

### **Entrepreneurship for Green Rural Destinations**

Erasmus+ 2023-1-NO01-KA220-VET-000160680















Finland

Ireland

Portugal

Turkey



# MODULE 3: ENTREPRENEURIAL MINDSET AND SKILLS

**Cultivating Essential Skills for Entrepreneurs** 

PREPARED BY POLYGONAL NORTH



### CONTENT





### Module 3: Entrepreneurial Mindset and Skills

### Unit 1.Cultivating an Entrepreneurial Mindset

- 1.1.Introduction: What is Rural Entrepreneurship?
- 1.2.Developing a problem-solving mindset.

### Unit 2: Building Entrepreneurial Skills for Rural Success

- 2.1. Policies and Acts for Rural Entrepreneurship
- 2.2. Funding Mechanisms for Rural Entrepreneurs

#### Unit 3: Driving Innovation and Sustainability in Rural Businesses

- 3.1. Business Planning and Strategy
- 3.2. Sustainable Practices in Rural Entrepreneurship

## INTRODUCTION TO THE COURSE: ENTREPREURSHIP





Through this course, you will:

- 1. **Explore how** rural entrepreneurship can drive economic growth, create opportunities, and strengthen communities by leveraging local resources and fostering innovation.
- 2. Understand the role of sustainability in addressing rural challenges such as workforce retention, digital transformation, and sustainable development.
- 3. Learn entrepreneurial skills that will empower you to identify opportunities, develop creative solutions, and build successful, sustainable businesses in rural areas.

## Entreprenuership for Green Rural Destinations E4GreenRD

### Reflective Questions-1



### 1. What Does Rural Entrepreneurship Mean to You and Your Practice?

Personal Reflection: Think about your experiences as an entrepreneur

- How does rural entrepreneurship help preserve local traditions and culture?
- Have you ever visited a rural business that stood out to you? What made it special?
- What do you think makes rural areas attractive for visitors and potential business opportunities?

#### Professional Practice:

- How does rural entrepreneurship relate to the work you do now? What do rural
  entrepreneurs need to succeed in today's competitive market?
- What challenges do you think rural businesses face, and how can they
  overcome them?
- How can rural entrepreneurship help create jobs and support sustainable development in small communities?



### Reflective Questions-2



### 2. What Are Your Learning Goals for This Course?

#### Personal Goals:

- Why are you interested in rural entrepreneurship?
- Are you hoping to gain a deeper understanding of rural business,
   or are you more focused on the entrepreneurship side?

#### Professional Goals:

- How will you apply what you learn in this course?
- How will this knowledge benefit your career or entrepreneurial aspirations if you're looking to create new business opportunities or improve an existing venture?

### Reflective Questions-3





### 3. How Can This Course Help You Grow as an Entrepreneur or

#### Professional?

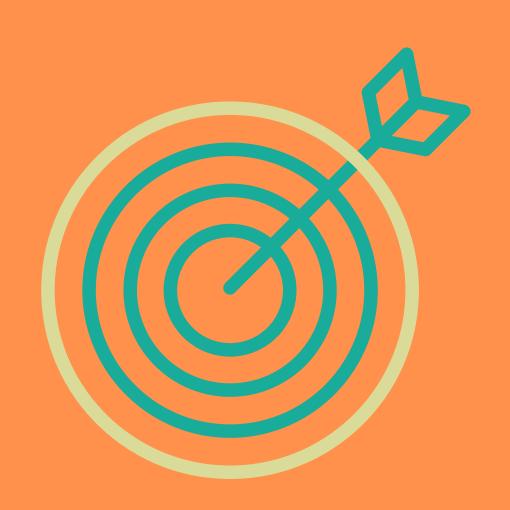
#### **Skills Development:**

- What specific skills are you hoping to develop through this course?
- Are you interested in learning more about sustainable practices in food tourism, digital marketing strategies, or the logistics of organizing culinary tours and festivals?

#### Overcoming Challenges:

 Are there any challenges or barriers you're currently facing in your professional life that you believe this course could help address?
 Consider aspects like innovation, customer engagement, or scaling your business.

