Una manera de hacer Europa

BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

Lines of assistance of the 2014-2020 ERDF Programme of the Valencian Community, aimed at financing different actions related to the internationalisation of companies, granted to Poética 2.0 and Orcelis

Programa Operativo de la Comunidad Valenciana

Año 2022

Fondo Europeo de Desarrollo Regional

Good Practice of the Valencian Institute of Business Competitiveness (IVACE), Generalitat Valenciana, of various lines of assistance of the 2014-2020 ERDF Programme of the Valencian Community, aimed at financing different actions related to the internationalisation of companies, granted to Poética 2.0 and Orcelis.

April 2023

Presentation

Under the internationalisation mentoring programme, grants have been earmarked to finance **Poética 2.0 and Orcelis projects**. Both aim to promote the increase of exports and to improve the degree of internationalisation of companies, taking into account the impact it has on the growth of their economy. The improvement of the positioning of the products and services of the companies of the Valencian Community in foreign markets is an essential factor to generate wealth and well-being.

The call for grants launched by the Valencian Institute of Business Competitiveness (IVACE), Generalitat Valenciana, for the financial year 2018, had an initial budget of EUR 2 189 900.00, which allowed the development of 72 projects co-financed by the Operational Programme of the European Regional Development Fund ERDF of the Valencian Community 2014-2020. Among them, we highlight **"Poetics 2.0"** project, with a total eligible cost of EUR 24,752.2, 50 % (EUR 12,376.10) financed by ERDF; and **"Orcelis" project**, with a total eligible cost of EUR 25 999.52, 50 % (EUR 12.999,76) financed by ERDF co-financing.

The call aimed the award of grants to SMEs of the Valencian Community for the implementation, development, implementation, and monitoring of the internationalisation mentoring plans 2015 and 2016; and the "Cheque Tutorías" program for internationalisation in 2017, in order to achieve the internationalisation of Valencian companies.

Poética 2.0 is a Valencian SME whose purpose is the dissemination of poetry and literary heritage through the audiovisual medium and internet. With the participation of both actors and poets themselves, video and audio poems, both classic and contemporary, are offered in digital collections and also through VERSO, an exclusive streaming platform. It is also specialised in events and workshop organisation about poetry and its didactic potentialities.

The video and audio compilations of Poética 2.0 include poems not only in Spanish but also in the rest of the official languages spoken in Spain. They are offered accompanied by the original texts of the poems, as well as additional information about the authors and pedagogical resources designed for students of all ages.

As far as **Orcelis Fitocontrol** is concerned, it is a Valencian company, located in Orihuela (Alicante), that is dedicated to the development of an advanced software for agriculture that allows to manage and make decisions on farms in real time. It also uses satellite images with an indicator of vegetation's health that helps to differentiate it from other types of land cover and determine its general state, being able to detect abnormal changes in the growth process.

1. The action has been properly disseminated to beneficiaries, potential beneficiaries and the general public.

This action has been disseminated in compliance with the communication obligations through the following means:

Public Presentation of Poetics 2.0 at the Universidad Europea de València (UEV).
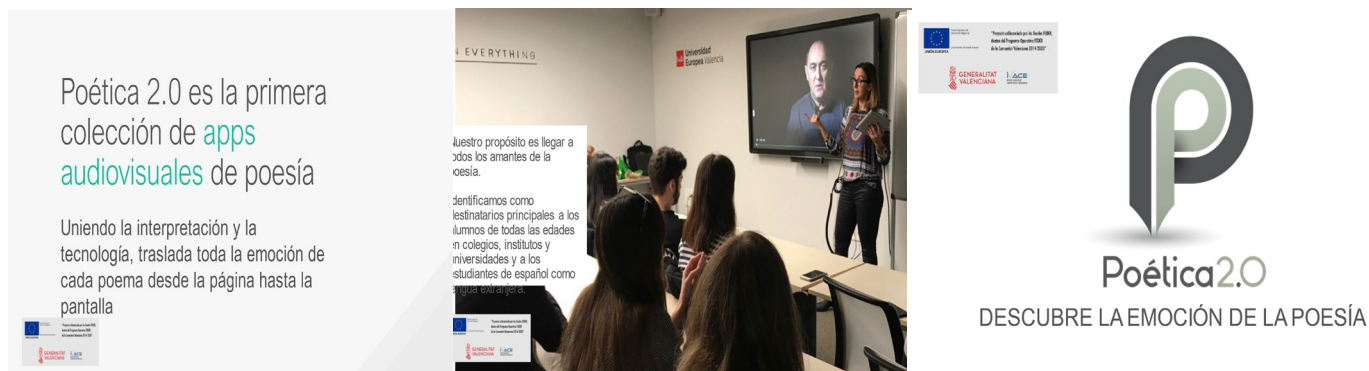
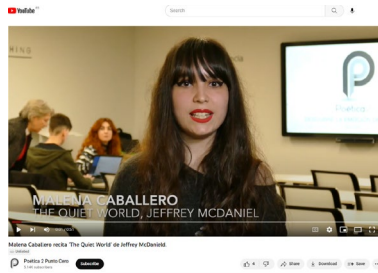News about Presentation of Poetics 2.0 at the Universidad Europea.

