



Project in the frames of Erasmus + KA204 Strategic Partnerships for adult education  
No- 2018-1-LV01-KA204-047012-P1

## **Social entrepreneurship- the heart of rural development**

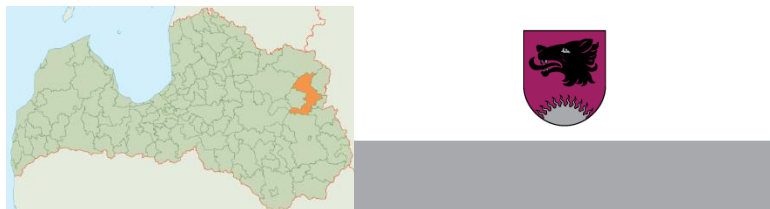
The aim of the project cooperation is to promote the development of rural areas through the education of people in business issues, as well as motivating them to develop social entrepreneurship using cultural, environmental resources available in their areas of residence. Project target group young adults and seniors 55+. There are 9 project partners from Latvia, Spain, Italy, Czech Republic, Netherlands, Romania, Turkey, Greece taking part in the project activities in order to reach the main project aim, realize activities and produce the results. The project partners are adult education centres which are responsible for revealing the wide world of social entrepreneurship opportunities. On the other hand there are also organizations which are responsible for the development of social entrepreneurship and spreading it all over the Europa.

This is one of the results planned in the project is the international research “Rural treasures- discovering and improvement”. It shows the situation in different countries in the field of social entrepreneurship, as well as the fields actual for starting entrepreneurship in different countries.



## LATVIA

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**



SECTORS: tourism, gastronomy, agriculture, farming (depending on each region/country)

Balvi is located in the Southern part of Latvia. The Region is called Latgale. Latgale is rich with lakes- so it is called the land of blue lakes. Mostly popular sectors of entrepreneurship are agriculture, tourism, farming. But in the plan of sustainable development of Balvi region is stated that till 2030 the development of some other sectors will be encouraged. Effective and correct use of forests, agricultural land, water and other natural resources allows to preserve and maintain regional natural capital in a profitable way. New entrepreneurs are being encouraged to use county natural capital and landscape sustainable development.

The results of survey about usage of different sources to develop social entrepreneurship in the region reflects the following results.

What **social resources** (human resources) do you find valuable for development of social entrepreneurship in your region?

Answering on this question people answered that there are following groups- long term unemployed, handicapped, young people who would like to stay in the local region. Respondents as well mentioned the qualities people (human resources) should possess in order to be valuable for entrepreneurship- knowledge, experience, willingness to do, appropriate well developed skills, creativity.

What **environmental resources** (natural resources) do you find valuable for development of social entrepreneurship in your region?

The most often mentioned environmental resources in the surveys are:

- Soil- for agriculture, farming;
- Forest- firewood preparation, timber, materials necessary for craftsmen activities;
- Wildlife gifts to be used in medicine, food and drink preparation (herbal teas, hunting e.c.t.)



What **cultural resources** (traditions, crafts, religious rituals etc.) do you find valuable for development of social entrepreneurship in your region?

The most often mentioned cultural resources in the surveys are:

The traditional cooking process,

- the rituals of Latvian pagan faith,
- the restoration of cultural historical sites,
- the workshops of ancient crafts,
- the organization of cultural events,
- the use of Latgalian culture and traditions in business

What sectors (tourism, gastronomy, agriculture, manufacturing etc.) do you find the most appropriate way for developing social entrepreneurship?

The most appropriate sectors for development of social entrepreneurship people see:

- provision of various types of education,
- provision of social care service,
- manufacturing
- business related to maintaining a healthy lifestyle,
- different IT service,
- tourism

References:

<http://www.balvi.lv/sabiedribas-lidzdaliba/16681-apstiprinata-balvu-novada-attistibas-programma-2018-2024-gadam>





## SPAIN

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### CONTEXT

The neighborhoods of Bajamar (2141 inhabitants in 2015) and Punta del Hidalgo (2.544 inhabitants in 2015) are situated in a rural area, 14-16 km from San Cristobal de La Laguna city. The main sector is tourism, due to the stability of the climate, with an average annual temperature of 21 degrees Celsius, as well as the natural surroundings (natural swimming pools, mountain views, rocky and sandy beaches etc.). The residential tourism had its peak in the 60s and 70s, but due to increase of mass tourism in the south of the island and other factors, the Bajamar – Punta del Hidalgo area have been transforming into “dormitory towns”.