# LEARNING OUTCOMES FOR THE RURAL ENTREPRENEURSHIP MODULE





By the end of this module, you will be able to:

- Define rural entrepreneurship and explain its role in fostering economic development and strengthening community resilience.
- Identify key characteristics of rural entrepreneurship, with a focus on resource-based and community-oriented approaches.
- Cultivate a problem-solving mindset by exploring sustainable solutions to common challenges in rural business operations.
- Analyze funding mechanisms and financial resources available for rural entrepreneurs, and understand their application in real-world scenarios.
- Design a comprehensive business plan tailored to rural entrepreneurship, incorporating strategic planning, marketing, and risk management principles.
- Integrate sustainable practices into rural business strategies, achieving a balance between economic, social, and environmental objectives.

## Entreprenuership for Green Rural Destinations

## CULTIVATING AN ENTREPRENEURIAL MINDSET



### Introduction

In this unit, you will explore the key characteristics of rural entrepreneurship and its significance in fostering economic and social growth. You will learn about the challenges faced by rural entrepreneurs, the sustainable solutions available, and the role of digitalization and collaboration in driving success. Additionally, this unit will highlight the importance of skill development and sustainability in creating resilient rural communities.

### 1.1. WHAT IS RURAL ENTREPRENEURSHIP?





### What is Rural Entrepreneurship?

Rural entrepreneurship refers to business activities that emerge in rural areas, playing a key role in economic development, job creation, and enhancing the quality of life in these communities. It involves building businesses by using local resources, traditions, and opportunities, with ventures ranging from agriculture and crafts to technology and tourism. Generating employment and making the most of resources at their source are critical objectives of rural entrepreneurship.

### Characteristics of Rural Entrepreneurship

- It is Community-oriented and aims to meet local needs
- It is resource-based and uses local resources like agriculture and crafts.
- It is a small scale, often starts small with growth potential.
- Can be highly innovative, promotes sustainable and creative use of resources.



## Entreprenuership for Green Rural Destinations

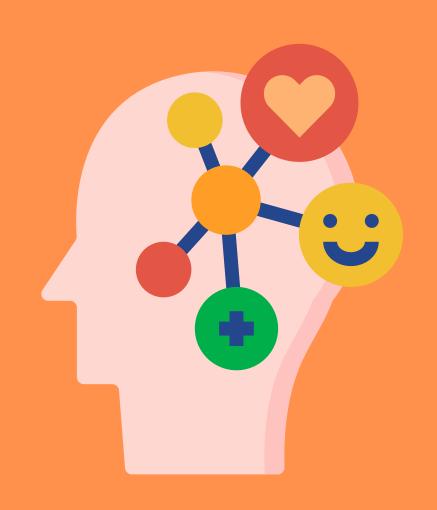
### 1.1. WHAT IS RURAL ENTREPRENEURSHIP?





Another key advantage is **job creation**, enterprises in rural areas provides local employment, and helps to decrease or avoid urban migration. **Social impact** of it enhances living standards and strengthens community vitality. Rural entrepreneurship encourages responsible resource use and ecofriendly practices and supports **sustainability**.

## 1.2. DEVELOPING A PROBLEM-SOLVING MINDSET





### Developing a Problem-Solving Mindset

By rethinking business models, forming new networks, and fostering collaboration between public, private, and non-profit organizations, rural enterprises play a vital role in strengthening rural communities. However, rural businesses can face many different challenges and need sustainable solutions to retain and train their workforce, create business opportunities, and provide high-quality services for residents. Policymakers must identify the most pressing challenges in each region and take targeted actions to address them.

#### Here are some main solutions:

Wise use of natural sources: Utilizing available natural, human, and social resources can drive sustainable rural entrepreneurship. This approach emphasizes the importance of various forms of capital—such as financial, physical, human, social, and natural—in promoting rural development

## 1.2. DEVELOPING A PROBLEM-SOLVING MINDSET





**Digitalization:** The world is increasingly digital, making physical location less important in the digital marketplace. Rural businesses have a great opportunity to grow by using modern digital technology. However, this requires high-speed internet and reliable wireless connections, which many rural areas lack. To close this gap, rural communities need better infrastructure, uch as fiber internet and 5G connectivity, training, mentoring, and shared workspaces with the right technology. Additionally, the lack of digital skills and awareness of how technology can help daily life makes it harder for rural areas to adopt these advancements.

