

# **BUSINESS STRATEGY FOR THE BETERRI-BURUNTZA COMARCA: A SHARED ROADMAP TO DRIVE COMPETITIVENESS AND ECONOMIC TRANSFORMATION ACROSS THE DISTRICT**

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The [Beterri-Buruntza](#) comarca is developing a **Business Strategic Plan** aimed at strengthening the competitiveness of the local business fabric and addressing the key challenges of business and territorial transformation in the years ahead. The process builds a **shared vision of comarca economic development** through collaboration between institutions, businesses, and socioeconomic stakeholders across the territory.

NAIDER supports the design and facilitation of the strategic process, contributing **territorial economic analysis, participatory methodologies**, and technical assistance in defining priorities and lines of action. The work combines diagnosis and participation to identify development opportunities linked to **industry, innovation, talent, ecological transition, and productive transformation**.

The project stems from the need to adapt economic promotion policies to a context shaped by the **acceleration of technological, energy, and demographic change** and by a growing need for territorial cooperation. The strategic plan is conceived as a tool for strengthening the capabilities of the district's business ecosystem and **guiding actions with medium- and long-term impact**.

The process incorporates spaces for dialogue and participation with businesses and local stakeholders to identify shared challenges and articulate coordinated responses. Beyond the definition of strategic priorities, the experience helps consolidate **territorial economic governance dynamics** that strengthen Beterri-Buruntza's capacity to generate economic activity, employment, and projects of competitive transformation.