Two out of every three companies located in the area work in one of these three segments: general services (24.74% of companies), hospitality (27.26%) and food (16.21%). The services sector holds an important position, occupying 73.69% of the workers in the area. Other relevant sectors are fishing, agriculture etc.

### SOCIAL RESOURCES

The age structure is typical of Western societies, as the age segments quantitatively better represented are those between 30 and 49 years old, as a consequence of “baby boom” period in Spain in the 1960s. However, the situation improved in recent years due to young immigrants arriving during the last decade.

There are human resources with knowledge about traditional fishing styles and agriculture, people with all its associated manufactures such as the weaving of fishing nets and other gadgets, basketry, local seeds, the development of tools and the care of livestock.

### ENVIRONMENTAL RESOURCES

Bajamar and Punta del Hidalgo are, to a large extent, part of the protected area of the Anaga Rural Park UNESCO Biosphere Reserve. Due to the huge variety of landscapes that coexist in a limited space, there is a high level of biodiversity both in the sea, on the ground and in the air. Endangered species such as yellow algae or guirre can be found.

The coasts of Bajamar and Punta del Hidalgo stand out for their wide platform formed by rocks and puddles, in Spanish “charcos”, where locals swim during the low tide. Also, the natural swimming pools have a blue flag quality distinction.

In the upper part of Bajamar, some dragon trees intermingle with the palm grove forming what is one of the best preserved samples of thermophilic forest remaining on the island. This forest, which formerly covered the midlands of the islands, has been reduced to small forests in areas of difficult access such as these. La Punta retains a small fishing fleet and a Fishermen's Guild (that provide the local restaurants with fresh fish for their traditional dishes), as well as banana plantations and livestock exploitations - goats, sheep and chickens. However, nowadays, there are many abandoned lands that could be recovered into gardens and farms that could be local suppliers of restaurants and markets.

## CULTURAL RESOURCES

The Lady of Carmen is the patron of the sea and fishermen and it is known as "the star of the seas." In Punta del Hidalgo, two celebrations are made: a terrestrial procession (16<sup>th</sup> of July) and another maritime procession (on a Sunday, depending on the tides).

Punta del Hidalgo is the birthplace of great artists such as Los Sabandeños, whose international recognition is indisputable, popular singer of ballads Chago Melián or the famous timplista Sebastián Ramos, representative of the most authentic folklore of the Islands.

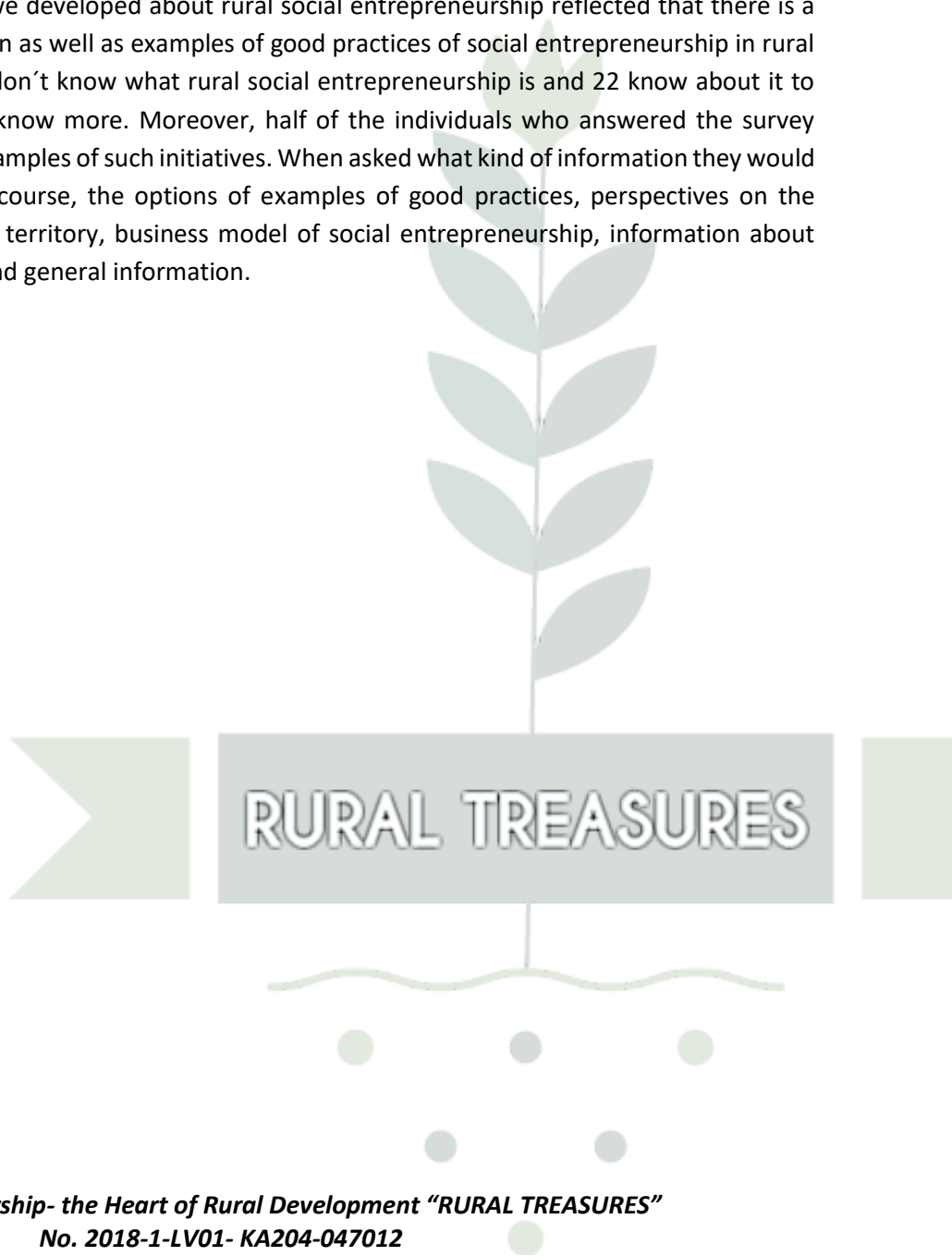
In Bajamar, there is an Hermitage of San Juan that dates since 1628, which is declared as historic patrimony.