Cooperation among regional actors: Local businesses should view each other as partners. Working together increase the value and potential of the region. Collaboration among different sectors, stakeholders, and local actors strengthens the local economy and encourages innovation.

## 1.2. DEVELOPING A PROBLEM-SOLVING MINDSET



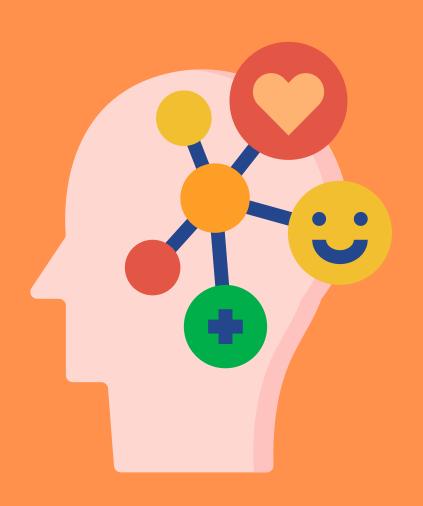


**Sustainability:** A sustainable business focuses on balancing financial, social, and environmental benefits. It avoids exploiting people or resources to increase profits, making sustainability a key part of its goals.

Tourism industry and the visitor economy: This policy brief highlighted some good examples of how a thought-out and coordinated tourism offer of the region or a specific support measure for SMEs in the hospitality sector can go a long way in increasing the competitiveness of the region.

Increasing the skills of the local labour force: Such training programs should be provided to the rural population so that skilled workers can be available for the rural industries. Entrepreneurship training can help boost rural competitiveness. Many rural areas face challenges like people moving to cities for better education and job opportunities. Those who leave are often more skilled, leaving behind individuals with fewer resources to start businesses. To address this, some regions provide training and coaching to reduce unemployment, encourage entrepreneurship, and help residents improve their job prospects.

## 1.2. DEVELOPING A PROBLEM-SOLVING MINDSET



### **Unit 1 Concept Quiz**



### 1. What is the main focus of rural entrepreneurship?

- a) High capital investment in large cities
- b) Meeting local needs using local resources
- c) Expanding global markets only
- d) Relying solely on technology Answer: b) Meeting local needs using local resources

### 2. What is a common challenge faced by rural entrepreneurs?

- a) Limited access to digital technologies
- b) Over-abundance of skilled labor
- c) High access to global markets
- d) Urban migration

Answer: a) Limited access to digital technologies



## Entreprenuership for Green Rural Destinations

## BUILDING ENTREPRENEURIAL SKILLS FOR RURAL SUCCESS



### Introduction

This unit focuses on the key policies and acts established to address the challenges faced by small and medium-sized enterprises (SMEs) in rural areas across Europe. By spotlighting these initiatives, it provides a comprehensive overview of the legislative and policy frameworks that enhance SME competitiveness and foster rural development. In this unit, you will explore major funding mechanisms, policy changes, and legislative acts that support rural entrepreneurship, such as the European Agricultural Fund for Rural Development (EAFRD) and the Small Business Act (SBA).

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





### Policies and Acts for Rural Entrepreneurship

This section focuses on the key **policies and acts** established to address the challenges faced by small and medium-sized enterprises (SMEs) in rural areas across Europe. By spotlighting these initiatives, it aims to provide a comprehensive overview of the legislative and policy frameworks that enhance SME competitiveness and foster rural development.

The section will present a structured list of relevant policy changes, acts, and developments from these regions, highlighting their significance and impact on rural entrepreneurship.