Students and teaching staff of Universidad Europea who participated in the activity posing with part of the Poética 2.0 team.

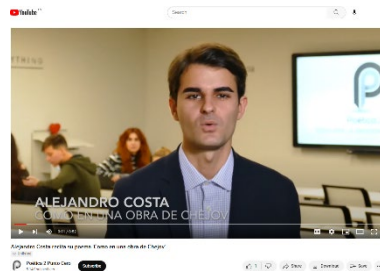https://www.poetica2puntocero.com/poetica-2-0-convierte-la-universidad-europea-en-un-plato-para-la-poesia/

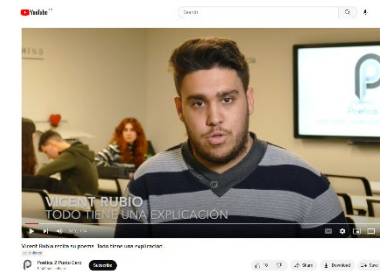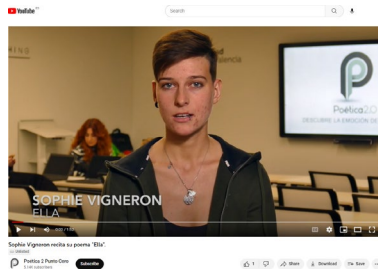YouTube videos recorded by Poética at the Universidad Europea de València.

https://www.youtube.com/watch?v=klGkgR9qtic   https://www.youtube.com/watch?v=PveegwPTzkA

https://www.youtube.com/watch?v=VF1atzjZn-M https://www.youtube.com/watch?v=Aqhij0W_EFo

Social media

Twitter — Poetics 2.0 (16/12/2022)

https://twitter.com/poetica2cero/status/1603691686621847552?s=20&t=xm4bRB5tp7rIacT4c7wjhg

Twitter — IVACE (02/12/2022)
(02/12/2022)

Twitter — GVA ECONOMIA (02/12/2022)

https://twitter.com/GVAivace/status/1598620581464662017 https://twitter.com/GVAeconomia/status/1598622147261263872

LinkedIn — Poetics 2.0 (16/12/2022)

https://www.linkedin.com/search/results/all/?keywords=Po%C3%A9tica%202.0%20plan%20de%20internacionalizaci%C3%B3n&origin=GLOBAL_SEARCH_HEADER&sid=wT4

Facebook — Poetics 2.0 (16/12/2022)

https://m.facebook.com/story.php?story_fbid=pfbid02Np9zw87TwYJYMxSkZjJrmfpucj1n42sCmAoC5EBcw1Hs5RyZMuoYBxvQNYLoNb1Zl&id=100063598089467
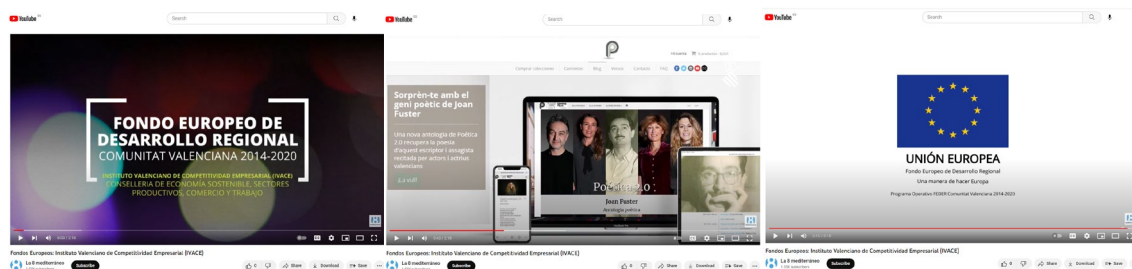
Television

