

GoSIV! - Smart Industrial Villages

Support SMEs innovation and initiatives
within Smart Industrial Villages (SIV),
an approach for renovating
traditional urban industrial areas.

D4.3. Industrial Zone Horta das Figueiras, Evora (Alentejo, Portugal)

Contents

1. The story of the area	3
2. Location and key facts	4
3. Key facts	6
4. The needs for renovation of the area	7
5. Activities performed during Go SIV project and outcomes	8

1. The story of the area

The city of Évora is the economic and administrative centre of the Alentejo region, which occupies more than 1/3 of the country. The economy is based mainly in the Services sector, with great weight of the University of Évora and the decentralized services of the Central Government.

Industry is also very present in the economy of the city, mainly in the sector of electronic and electromechanical components and construction.

One of the new Portuguese aeronautical clusters settled in Évora, with the Brazilian Embraer as anchor. Several other aviation companies have already installed or will soon install manufacturing units in the Aviation Industry Park of Évora (PIAÉ). There are also in the city the Industrial and Technological Park of Évora (PITÉ), the Industrial Zone of Almeirim (North and South) and the Industrial Zone of Horta das Figueiras.



The Évora Town Hall acquired PITÉ in 1990, with only 10 companies installed. PITÉ is an economic development centre that aims to strengthen the industrial and logistic capacities of the municipality, invest in the modernization and dynamisation of the economic sector, attract investment, strengthen the municipality and promote the installation of industrial units.

It is clear that there is a clear business growth in the main locations of the territory, due to its size, competitiveness or geographical location, clearly visible in places where there is a cluster effect, such as Évora, Vendas Novas, Sines or Elvas / Campo Maior. In Évora, in the PITÉ and PIAÉ parks, there has been an increase in new investments, in key sectors for local development and high technological intensity / human resources. It is important to take advantage of this growth and make the investments resilient and durable, by establishing the respective supply chains in the territory, consistently and integrated in several locations.



2. Location and key facts

Évora is located in the centre of the Alentejo region and is, due to its geographical location, an important communications hub.



2.1. Road transport

At the road level, the following main axes serve the city:

- A6 - Route that connects Lisbon to Madrid and has two nodes connecting to the city (East and West)
- EN 114 - Évora / Montemor
- IP 2 - Route that connects Bragança to the Algarve through the interior of the country. In the municipality of Évora is still under construction
- EN 18 - Évora / Estremoz
- EN 18 - Évora / Beja
- EN 254 - Évora / Redondo
- EN 256 - Évora / Reguengos
- EN 380 - Évora / Alcáçovas
- R 254 - Évora / Viana
- R 114-4 - Évora / Arraiolos

The Évora Bus Terminal is the headquarters of the “Rodoviária do Alentejo”, which ensures the city's connections with various points in the region. In this terminal also operates the Expresso service, which connects the city to all regions of the country and also international regular lines.

2.2. Rail transport

An on-line electrified train, linking Évora to Lisbon and the rest of the country by the Intercidades service, does rail transport.

2.3. Air Transport

The city also has a Regional Aerodrome, with asphalted and illuminated track, where several services work, including a school of Parachuting. The nearest international airport is Humberto Delgado Airport in Lisbon, about an hour from the city.

2.4. TREVO - Transportes Rodoviários de Évora

Urban transport is provided by TREVO (Évora Road Transport), linking the city's many neighborhoods with the centre and with the Industrial Zones, Hospitals, Schools, etc.

3. Key facts

The modern investor is currently very demanding in choosing the location to make their investments. In addition to the traditional criteria, it includes digital accessibility, the quality of spaces and the availability of highly specialized and qualified human resources. It is important to consider, for most business reception areas, their qualification at the level of common spaces and services and the availability / quality of the available technological services.

Alentejo is currently one of the regions with the greatest potential for economic growth, based on its endogenous resources, regional assets, subsoil wealth, new products resulting from the irrigation of specialization, which is associated with innovation and technology employed, and existing knowledge network. This new reality entails territorial challenges of training and creation of spaces for business reception and respective industrial zones competitive at national and international level, adequate and adjusted to the intelligent specialization of the territory.

The transfer of technology promoted by interface agents such as ADRAL, PACT and NER has contributed decisively to leverage projects of greater technological intensity. Services such as FABLAB (www.fabfoundation.org) promoted by ADRAL at Évoratech allow companies to support rapid prototyping projects for new products, the result of which can contribute to the innovation and competitiveness of small businesses. The Alentejo Science and Technology Park (PACT), of which ADRAL is a founder, plays a leading role in the interface between business initiatives and the most relevant knowledge centers of the regional ecosystem.

ADRAL is consistently supporting technology-based investment, such as DECSIS investment in a state-of-the-art Data Centre, the installation of the AED Cluster in Évoratech, as well as support for the development of new projects. New technology-intensive initiatives such as a Business Accelerator in Critical Technologies, Energy and Mobility by ADRAL, an advanced ICT Services Centre by DECSIS, and other regional-based initiatives in highly-Industrial Zone Horta das Figueiras, Evora (Alentejo, Portugal)

developed clusters are currently under development in Evora. qualified as e-Health, Cluster AED, ICT and Agro-food.

4. The needs for renovation of the area

It is not possible to attract new investments without providing high quality digital services, where the models must be flexible and tendentially based on condominium models of services that leverage their quality.