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





### Policies and Acts for Rural Entrepreneurship

This section provides an overview of the **key policies**, **acts**, **and legislative** frameworks established by the European Commission to enhance the competitiveness of small and medium-sized enterprises (SMEs) and promote rural development in sparsely populated regions of Europe. The following list highlights the main initiatives, which will be briefly introduced individually:

- European Agricultural Fund for Rural Development (EAFRD)
- A 'Small Business Act' for European SMEs (SBA)
- Rural development programmes by country
- European Regional Development Fund (ERDF)
- Cohesion Fund
- EU CAP Network



## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





The European Agricultural Fund for Rural Development (EAFRD) plays a crucial role in financing rural development programs that align with the EU's objectives of enhancing agricultural competitiveness, promoting sustainable resource management, and fostering balanced territorial development. With a total budget of €95.51 billion for 2021-2027, including funds from the Next Generation EU recovery instrument, the EAFRD supports projects that encourage climate action and environmental sustainability. Green rural entrepreneurs and initiatives can benefit from this fund through targeted measures within CAP strategic plans, which allocate resources to sustainable farming practices, renewable energy projects, eco-tourism, and other environmentally conscious ventures. By focusing on innovation and sustainability, the EAFRD aids in creating resilient rural economies while addressing climate and environmental challenges.

Website: The European Agricultural Fund for Rural Development

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





The Small Business Act (SBA) for European SMEs aims to create a supportive environment where small businesses can thrive, emphasizing entrepreneurship, innovation, and sustainable growth. Through its ten guiding principles, the SBA promotes access to finance, reduces regulatory burdens, and facilitates SMEs' access to markets. For green rural entrepreneurs, the SBA offers targeted support by encouraging SMEs to turn environmental challenges into opportunities. It fosters innovation in sustainable practices, helps SMEs benefit from state aid and public procurement opportunities, and supports their integration into the EU's single market. This framework enables green businesses to grow and contribute to the EU's broader environmental and economic goals.

Website: The Small Business Act

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





Rural Development Programmes (RDPs), implemented at national and regional levels across EU countries, are co-financed by the European Agricultural Fund for Rural Development (EAFRD) and national budgets. These programs aim to address social, environmental, and economic objectives, fostering sustainable development in rural areas. With conditional extensions during the transition period (2021-2022) and integration into CAP Strategic Plans from 2023 onward, RDPs provide substantial funding for green initiatives. Green rural entrepreneurs benefit from these programs through support for eco-friendly farming, renewable energy projects, sustainable forestry, and other innovative practices. By aligning with national and EU objectives, RDPs drive rural resilience and environmental sustainability.

Website: <u>Rural Development Programmes</u>

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





The European Regional Development Fund (ERDF) aims to enhance economic, social, and territorial cohesion across EU regions by addressing regional disparities and fostering sustainable development. With funding priorities centered on competitiveness, innovation, sustainability, and resilience, the ERDF supports projects that contribute to a greener, low-carbon Europe. Green rural entrepreneurs benefit from ERDF investments in areas such as renewable energy, sustainable tourism, eco-innovation, and digitization. By prioritizing thematic goals like transitioning to a net-zero carbon economy and empowering locally-led development, the ERDF provides a vital platform for rural innovators to drive environmental sustainability and economic growth in their communities.

Website: The European Regional Development Fund

## 2.1. POLICIES AND ACTS FOR RURAL ENTREPRENEURSHIP





The European CAP Network serves as a collaborative platform for stakeholders across the EU to share knowledge, exchange best practices, and support the implementation of the Common Agricultural Policy (CAP). By connecting national CAP networks, farmers, foresters, rural entrepreneurs, and other relevant entities, the network fosters innovation, skill development, and the adoption of sustainable agricultural practices. For green rural entrepreneurs, the EU CAP Network provides access to funding opportunities, peer-to-peer learning, and insights into cutting-edge innovations like EIP-AGRI. This collective approach empowers entrepreneurs to implement sustainable practices, develop eco-friendly business models, and contribute to resilient rural development in alignment with CAP strategic goals.

Website: The European CAP Network

## Entreprenuership for Green Rural Destinations

## 2.2. FUNDING MECHANISMS FOR RURAL ENTREPRENEURS



### Overview of EU Support for Rural Entrepreneurs

The EU has established several funding mechanisms to promote entrepreneurship and SME development in rural areas, aligned with the Small Business Act (SBA) and the Europe 2020 strategy.

• Small Business Act (SBA): A cornerstone policy to simplify regulations, remove barriers, and foster entrepreneurship across Europe.