## SPORTS

The area is popular for sports such as surfing, bodyboard, snorkeling and diving. Every year a two-kilometer swim trail is celebrated along the coasts of this region, becoming one of the most interesting sports events in La Punta-Bajamar. There are also several paths along the coast and trails that start from Punta del Hidalgo and Bajamar to go into the mountains and valleys of Anaga Mountains.

## SOCIAL ENTREPRENEURSHIP IN RURAL AREAS

The results of the online survey we developed about rural social entrepreneurship reflected that there is a need for more general information as well as examples of good practices of social entrepreneurship in rural areas. Out of 36 respondents, 5 don't know what rural social entrepreneurship is and 22 know about it to some degree, but would like to know more. Moreover, half of the individuals who answered the survey indicated they didn't know any examples of such initiatives. When asked what kind of information they would like to receive during an online course, the options of examples of good practices, perspectives on the resources that could exist in their territory, business model of social entrepreneurship, information about grants/subsidies/crowdfunding and general information.





## NETHERLANDS

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**

The Dutch Rural Development Programme (RDP) was formally adopted by the European Commission on 13 February 2015. The last modification of the RDP was done on 31 January 2018. The RDP outlines the Netherlands' priorities for using the € 1.63 billion of public funding that is available for the 7-year period 2014-2020.

The Dutch RDP has a strong environmental angle and aims to have 6% of the agricultural land under contract to stimulate biodiversity and improve water and soil management. In order to enhance the viability and competitiveness of the farm sector, the programme has a strong focus on stimulating innovative, sustainable investments, targeting 5% of all farms including those of young farmers. The programme also includes an all-weather insurance scheme which targets 2% of farmers. 18 000 farmers will receive training and 175 cooperation projects will be supported. The programme aims to create 250 new jobs in rural areas through the local development strategies developed by LEADER Local Action Groups that will cover 65% of the rural population. The local development strategies will also aim to strengthen the relationship between the rural areas and the cities.

Farming is large-scale and intensive with undesirable effects on the environment and climate. Productivity and yields per hectare are high. Farmers use a high level of fertilizers and plant protection products. The intensive nature of Dutch agriculture inevitably puts high pressure on certain ecosystems.

Due to low profit margins, it remains a challenge for the Netherlands to stimulate innovation to maintain its competitive position. An equally important aspect is the transfer of knowledge which should facilitate the uptake of innovation on a wide scale in agriculture. In addition, there is considerable reluctance to make risky investments in the farm sector. Young farmers have limited investment capacity when taking over the farm. They need some support in order to carry out the necessary structural investments.