In addition to high-speed Internet access (> 100Mbps), it is urgent to implement services that support SMEs in the digital transformation of their businesses and to meet the challenges of the European Digital Single Market. ADRAL has in its strategy to support the municipalities and companies in their digital transformation, having for this purpose established several partnerships with a view to the development of a Digital Agenda of the territories.

Many industrial zones in the Alentejo were created in the context of the need to relocate small workshops and some industrial activity from the urban centers of towns and cities to these industrial spaces, many of which were characterized by small lots.

It is crucial to devise new ways of breaking down barriers and avoid blocking investment and innovation based on geographical location in order to attract firms to a territory with proven capabilities and proven dynamics, but where some gaps can lead to loss of competitiveness when compared to other locations.

ADRAL has directly supported some Municipalities of the Alentejo in the shared management of Municipal Business Centers and in organizing and training to support business dynamics, with the creation of GADE (Economic Development Support Offices), key elements of the companies and new investors in a professional way. These qualified teams ensure key functions at the municipal level, such as:

- Make an investment dossier at the municipal level;
- Disseminate the potential of the municipalities to promote / strengthen the economic base;
- Promote actions to attract new investors and support the installation of new companies;
- Provide information on funding lines for national and community programs;
- Ensure the collection and treatment of economic and social elements, with a view to establishing databases for the provision of information to economic agents and the definition of public policies;

The investment decision is currently based on multidimensional criteria in choosing the location for your project. In addition to a concern with costs, geographic positioning and logistics chains, factors such as the availability of digital services, quality of spaces and reception areas, shared services, capacity for growth and scale, and a strong regional and local level at the political level. In order to respond to these concerns, it is necessary to create integrated responses, in a network, by the municipalities and the interface organizations (ADRAL, Local Development Agencies, Alentejo Park of Science and Technology and Business Centers).

The establishment of integrated subregional business reception systems, combining several industrial zones or business parks, in the creation of AAE (Business Reception Areas) of common and homogeneous services in any location, will contribute to increase the attractiveness of Alentejo as a whole and, necessarily, the locations specifically designed to welcome companies. It is fundamental to capitalize on the principles of competitiveness, but also on territorial cohesion, the opportunities that recur to us throughout the territory, by designing complementary and specialized solutions for each type of investment.

The sub regional AAE's should be modern areas of business reception, allowing a new paradigm of infrastructure and service management, contributing to better and more diversified services to the companies installed, as well as better promotion and territorial marketing.

The development of sub regional AAE's allows the improvement of the local ecosystem, based on common management of infrastructures, with effective sharing of business development support services, fostering the relationship with the Regional Technology Transfer System and the induction factors of innovation , reinforcing the territorial comparative advantages. These AAE's should streamline processes and organize condominiums from the infrastructural point of view and the provision of basic services. They must provide access to services and goods of science and technology, of interface and proximity to centers of knowledge, the development of network economies that generate synergies and greater critical scale, incubation of entrepreneurial activities, as well as marketing and promotion, in an active commitment to the regional or local development in which they are inserted.

5. Activities performed during Go SIV project and outcomes

The Go SIV project gave us the opportunity to discuss important issues regarding the improvement of our industrial zone, as well as discussing solutions and good practices that can be implemented there. Through local activities defined in WP4, as focus groups with our main stakeholders in our region, we had the chance to sit and talk about the needs stakeholders feel regarding our industrial zone and suggest some solutions.

The International Peer Learnings, which occurred in each partner area, provided us with a comprehensive knowledge of the responses that already exist in the different industrial zones and allowed us to present innovative and technological solutions that have already been proven and tested successfully.

The final workshop was also an event where we get to show to our partners and stakeholders what solutions we are thinking about and which good practices exist and had been implemented here and are successful. Unfortunately, the main stakeholders could not attend.

During the development of this project, we achieve some important goals that will help us in future projects like Go-SIV. We acquired information about various development models that can be applied to our industrial zone, knowledge of barriers and ways to overcome them and we were able to reinforce the link to the closest stakeholders, which will be the key for further cooperation.

We believe that our case study presents an innovative approach, based on trends and the needs identified and confirmed by the recipients and will be the door to new projects and support from the EU (including funding for chosen activities). Despite of realize resilience towards innovation and lack of trust as well as limited human resources to respond by stakeholders to the needs identified, we strongly believe that this outcome could not be more positive.

One of the major challenges facing the region is the capacity of capturing and retaining people and critical mass in the territory. In this context, it is important firstly to raise awareness internally and externally of the new opportunities, potentialities and assets that Alentejo has today, well referenced in the strategy of EREI, many of which are differentiators, and therefore of added value, to which it associates the quality of life, safety, proximity to important urban centres, a strong cultural identity, and the excellence of the training offered across the entire territory of Alentejo.

ADRAL, in the context of the strategic repositioning process of its activity affirmation, intensifying the promotion of Alentejo Development adapted to the new territorial, national, European and international challenges, referred to those that will be its main areas of bet since 2019, in particular:

- The external promotion of the region and internationalization;
- Development of regional strategic value chains;
- The European Digital Agenda;
- The qualification and management of corporate hosting infrastructures.

In this context, part of the great challenges of the territory, necessarily go through their ability to work in a network, which guarantees, enhances and enhances the regional assets, and the differentiating criteria of the Alentejo. In this regard, ADRAL has an aggregating and differentiating role as an entity that incorporates global activities, being the only organization that crosses the various economic sectors, representing the entire Alentejo.