## 2.2. FUNDING MECHANISMS FOR RURAL ENTREPRENEURS



### Key EU Funding Mechanisms for Rural Entrepreneurs



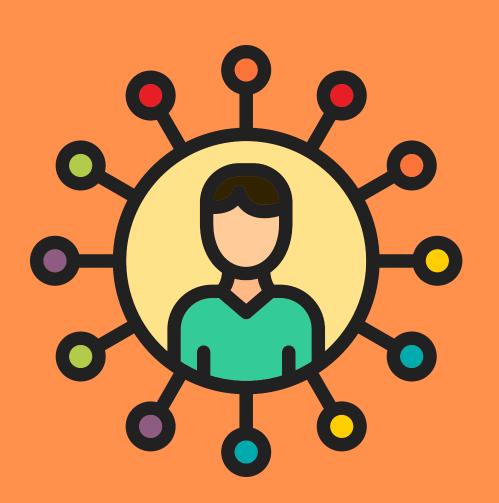
### European Regional Development Fund (ERDF):

- Supports SME development broadly, including rural projects.
- Focuses on regional innovation and infrastructure improvement.

### Competitiveness of Enterprises and SMEs (COSME):

- Budget: €2.3 billion.
- Key focus areas:
  - Access to finance.
  - Market access and internationalization.
  - Creating a competitive environment.
  - Promoting entrepreneurial culture, especially for young entrepreneurs.
- Implements SBA goals by offering tools and resources for SME growth.

## 2.2. FUNDING MECHANISMS FOR RURAL ENTREPRENEURS



### Unit 2 Concept Quiz



- a) European Agricultural Fund for Rural Development (EAFRD)
- b) The European Space Program
- c) European Urban Development Fund
- d) European Business Loan Program

Answer: a) European Agricultural Fund for Rural Development (EAFRD)

### 2. What is one of the main goals of the Small Business Act (SBA) for European SMEs?

- a) To reduce environmental regulations
- b) To facilitate access to finance and markets
- c) To limit entrepreneurship in rural areas
- d) To encourage large-scale urban development
- Answer: b) To facilitate access to finance and markets



### EAFRD SNAPSHOTS: SHORT SUMMARY OF THE EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT

### <u>video</u>

## DRIVING INNOVATION AND SUSTAINABILITY IN RURAL BUSINESSES





### Introduction

This unit focuses on equipping learners with the knowledge and tools to create and sustain thriving rural businesses. Starting with the fundamentals of business planning and strategy, participants will explore how to craft a business plan that aligns with the unique challenges and opportunities of rural entrepreneurship. Furthermore, learners will delve into sustainable practices through inspiring case studies from across Europe, including Finland, Cyprus, Turkey, Portugal, and Ireland. These examples highlight innovative solutions, such as eco-tourism, sustainable agriculture, and community-driven enterprises, showcasing how rural entrepreneurship can promote economic growth, cultural preservation, and environmental stewardship

## Entreprenuership for Green Rural Destinations

### 3.1. BUSINESS PLANNING AND STRATEGY

WHAT IS A BUSINESS PLAN?



### What is a business plan?

A business plan is a formal document used for the long-term planning of an enterprise's operations. It outlines the business idea, including background details, financial data, and goals. Investors often require a business plan to assess the potential of the entity. A good business plan has clear sections: introduction, business description, marketing plan, production plan, management plan, financial plan, research and development, risk management, timeline, and appendices. It explains the goals of the enterprise and how to achieve them, using simple and realistic information. A well-structured business model canvas can help create an effective business plan.



### 3.1. BUSINESS PLANNING AND STRATEGY

WHAT IS A BUSINESS PLAN?





What is a business plan?