**Is there any encouragement for people to move to rural areas with ideals of entrepreneurship and local development? Which ways? Are there benefits to those willing to? What kind of?**

The Netherlands is one of the world's largest agricultural producers, exporting 65 billion Euros worth of vegetables, fruit, flowers, meat and dairy products each year. It has a surface of 33 755 km<sup>2</sup> of which less than 2% is rural. The population is 16.7 million. Some 190 000 people work in agriculture, which is declining with about 2.5% each year. In 2013, approximately 21% of the agricultural holders in Netherlands was 65+ years old, and only 3% below 35. The primary sector accounts for 2% of the country's economy (total GVA). 2.5% of employment is in agriculture and 1.5 % in the food industry. RDP of the Netherlands funds action under four Rural Development Priorities with the main focus being on restoring, preserving and enhancing ecosystems related to agriculture.



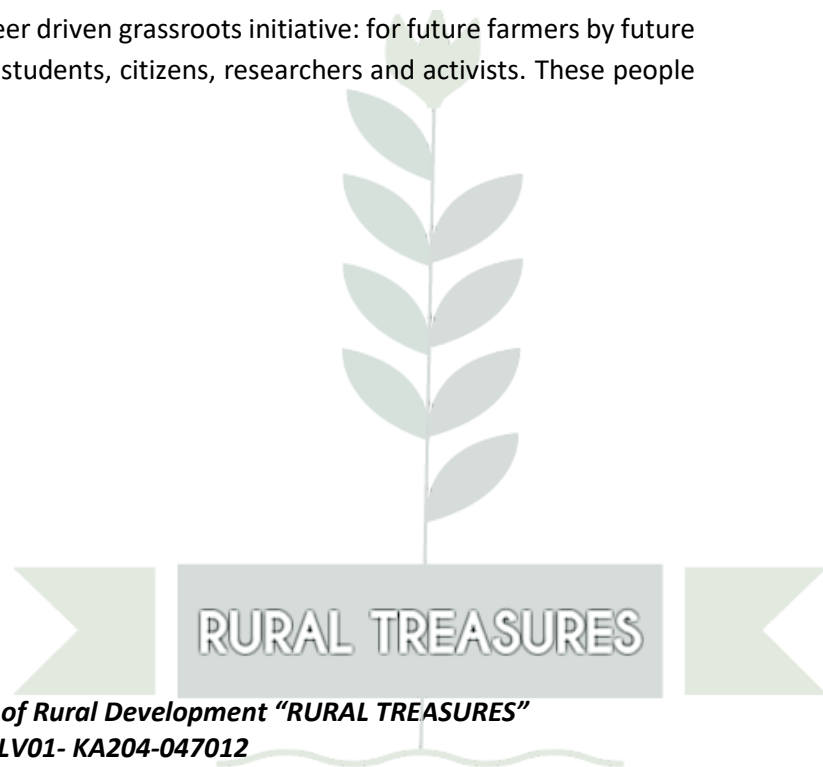
To foster the competitiveness of the agricultural sector, the RDP puts particular emphasis on innovative sustainable investments which can contribute to environmental and climate objectives. In this context, innovation is an integral part of the RDP. It plays an important role in linking the environmental and climate priorities with the need to improve the competitiveness of the agri-food sector, and with the balanced territorial development which contributes to the creation of jobs. The programme will also help the agricultural sector and rural businesses to adopt the results of research and innovation initiatives.

The programme aims to provide innovative, sustainable investments to 5% of all farmers (about 3500 farms). In addition, a specific measure is dedicated to young farmers in order to support new investments when they take over the farm. In order to enable entrepreneurs to make risky innovative investments, the setting-up of a guarantee fund is foreseen. Innovation is a key element which will be facilitated via cooperation projects and by the transfer of information and knowledge between the agri-food sector, researchers and other stakeholders. Almost 175 co-operation projects will be established and nearly 18 000 persons will receive training. Participation in the European Innovation Partnership and its operational groups is also supported.

