|  |
| --- |
| Increasing the competitiveness of a company by broadening the range to regional products |

|  |  |
| --- | --- |
| 1. **Name of Beneficiary**
 | AN - TER "SPÓŁKA JAWNA - FIJARCZYK I SPÓŁKA |
| 1. **Action / Measure**
 | **Action:** RPWM.11.01.00 Modern companies**Measure:** RPWM.11.01.01 Recreation of the economic heritage of the region |
| 1. **Place of implementation**
 | Orneta (city), Lidzbark district, Warmińsko-Mazurskie Voivodship |
| 1. **Objective of the Europe 2020 Strategy**
 | Objective: To increase the employment rate in the 20-64 age group to at least 75%Objective: To achieve the level of 3% of GDP invested in research and development, in particular through improvement of the conditions for investments in R & D by the private sector and to develop a new indicator to monitor innovation |
| 1. **The operational program under which the project was financed**
 | Regional Operational Programme for Warmińsko-Mazurskie Voivodship for the years 2014-2020 |
| 1. **Implementation deadline**
 | 2016-09-29 - 2017-04-30 |
| 1. **Amount of EU funding (PLN)**
 | 310 432.50 PLN  |
| 1. **Description of the project with justification**
 | The aim of the project is to increase the innovation of the company through the use of process innovation, which will allow to obtain traditional bakery products with an increased hygiene standard and repeatable quality, referring to the economic heritage of the Warmia and Mazury region before 1989. The investment has positively influenced further improvement and modernization of bakery processes and has enabled improvement in the competitive position of the company. The project has a positive impact on the development of smart specialization "High-quality food." Currently, there is a consumer demand for bread produced using extended fermentation because it can not only be recommended for health reasons and great value in the daily diet, but also has a better flavour and aroma than bread produced using fast technologies. |
| 1. **Value added for the region (what, apart from indicators, have been achieved / acquired / improved?)**
 | The project includes running educational activities related to raising public awareness about the reconstructed economic heritage of the Warmińsko-Mazurskie Voivodship. Active promotional activities related to the launch of regional bakery products on the market are conducted. They are carried out in the places where products are sold. This means consumers can associate the brand of a local producer with the quality and traditional flavour of the regional bread. |