Segmentation & Innovation

REGIONAL DEVELOPMENT AGENCY OF ARAGON
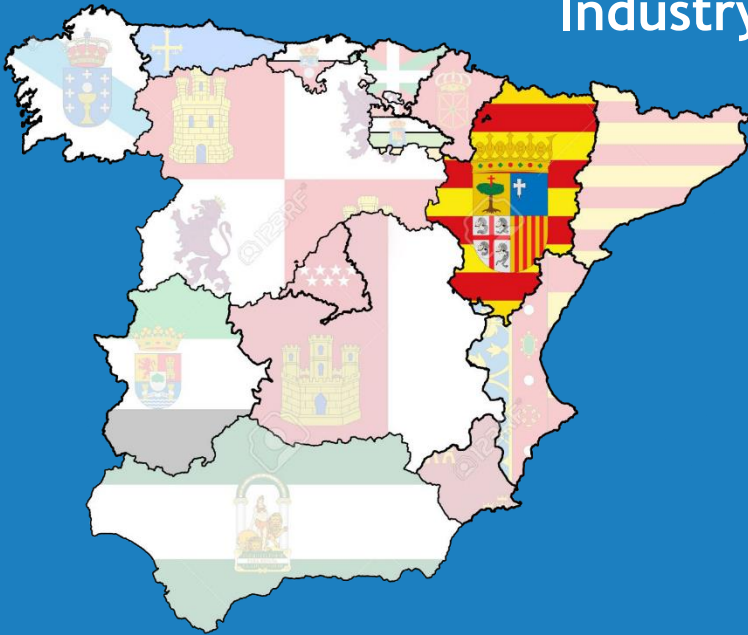
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Aragon

Aragon - Spain

- Population: 1,3 million people.
- GDP (2017): 26.328 €.
- GDP: Services (58%), Industry (18%).

Aragón has one of the lowest population density in Europe.

- 47.720 Km2 (9,5% part of the national total)

- 1.346.293 inhabitants (2,85 % part of the national total)

- Population Density: 27,80 inhab./km2

• Spain: 82,68 inhab./ km2

• Europe (EU25): 117,25 inhab./ km2

• 95% of the territory is "fragile and hardly structured" rural zones

• More than half of the population lives in Zaragoza and its metropolitan area.

Regional Development Agency of Aragon
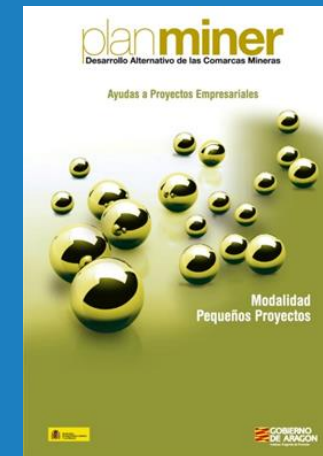
Regional Development Agency of Aragon

Main objective is to promote territorial development, mprove competitiveness and increase economic productivity

4 operational departments:

- Business unit

- Entrepreneurship unit

- Economic promotion unit

- Infrastructures and innovation unit

Best Practice: Surveys

Customer satisfaction and loyalty is the best way to know the impact of ours actions

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Customer segmentation through two variables Satisfaction (high and low) and Loyalty (high and low), allows improving cross-selling of services.

- IAF carries out surveys on all the activities that it performs (seminars, conferences, , grants, support programmes, etc.,

- 100% of customers are surveyed

- An analysis of the surveys is carried out at the global level, by programme, by action, and by geographical distribution of the client.

- In addition, once a year a telephone survey is carried out on a sample of clients with an external company.

Customer groups based on loyalty helps to identify specific problems and improve your work

Innovation support in Aragon

Access to capital

- Micro-credits for implementation of agri-food initiatives (agri-food entrepreneurship program) and social initiatives (Social Entrepreneurship Program)

- Grants for entrepreneurs and new companies

Technology-oriented support

- Aids for innovation projects qualified with the "seal of excellence" in phase 1 of call SME Instrument (H2020), which do not have budget.

- Plan Franchises. It aims to promote the creation of new franchisors and consolidate and expand the existing ones.

- Plan of Excellence. It promotes the use of tools and management models in order to increase competitiveness of SMEs (EFQM), with training, benchmarking, certificates, prizes,..

Market development support

- PAE - Entrepreneurs Information Point. It aims to give information about how to create a new company, sources of funding...

- Net ARCE (33 incubators) that gives advisory services.

- Presentation of project proposals to international calls for innovation - Clusters

- Net ARCE (33 incubators) - Infraestructures with offices, coworking areas, industrial spaces,...

- International events, congresses, working groups, ...

- Recognition (prizes, seals, virtual club,...)

evidence base

Thank you very much for your attention

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