Video broadcast on regional network "La 8 Mediterráneo"

https://youtu.be/eRk2kG5A7bM

Web link of the same video on the website of the Directorate-General for European Funds

https://hisenda.gva.es/es/web/fons-europeus/2014-2020/feder/comunicacio/-/asset_publisher/pU0conZmVugD/content/ivace-feder-po%25C3%25A8tica-2.0?_com_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_pU0conZmVugD_assetEntryId=361807770&_com_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_pU0conZmVugD_redirect=https%3A%2F%2Fhisenda.gva.es%2Fes%2Fweb%2Ffons-europeus%2F2014-2020%2Ffeder%2Fcomunicacio%3Fp_p_id%3Dcom_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_pU0conZmVugD%26_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26_com_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_pU0conZmVugD_cur%3D0%26p_r_p_resetCur%3Dfalse%26_com_liferay_asset_publisher_web_portlet_AssetPublisherPortlet_INSTANCE_pU0conZmVugD_assetEntryId%3D361807770

Newsletter Directorate-General for European Funds — No. 41, September 2022

https://hisenda.gva.es/es/web/fons-europeus/2014-2020/feder/comunicacio

Web Poética 2.0 and VERSO platform:

<https://www.poetica2puntocero.com/>

<https://verso2puntocero.com/>
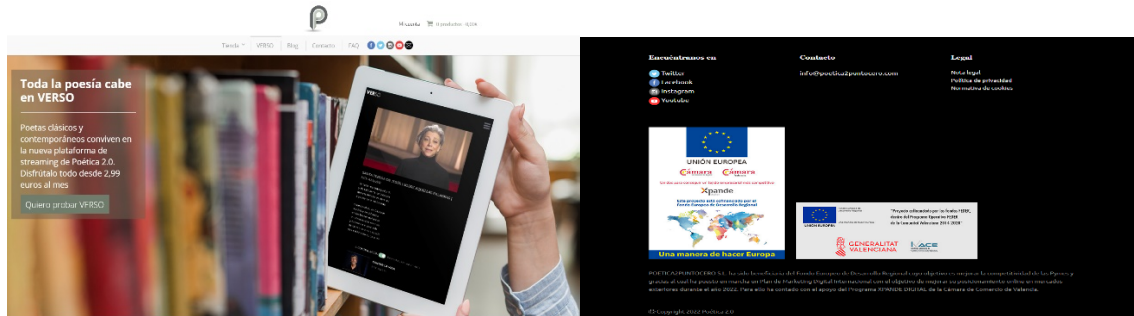
Orcelis website:

<https://orcelis.com/software-agricola/>
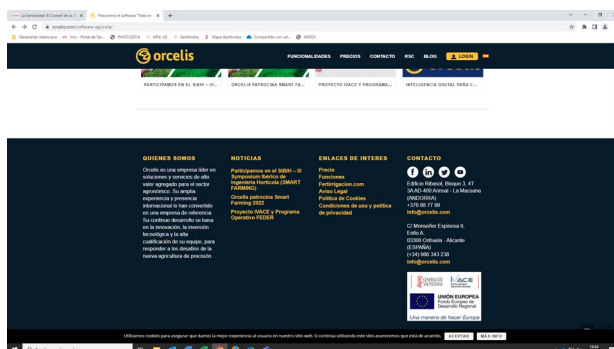
2. The performance incorporates innovative elements.