**VIDEO** 

https://www.youtube.com/watch?v=gsdpvKIAah0

## Entreprenuership for Green Rural Destinations

### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN FOR RURAL ENTREPRENEURS



### **Business Plan for Rural Entrepreneurs**

### Rural Entrepreneurship Overview

Rural entrepreneurship refers to the creation and growth of businesses in rural areas, focusing on utilizing local resources, addressing community needs, and fostering sustainable economic development. Unlike traditional urban business ventures, rural entrepreneurship often tackles challenges such as limited infrastructure, workforce migration, and access to markets, while leveraging opportunities like natural resource abundance, local cultural heritage, and community-driven solutions

### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN FOR RURAL ENTREPRENEURS





### Difference Between a Standard Business Plan and a Rural Entrepreneurship Business Plan

Aspect	Standard Business Plan	Rural Entrepreneurship Business Plan
Focus	Profit-oriented with a	Combines profitability with community
	broad market scope.	impact and local development.
Resources	Relies on urban	Utilizes locally available resources and
	infrastructure and	rural assets.
	networks.	
Challenges	Competitive urban	Limited infrastructure, lack of skilled
Addressed	markets, technological	labor, and access to finance.
	trends.	
<b>Market Analysis</b>	Broad, often global	Local or regional customer base, with a
	customer base.	focus on meeting specific rural needs.
Impact	Financial performance	Economic, social, and environmental
Measurement	indicators (e.g., ROI).	outcomes (e.g., local job creation,
		sustainability).
Risk Factors	Market competition and	Uncertain demand, seasonal variations,
	scalability issues.	and natural resource dependency.

### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS





Section	Details	<b>Key Points to Address</b>
1. Executive Summary		
Mission, Aims, and Objectives	Focus on solving rural challenges or meeting community needs.	Promoting local employment, sustainable farming, and addressing rural-specific problems.
Overview	Briefly describe the business idea, local context, and intended impact.	Highlight how the business benefits the rural area and community.
2. Description of the Business		
<b>Business Overview</b>	Highlight the role of local resources and community involvement.	Explain how the business leverages local strengths and addresses rural challenges.
Mission and Vision	Emphasize economic empowerment and environmental sustainability.	Describe the long-term goals and the vision for the rural community's future.
Products or Services	Offerings tailored to rural needs (e.g., farm-to-market services, eco-tourism).	Focus on solving local problems or utilizing unique resources of the rural area.



### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS





3. Industry Analysis and Market Strategies	,	
<b>Industry Overview</b>	Address rural-specific challenges like connectivity and infrastructure.	Include trends and opportunities specific to rural industries.
Target Market	Identify local or niche markets and highlight specific needs.	Specify demographics, preferences, and potential growth.
Market Position	Describe pricing, differentiation, and community benefits.	How does the business stand out while supporting local development?
4. Marketing Plan		
Strategy	Leverage local networks, word- of-mouth, and digital platforms.	Tailor the marketing approach to the rural audience.
Cultural Integration	Align marketing with local traditions and preferences.	Use cultural insights to build rapport with the target market.
Budget	Focus on cost-effective methods like community outreach events.	Prioritize affordable and impactful marketing activities.



### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS





5. Operations and Management Plan		
Organizational Structure	Highlight community involvement and stakeholder roles.	Ensure a clear chain of responsibility and local collaboration.
Management Expertise	Focus on experience with rural issues or industries.	Include relevant experience in agriculture, tourism, or crafts.
6. Financial Plan		
Projections	Include rural-specific costs (e.g., transportation, seasonal adjustments).	Demonstrate realistic financial expectations and profitability.
Breakeven Analysis	Highlight realistic timelines based on rural market dynamics.	Show when the business will become sustainable.
Funding Requirements	Include potential government grants or subsidies.	Provide evidence of eligibility for rural funding programs.

### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS





7. Research and Development		
Innovation	Tailor products/services to rural challenges (e.g., water-efficient irrigation).	Focus on resource optimization and environmental sustainability.
Feasibility	Demonstrate adaptability to rural environments.	Provide evidence that the business can scale effectively.
8. Risk Management		
Potential Risks	Highlight rural-specific risks like weather or population decline.	Prepare for challenges like resource scarcity or limited demand.
Mitigation Strategies	Include plans for diversifying income streams and building resilience.	Offer solutions to minimize risks and ensure long-term stability.
9. Timeline		
Milestones	Focus on securing local partnerships, building trust, and scaling up.	List specific objectives and their expected completion dates.
Action Plan	Prioritize actions addressing rural infrastructure and connectivity.	Create a clear roadmap with achievable short- and long-term goals.

### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS



#### Now it is your turn! Design a Green Rural Business Plan



### **Step 1: Choose Your Business Type**

Select a type of rural business (e.g., eco-tourism, organic farming, sustainable crafts, renewable energy).

