- 68.000.000 ISK in 2016 (about 470.000 GBP)
- 139 projects, 44 innovation/employment projects, 95 cultural projects
- Funding up to 50% of total cost
- Duration of 12 months
- Most of the applicants are individuals and small or startup businesses

Development Fund – objectives of innovation/employment support

- To support projects that increase employment and productivity in the region
- To support projects that promote diversity in the economy and increase positive social development in the region

Development fund - focus of innovation/employment support

- Product development and innovation, based on the resources of the region
- Product development and marketing of tourism in low season
- Marketing products and services into new markets
- Projects that promote research and development of industries in the region
- Temporary hiring of employees with expertise to exploit the potential business growth
- Support projects that are applying for international funds

Development Fund - objectives and focus of cultural support

Objectives:

- To promote culture and artistic creativity in the region, based on the official cultural policy for the South of Iceland.

Focus:

- Support projects that encourage cooperation and/or events at various places in the South
- Projects that support economical activity in the field of culture and art
- Projects that showcase local or regional cultural characteristics or heritage
- Projects that include or support the creativity of children and young people aged 18-25 years
- Projects involving cooperation with other countries in the field of culture and art

Thank you