The **Poetica 2.0 project** presents innovative aspects both in the technical execution and in its usefulness as a didactic tool. The audiovisual presentation, accessible from any device with an internet connection, brings poetry to the way that a large part of the population uses to consume culture. The fact that actors, actresses and poets recite by looking directly at the camera further implies the viewer and conveys all the emotion and nuances of the original text. On the other hand, classes of literature or Spanish as a foreign language, among others, can benefit from a tool that gives life to poems and can make it easier for students to discover poetry, to help them to understand better what a poem aims through interpretations, as well as learning a new language through their literature.
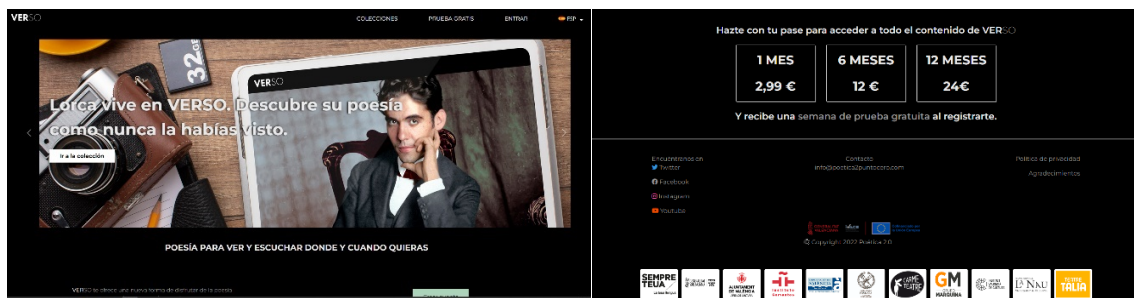

https://www.youtube.com/watch?v=bDsd21PwiNk

The **VERSO platform** is the virtual library where you can access the menu, the great audiovisual archive of the company and is also a unique online service that can be used from any web browser. Apps for iOS and Android are currently under development.

On the other hand, the **Orcelis** project is part of a sector of solutions and services of high added value for the agronomic sector, where its continuous development is based on innovation, technological investment and the high qualification of its team, to respond to the challenges of the new precision agriculture.

Therefore, a software that allows access from any system is used (computer, tablet, or smartphone) having a comprehensive solution of advice and crop management, located in the cloud. In this way, a better control system is achieved based on an effective way of making decisions in order to make the most of agricultural crops.

3. Alignment of the results obtained with the objectives set.

Poetics 2.0 aims to become the world's first platform of Spanish audiovisual poetry. Regarding schools, it aims to become a tool present in classrooms. For this, on the one hand, it continues to build an extensive audiovisual archive that encompasses the poetry of classical and contemporary authors recited by great actors, actresses and poets themselves in a visual and attractive way. On the other hand, a series of tools and didactic activities through which teachers can make students play with poetry have been developed, deconstructing or remixing poems or creating new variants. It is a process that seeks students to participate and make their voice and ideas heard in the classrooms.

Regarding the Orcelis project**,** aims to achieve greater sustainable development of Valencian agriculture, strongly committed to society and rural development. This aims to ensure that users not only increase production, but also that it is done from a more sustainable and environmentally friendly perspective. Thus, companies have a method of measuring and controlling the irrigation

water consumed to reduce their water footprint and real data of the amount of water needed for production.

With this management system, it is intended that users achieve greater profitability in agriculture, optimising resources and avoiding unnecessary expenses, saving up to 50 % in production costs and achieving maximum yield in crops. All this thanks to the intelligent decision-making system, which is intuitive and simple, easy to understand and use, being located in the cloud. This allows you to work at any time and in the place where it is considered appropriate.

4. Contribution to the resolution of a regional problem or weakness.

The **Poetica 2.0 project** is an innovative solution to raise the reading index along students. It is an initiative that helps to stimulate the interest of the population in literature, culture, and the arts, which also can contribute to increase the average score of Spanish students in the PISA report, which is below the OECD and the European Union average in 2018.

In addition, the use of poetry in classrooms as an educational tool helps students to improve their oral and written expression, expands their vocabulary, fosters their critical spirit and empathy, pushes them to investigate other arts and enhances their imagination and creativity.

And it is in this student collective where the use of computer applications and mobile devices has experienced a great boom in the last decade.

Poética 2.0 also maintains an excellent relationship with the Cervantes Institute, with which it has participated in important events. He is currently studying with this institution the implementation of the initiative Fronteras del **VER**SO, which will create an interactive map of the best Spanish-American poetry chosen by users of the platform in different countries.

As for the **Orcelis project**, what is intended is the promotion of responsible consumption of water by Valencian farmers, managing to reduce the volume of water necessary for the irrigation of orchards within the Valencian Community and helping to fight against a structural problem in Valencian geography, where rainfall levels are reduced and reservoirs are in a critical state.

It also helps ensure that the food offered to consumers has a better quality, being safer and healthier for consumption, since the system of informing producers about the plant protection products they can use in crops, allows a product to be reached more in line with the criteria of environmental protection.