### Step 2: Business Plan Framework

Use a business plan template (such as the one provided in the module) or a free online tool (e.g., LivePlan, Enloop) to create a simple business plan. Your plan should include:

- A description of your business idea
- The resources you will use (local materials, human resources)
- Market analysis (target audience and demand)
- Sustainability strategies (environmental, social, and economic)
- Risk management and challenges unique to rural areas

#### **Step 3: Presentation**

If you have a chance present your business plan in a group. Focus on how your plan addresses rural-specific challenges and contributes to sustainability. Gather feedback and discuss how your plan could be improved or adapted based on community needs.



### 3.1. BUSINESS PLANNING AND STRATEGY

BUSINESS PLAN TEMPLATE FOR RURAL ENTREPRENEURS



#### Now it is your turn! Design a Green Rural Business Plan

My Business Plan	
1.Executive Summary	
Mission, Aims, and Objectives	
Overview	
2.Description of the Business	
<b>Business Overview</b>	
Mission and Vision	
Products or Services	
3. Industry Analysis and Market Strategies	
Industry Overview	
Target Market	
Market Position	
4.Marketing Plan	
Strategy	
Cultural Integration	
Budget	
5.Operations and Management Plan	
Organizational Structure	
Management Expertise	
6.Financial Plan	
Projections	
Breakeven Analysis	
Funding Requirements	
7.Research and Development	
Innovation	
Feasibility	
8.Risk Management	
Potential Risks	
Mitigation Strategies	
9.Timeline	
Milestones	
Action Plan	
10.Appendices	
Supporting Documents	
Partnerships	
Policy Environment	



## Entreprenuership for Green Rural Destinations

## 3.2. SUSTAINABLE PRACTICES IN RURAL ENTREPRENEURSHIP

#### **FINLAND**



### Lauhanvuori – Hämeenkangas UNESCO Global Geopark

Lauhanvuori – Hämeenkangas UNESCO Global Geopark project exemplifies successful regional/rural entrepreneurship, cooperation, sustainable development, and the transformation of a fragmented area into a unified and thriving nature tourism destination.

Lauhanvuori – Hämeenkangas UNESCO Global Geopark is a region in Western Finland that achieved UNESCO Global Geopark status in 2020. It is located in the southern part of Suomenselkä, on the borders of three provinces. The Global Geopark presents the unique Geological story of its region, valuable nature sites, and special culture.

Link: <a href="https://lhgeopark.fi/">https://lhgeopark.fi/</a>



## Entreprenuership for Green Rural Destinations

## 3.2. SUSTAINABLE PRACTICES IN RURAL ENTREPRENEURSHIP

### **CYPRUS**



### Aeroponics Mediterranean Ltd. - 'Planty', Larnaca, Cyprus

'Planty' has built a state-of-the-art greenhouse, that uses environmentally friendly techniques and covers the complete production cycle from seed to market. It's a EAFRD-funded project (European Network for Rural Development) Rural Development Programme (RDP) support facilitated the construction of a state of-the-art greenhouse which includes a nursery and a hydroponic growing plant, using Nutrient Film Technique (NFT) as well as storage and packaging facilities. Seeking innovative agriculture projects that are environmentally friendly and adapted to the market reality of Cyprus, the beneficiaries decided to invest in a state-of-the-art agricultural production unit. The new unit will provide premium horticultural products to the Cypriot market and, more importantly, will be able to export these products to new markets, such as the Greece and the Gulf Countries.

Link: https://planty.eu/our-story/



## Entreprenuership for Green Rural Destinations

## 3.2. SUSTAINABLE PRACTICES IN RURAL ENTREPRENEURSHIP

#### **TURKIYE**



### Lavender Scented Village

In Kuyucak Village, located in Isparta, lavender is cultivated over an area of 5,000 decares, accounting for 90% of Turkey's lavender production. After harvest, producers sell the flowers either fresh or dried. The lavender is then processed in factories into various products, including cream, soap, oil, and cologne, which are made available to consumers. Kuyucak Village serves as an excellent example of rural tourism and provides a model for similar initiatives.