The main objective is to improve conditions for nature and environment. The Netherlands aims to improve biodiversity, water and soil management. Through better land management, the programme will help to provide and improve habitats for farmland birds. In addition, Community Led Local Development (CLLD/Leader) is expected to support the balanced territorial development of rural economies and communities, thereby creating jobs and improving living conditions for the people in these areas. In addition, through Community Led Local Development (CLLD/Leader), the programme will support balanced territorial development of rural economies and communities by creating jobs and improving living conditions. The focus is on growth and jobs in addition to improving living conditions in rural areas via business development, innovation and co-operation activities. Under this priority, the aim is to strengthen the relationship between the rural areas and the cities and also between farmers and citizens. About 7% of the RDP public support has been earmarked for Community Led Local Development (Leader/CLLD). It is foreseen that RDP support will lead to the creation of 250 new jobs and cover 3 million rural people.

**- There are known cases of success of people who moved to the rural areas and alongside with personal improvement had a positive impact in the region? Share some.**

The Future Farmers Movement is a mainly volunteer driven grassroots initiative: for future farmers by future farmers. It is furthermore supported by engaged students, citizens, researchers and activists. These people are currently active in the movement



## GREECE

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**

**SECTORS:** tourism, gastronomy, agriculture, manufacturing... (depending on each region/country)

Greece is located in Southern Europe. It is a peninsular country, with an archipelago of about 3,000 islands.

Thessaly region, which is located between Thessaloniki and Athens, is divided into five regional units, to which is belong 25 municipalities. These five units are: Regional Unit of Larissa, Regional Unit of Magnesia , Regional Unit of Sporades, Regional Unit of Trikala, Regional Unit of Karditsa

According to the recent official data (2018) of the Hellenic Statistical Authority (ELSTAT: [www.statistics.gr](http://www.statistics.gr)), the 5 main **sectors** of the **Greek economy** focus on:

|             |                                     |           |         |        |
|-------------|-------------------------------------|-----------|---------|--------|
| Agriculture | Industry<br>(food,metals,machinery) | Transport | Tourism | Energy |
|-------------|-------------------------------------|-----------|---------|--------|

**In Thessaly region**, the main activities of its population, **which also can be considered as treasures of the places**, focus on:

- Agriculture  
Cultivation of cotton, different types of nuts (**peanut trees, white trees** etc), vegetables and fruits (**orange trees** etc), grapes (for an excellent quality production of **wine**), olive trees for an excellent quality production of **olive oil, medical and aromatic plants** (Pelion Mountain was known for its rich range of **pharmaceutical herbs** and Olympus mountain was known for its essential plants - **endemics that are found only on this mountain and nowhere in the world**), etc..
- Livestock farming  
Meat and **dairy products** of an excellent quality are produced. The most known dairy product is "**Feta**" **cheese**.
- Tourism  
The tourism in the region has increased the last few years. Some of the most visited touristic attractions are: **Meteora** (UNESCO Cultural Heritage Monument), **Mountain Olympus** (mountain of the ancient Greek gods), **Mountain Pelion, valley of Tempi, Lake Plastira and Sporades Islands (Skiathos, Skopelos, Alonissos and Skiros)**.
- Culture and Tradition  
Traditional dances, festivals (**tsipouro festival, summer wine festival Tyrnavos, Festival of Greek Honey and Bee products** etc.) and **rebetiko music** (rebetiko was inscribed in 2017 on the representative list of Intangible Cultural Heritage of Humanity) could be also recognized as treasures of the region.
- Gastronomy  
Unique wines (appellation of origin of superior quality), the most known Greek drink **Ouzo and tsipouro** (e.g tsipouro Tirnavos), the **halvas from farsala, honey from Pelion** are some of the Greek gastronomy that can be found in Thessaly region. You can read more here <http://www.greekgastronomyguide.gr/pilio/>
- Industry  
Industry is poorly developed in the region. There are mainly units for processing agricultural, livestock and forest products.



**Social entrepreneurship is very active in the region.** Official Greek data presents that **exists around 80** social enterprises only in Thessaly region. In particular, the **majority of these enterprises are mainly involved** in the:

|  |  |
|--|--|
| i) Cultural activities and events  | iv) Health care and support (infants, elderly, PWDS, children) |
| ii) Local and agricultural products  | v) Environment care  |
| iii) Social care and responsibility (PWDS, vulnerable groups, children, elderly) | vi) Events organization  |

What **social resources** (human resources) do you find valuable for development of social entrepreneurship in your region?

