



ODEMIRA EMPREENDE

ENTREPRENEURSHIP AND
EMPLOYMENT MUNICIPAL PROGRAMME

Odemira

MUNICÍPIO

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Because everything starts with an idea!

An enterprising spirit is today considered one of the main driving forces behind innovation, competitiveness and economic growth. This is the backdrop that paved the way for the creation of **Odemira Empreende**.

Odemira Empreende is an Entrepreneurship and Employment Municipal Programme aimed at promoting economic development in the municipality to support, encourage and stimulate the business world.

Vision

By implementing **Odemira Empreende**, Odemira Municipality intends to take a proactive stance when it comes to stimulating entrepreneurship, in order to drive forward the enterprising spirit and as such help the region and the municipality reach a similar level of development as the main municipalities in Portugal.

Overall Goals

- Promotion of **Economic Growth**;
- Capturing **New Investment**;
- Job **Creation**;
- **Qualification** for the Business World;
- Contribution to **Territorial Cohesion**.

The role of the **municipal incentives**

- Boost entrepreneurialism taking into account the distinctive characteristics of the municipality;
- Boost projects implemented by young people;
- Boost projects based in civil parishes in the municipality's interior;
- Boost projects that promote urban rehabilitation, especially abandoned buildings;
- Stimulate investment linked to the family economy and community networks, namely those related to endogenous products;
- Simplify the licensing of business initiatives as much as possible;
- Encourage a policy of accommodating businesses by attracting new companies through yielding properties, lowering fees and/or granting tax benefits.



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AXIS I

Attracting New Business Initiatives

M1: Implementation of Company Incubators

Aimed at boosting economic growth and entrepreneurship, the Odemira Company Incubator is a measure to aid the establishment of young entrepreneurs and young companies in Odemira Municipality, as well as a contribution to stimulate the business world and revitalise the urban centres.

The initiative intends to promote and support innovative business projects in their pre start-up and start-up phase, supplying physical premises and providing a range of services, contributing to their insertion into a suitable business environment, as well as providing the conditions needed for success in the initial phase of the business.

M2: Incentives to Attract Companies to Business Parks

The establishment of companies, whatever their origin, requires a clear set of rules and effective answers to make the region attractive and to meet investors' needs.

Therefore, as well as Odemira Municipality establishing a set of management rules for the group of existing municipal business parks, a set of measures should also be implemented to stimulate and boost private investment.

M3: Creation of New Business Parks

Aimed at attracting external investment and initiatives that will contribute to the economic development of the municipality, new areas must be developed where companies can set up and bring their initiatives to fruition.

The decentralised creation of new business parks intends to bring about a new and reinforced business dynamic, foster the territorial cohesion of the municipality, strengthen the position of the territory as a whole in the regional economic system and contribute to a concerted increase in the employment rate.

With this in mind, Colos, Sabóia and São Teotónio have so far been identified as the preferred civil parishes to implement the new business parks.

M4: Investment subsidies

Taking into account the economic fabric of Odemira Municipality, there is a need to encourage business investment, especially any investment that aids sustainable development, which contributes to the creation of new jobs, with a focus on professional qualification, innovation and new technologies.

Priority areas include: old centres, urban rehabilitation areas, zones classified as industrial zones on the Municipal Master Plan (PDM) and municipal business parks.

M5: Exemption / Reduction of Municipal Fees in Licensing Processes

In a particularly difficult economic climate, it is important to facilitate the licensing process and remove obstacles that may hold back the local economy. As such, exemptions and/or reductions shall be introduced for a set of municipal fees on business activities, especially for start-ups.

M6: Creation of "Enterprising Spirit" Municipal Award

Nowadays entrepreneurs play an important role in the development of the regions where their businesses are based for a number of reasons such as putting endogenous resources to good use, adding value and innovation to their products, creating jobs, showing social responsibility, increasing family income, encouraging the population to remain in the region and taking risks that lead to opportunities.

Therefore, the Enterprising Spirit Municipal Award intends to reward and give public visibility to those who, regardless of their activity or idea, most contribute to stimulating an enterprising spirit and the economic development of the municipality.