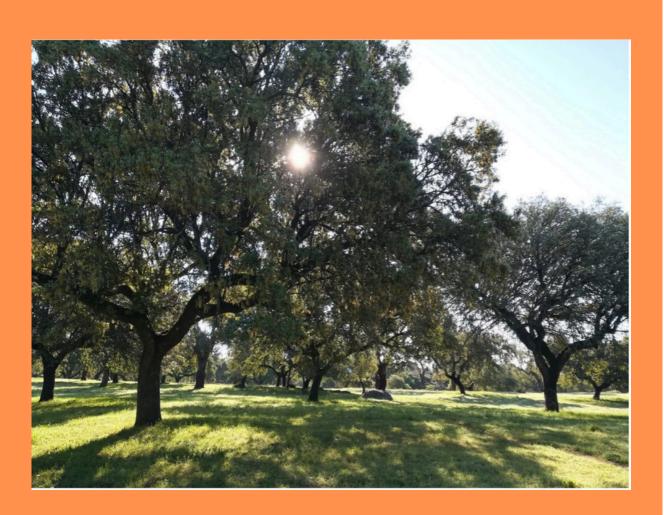
Link: https://isparta.ktb.gov.tr/



## Entreprenuership for Green Rural Destinations

## 3.2. SUSTAINABLE PRACTICES IN RURAL ENTREPRENEURSHIP

**PORTUGAL** 



### Sociedade Agricola do Freixo do Meio

Inspired by the essence of the Montado, the Sociedade Agricola do Freixo do Meio promotes a space for cooperation, inclusion, personal development, work, and community building. It seeks to create a community that harmoniously integrates the ecosystem to which it belongs, that is autonomous, resilient, peaceful, and ecumenical.

Its mission is based on demand, transparency, sociocracy participation, knowledge, and innovation, enriched by the visions of science, agroecology, permaculture, and food sovereignty.

Link: https://freixodomeio.pt/





## 3.2. SUSTAINABLE PRACTICES IN RURAL ENTREPRENEURSHIP

**IRELAND** 



#### Wilde Irish Chocolate

IFounded in 1997, Wilde Irish Chocolate is a Chocolate Factory based in Tuamgraney, in East Clare in the West of Ireland. A variety of handmade chocolates are manufactured on site. There is also a coffee shop and a visitor experience. The visitor experience enables participants to create their own bar of chocolate.

The most sustainable and natural ingredients. Wilde Irish Chocolates also pride themselves in using compostable and biodegradable packaging from renewable resources.

Link: https://wildeirishchocolates.com/

### Glossary of Rural Entrepreneurship Terms



**Eco-Tourism** 

A form of tourism that focuses on sustainable travel, promoting environmental conservation, and benefiting local communities, especially in rural or natural settings.

**Permaculture** 

A design philosophy for sustainable land use that mimics natural ecosystems to create self-sustaining agricultural systems.

Digital Divide

The gap between regions or populations with and without access to digital technologies, such as high-speed internet.

Value Proposition

The unique benefits a business offers its customers, often highlighted in a business plan or strategy.

Visitor **Economy** 

Strategies to keep skilled workers in rural areas, addressing challenges like migration and skills gaps.



3.2. SUSTAINABLE
PRACTICES IN RURAL
ENTREPRENEURSHIP



### Give this playlist a listen: Green Rural Entrepreneurship

https://open.spotify.com/playlist/4tB9YF4vrPUb0azqRPXZlm? si=364xE-pfSjWvV\_5N-Vw6rw&pi=axKlJYSRSS2Y8

### References

OECD (2022), Policies to Support Green Entrepreneurship: Building a Hub for Green Entrepreneurship in Denmark, OECD Studies on SMEs and Entrepreneurship, OECD Publishing, Paris, https://doi.org/10.1787/e92b1946-en.

https://ruralpact.rural-vision.europa.eu/rural-pact\_en

https://rural-vision.europa.eu/action-plan\_en

Interreg Europe: A Policy Brief from the Policy Learning Platform on SME competitiveness

https://ebooks.inflibnet.ac.in/mgmtp09/chapter/rural-entrepreneurship/

Plunkett Foundation (2018), An introduction to preparing a business plan for a rural community business