5. High degree of coverage on the population to which it is targeted.

Poetics 2.0 is aimed at a transversal audience, composed, in addition to students, by regular or eventual readers from all age groups and social classes and by people reactive to cultural and identity content.

The profiles therefore include the general public, school-age population anywhere in the world, readers and authors of literature and poetry, prescribers and cultural activists.

Mobile and computer applications have a high acceptance rate among citizens, so a large number of people have access to these applications from their smartphones, tablets and computers. Thus, a greater dissemination of literature is achieved among younger people.

Poetics 2.0 expands and demands the universal attention and participation of all Spanish speakers, but focuses the action of his story on the group of countries in which the Spanish language is decisive or significant. The country that they have chosen to open to the international market is Mexico, because of the importance that is given to culture there. The IVACE office produced a

comprehensive report on this market. Likewise, efforts have also been initiated to carry out events in New York, due to the interest that exists in Spanish letters.

Poetics **2.0 collections** are being used in more than a hundred schools. Among the organisations that have invested in this educational resource are the Education Departments of Madrid, Castilla La Mancha, the Balearic Islands and the Valencian Community, as well as the ministries of Education in countries such as Colombia, Chile, Panama or Mexico.

Nearly 2,000 users have used Poética 2.0 products since they received the help.

Regarding the management system developed by Orcelis**,**it focuses on the population that has land dedicated to agriculture achieves a more efficient and effective management, thus achieving greater production and obtaining better quality products in a sustainable way and more respectful with the environment. It also allows, through association agreements, to unite associations and companies concerned with sustainable development, allowing the creation of synergies that allow to obtain a greater benefit for the population as a whole.

6. Consideration of horizontal criteria of equal opportunities non-discrimination, as well as social responsibility and environmental sustainability.

Given the nature of the project, the consideration of equal opportunities is applicable to the project and to the product that has been developed. From the point of view of the beneficiaries of this project, the principles of gender equality have been incorporated, addressing all citizens and without any discrimination based on gender, functional diversity or other circumstances.

Regarding environmental sustainability, the impact of the **Poética 2.0** project is positive, given that allowing access to literature from digital devices reduces the consumption of paper resources and also reduces the consumption of resources in transport.

In the case of **Orcelis**, in relation to the environmental sustainability criteria, the management system that is implemented allows a better optimisation of the resources used in agricultural production, contributing to the fight against climate change. Attention is paid to the necessary rationalisation and protection of water resources and the fairer use of fertilisers and plant protection products.

7. Synergies with other policies or instruments of public intervention.

This action is in line with the Spanish digital agenda 2026, which represents the roadmap for the digital transformation of the country and framed within two cross-cutting axes: the Strategic Projects for Recovery and Economic Transformation (PERTE) and the initiative of Territorial Networks of Technological Specialisation (RETECH), a network of strategic transformative projects in the digital area proposed by the autonomous communities.

Likewise, it is related to the line of the Digital Transformation Plan of the Comunitat Valenciana COM DIGITAL 2025, promoted by the Ministry of Innovation, Universities, Science and Digital Society, which aims to digitise the Valencian economy, emphasising SMEs and Micro SMEs, and on citizens and working people, transforming the economic model into a social, ecological and inclusive productive model.

The **Poética 2.0** project complies with the Valencian Cultural Strategic Plan 2016/2020, promoted by the Ministry of Education, Research, Culture and Sport, focused on increasing innovation and productivity of our economic structure, so that culture carries added value and generates quality jobs. In addition, the transformation of the Valencian cultural ecosystem involves the improvement of the cultural rights of citizens, expression, participation and the construction of individual and collective identities.

On the other hand, **Orcelis project** complies with the Valencian Strategy of Climate Change and Energy 2030, promoted by the Ministry of Agriculture, Rural Development, Climate Emergency and Ecological Transition, and which in the agricultural field focuses on measures to improve energy efficiency and water consumption of agricultural holdings, as well as promoting the implementation of practices that improve the efficiency of fertilisation of land.

They remain in line with the United Nations-led Sustainable Development Goals (SDGs), which adopted a set of global goals to eradicate poverty, protect the planet and ensure prosperity for everyone. Of the 17 objectives set, **Poetics 2.0**, meets three of them: Quality education, industry, innovation and infrastructure and responsible production and consumption. While **Orcelis** meets four of them: clean water and sanitation, industry, innovation and infrastructure, responsible production and consumption and climate action.

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