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AXIS II

Support for Businesses and Job Creation

M1: Creation of the Entrepreneur Support Office

The mission of the Entrepreneur Support Office is to mediate the relationship between Odemira Municipality and the companies and trade associations, promoting the municipal policy of supporting investment internally and externally.

Other important functions of the office include serving the local business community and potential investors, monitoring and facilitating the internal processes related to the implementation and licensing of new investment projects, mediation in the relations with the different entities and providing information about the different forms of support and incentives available.

M2: Implementation of a Competitive Taxation Policy

The implementation of a competitive taxation policy aims to contribute to the sustainable alleviation of the tax burden in order to boost the socioeconomic development of the municipality.

This measure is reflected in the reduction of municipal taxes for companies and individual entrepreneurs.

M3: Local Business Modernisation and Stimulation Support Sub-programme

The Local Business Modernisation and Stimulation Support Sub-programme intends to define specific measures and mechanisms to support and stimulate businesses and services, thus contributing to the modernisation of traditional businesses, the renovation of old urban centres, and an improvement in the standard of living of the resident population in general.

M4: Creation of the Entrepreneur Manual

The Odemira Municipality Entrepreneur Manual intends to be a tool for support and consultation, addressing various topics of particular interest for investors.

This guide aims to help the decision-making process, providing advice and information, and fostering the entrepreneurial spirit of businesspeople and potential investors in Odemira Municipality.

M5: Self-Employment Creation Support

By providing financial support for the creation of self-employment, the intention is to encourage the unemployed and young people looking for their first job, and who do not receive any state benefits, to implement an enterprising idea and start their own business.

M6: Creation of the Responsible Industry System (SIR) Support Guide

This document provides entrepreneurs with information about the Responsible Industry System and how type 3 industrial establishments should be registered, which are those for which municipal councils have responsibilities as the coordinating entity.

M7: Implementation of the Entrepreneur Fast Track

The Entrepreneur Fast Track aims to shorten the response time and improve confidence in the municipal services.

The following can benefit from the Entrepreneur Fast Track:

Urgent projects, namely when the activity creates more than three jobs and/or the projects are eligible for municipal, national or EU awards or subsidies.

M8: Entrepreneur Counter

The Entrepreneur Counter aims to improve the service provided by Odemira Municipal Council to the instigators of business activity in the municipality of Odemira, simplifying and cutting back on the paperwork involved in the formalities required.





AXIS III

Entering the Job Market and Improving Professional Skills

M1: Qualifications for the Unemployed and New Graduates Sub-programme

The Odemira Get Qualified initiative is a programme geared towards the unemployed and new graduates who reside in the municipality of Odemira. The exceptionally scarce economic opportunities have led Odemira Municipal Council to take measures to meet the needs of the local community.

This programme is divided into several measures targeted at the citizens' different situations and needs.

M2: Implementation of the Municipal Job Market

The Odemira Municipal Job Market (BEMO) aims to encourage the creation of local jobs that will encourage young people to settle in the municipality and provide potential employers with an ideal means of recruiting and selecting staff.

This tool, available on the Municipal Council's website, has the advantages of allowing widespread dissemination of job offers free of charge, for citizens who are looking for work in Odemira Municipality, and for companies based or starting up in the municipality who want to recruit staff.

M3: Employability Office

The Employability Office aims to support unemployed young people and adults in defining or developing their careers or helping them re-enter the job market, in close cooperation with the IEFP Centres.

The intention is, within the scope of this programme, to boost the activities developed by this Office, namely as regards: providing professional information for unemployed young and adults, supporting the active search for a job and gathering job offers.

M4: Support in Improving Work Skills

Improving work skills by providing professional training and offering training placements for graduates and non-graduates is a common practice in Odemira Municipality.

In the knowledge that this is not a customary procedure in the municipality's business world, but given its relevance and importance for human resources, Odemira Municipal Council aims to use this measure to stimulate and motivate the practice.



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