



Llywodraeth Cymru  
Welsh Government

# Delivering the Economic Action Plan

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**'This is a Plan for everyone in Wales.**

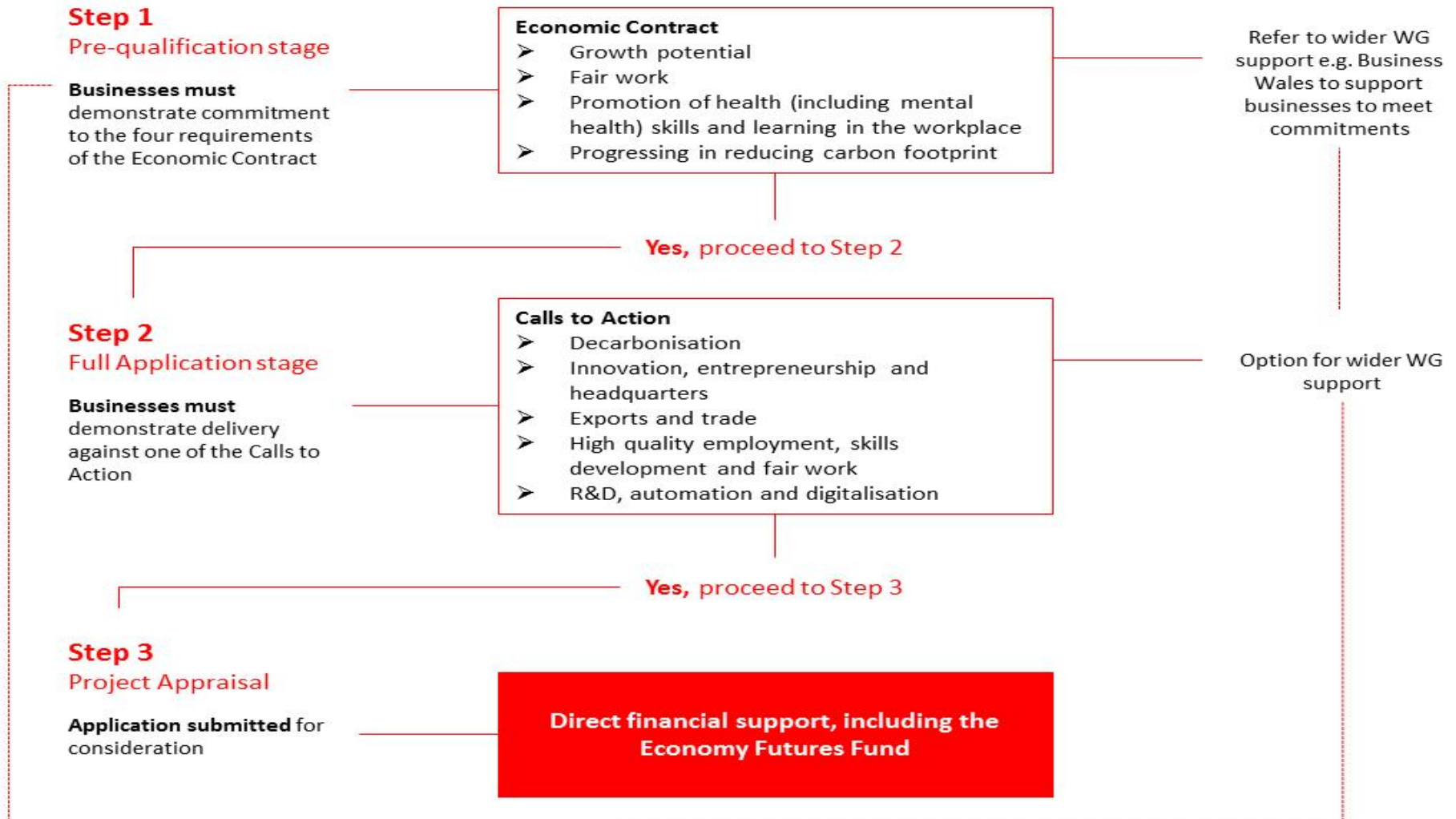
**A Plan that meets the needs of today and the opportunities of tomorrow'**



# A New Operating Model



## Accessing direct financial support from Welsh Government



- A framework for a new relationship with businesses – public investment with a social purpose
- Promoting the kind of business behaviours that many successful and responsible businesses exhibit
- Requires businesses to demonstrate their commitment to:
  - growth
  - employee health and skills
  - fair work
  - reducing carbon footprint
- A guide for discussions with business, and a gateway stage for requests for direct financial support. It is not a legal document

# What are the Calls to Action?



They are:

- The prism through which our financial support to business will be filtered
- An essential requirement to securing direct financial support from the Welsh Government
- Designed to help businesses prepare for the future and adapt to the challenges this may bring

Decarbonisation

Innovation, Entrepreneurship  
and Headquarters

Exports and Trade

High Quality Employment, Skills  
Development and Fair Work

R&D, Automation and  
Digitalisation

The following schemes will be consolidated into the new fund at launch:

- Capital Investment and aid for job creation
  - (previously the Business Finance Scheme)
- Research Development and Innovation (including SMART Cymru)
- Environmental Protection Scheme
- Tourism Investment Support Scheme
- Creative Production Funding
- Repayable Fund for SMEs

All will have a common Economy Futures Fund application form , which will refer to the Economic Contract and the Calls to Action.



- To discuss how your business can develop a new reciprocal relationship with the Welsh Government, please contact:

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- For more information:

**<http://gov.wales/topics/businessandconomy/welsh-economy/economic-action-plan/>**