- Technical assistance and mentoring to people who are interesting in transforming their activities into social entrepreneurship activities
- Human resources applying in the development of a social enterprise providing support, training and consulting to mumpreneurs in order to balance their family and work life
- Human resources applying in the development of a social enterprise providing training in green materials and ecological care of the cultivation
- Human resources applying in the development of a social enterprise providing support in professional inclusion of LGTBQI\* people and people with disabilities. It could work as an HR office providing support and enhancing their skills in order to create a safe space that these people could enter the labour market without facing discriminative behaviors.

What **environmental resources** (natural resources) do you find valuable for development of social entrepreneurship in your region?

- the recycling, reusing and recreation of the abandoned woods
- the use or cultivation of the aromatic and pharmaceutical herbs and flowers which are found only Thessaly mountains
- the cleaning and recycling of beach from plastics in order to use these plastics for the creation of new materials less harmful for the environment

What **cultural resources** (traditions, crafts, religious rituals etc.) do you find valuable for development of social entrepreneurship in your region?

- the organization of festivals or events that inform and involve young local people or visitors about the traditions of the region
- the development of tools in paper crafts

What sectors (tourism, gastronomy, agriculture, manufacturing etc.) do you find the most appropriate way for developing social entrepreneurship?

One of the sectors that is the most appropriate to be developed in Thessaly region is tourism. Tourism even if it's enough increased around Greece, Thessaly still needs work in order to highlighting the traditions, traditional places, traditional foods, culture and innovation of each regional unit.

Another sector which is very important is the know-how use of the technologies. A social enterprise that could provide technological support and consulting to the people who are interesting on developing an enterprise or improve their existing enterprise could be a very good idea.



## CZECH REPUBLIC

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Since our institution is located in the capital (metropolitan area) we focus our interest in the South Moravia region where can be found many opportunities for establishing social enterprise.

South Moravia is a significant region from the economic perspective, conveniently located in the south-eastern part of the Czech Republic along its borders with Austria and Slovakia, and has always been a strategic European hub. South Moravia contains a wide range of cultural, natural and technical sights. Four of the local sights have been entered in the UNESCO World Heritage List ; the cultural aspect is well accompanied by attractive folklore and wine tourism.

### social resources

- Long-term unemployed
- Handicapped
- Vulnerable groups
- Socially excluded
- Talented

### environmental resources

- Vineyards
- Forests
- Soil
- Waste

### cultural resources

- Traditional crafts (folk costumes, textile flowers, Easter eggs decorated with wax batik, blue cloth print, folk costumed dolls, ceramics)
- Traditional dance (male solo dances)

### other resources

- Food-processing industry – asparagus, gherkins, vine

### sectors appropriate for developing social entrepreneurship

- Tourism
- Agriculture/Social farming (i.e. community supported agriculture,
- Gastronomy/Food-processing industry
- Education
- Culture/Art (traditions, folklore)
- Manufacture
- Services
- Leisure



RURAL TREASURES



## ROMANIA

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**

### GENERAL FRAMEWORK

Romania is situated in the South-Eastern part of Central Europe, between Eastern Europe and the Balkan Peninsula. Located at the crossroads of the major routes between Occident and Orient, nestled in the Balkan part, Romania is a Latin country with a tumultuous story, diverse ethnicity and culture, joyful people and blessed land.

Romania is a country of eternal beauty, enhanced by the impressive mountains of the Carpathians, the Black Sea and the famous Danube River. With a surface area of 4.8% of Europe, Romania ranks 11th in Europe and 79th in the World. The total number of population in Romania is 19.908.574 out of which 9735441 men and 10173133 women. The distribution urban-rural is: 10724248 inhabitants in urban areas (54%) and 9184326 in rural areas (46%). The unemployment rate in rural areas is 5,7% and the unemployment rate in urban areas is 7,6%. The social entrepreneurship environment in Romania is made up of 53% of women and 47% of men, being the only such ecosystem in Europe where women are more numerous than men. The most important areas: 17% in the field of social inclusion, 17% in socio-economic development, 16% in education, 15% in civic involvement, 14% in cross-domain, 7% in health. 90.90% are associations and foundations, 7.7% cooperatives and 3.3% other forms. In total nearly 40000 organizations. Of these organizations, nearly 4,000 are in our region, northwestern Romania. Most associations and foundations in Romania are active in the social or social sector charity (28.64%) and sport (16.39%). Also, a significant number of associations and foundations are active in culture (9.16%) and education (8.16%), while those with lower representation is medium (2.35%) and agriculture (3.29%).

Romania's main resources are: agriculture, given the fertile soils, but the country also has significant mineral deposits, particularly oil (in the Southern part of the country), natural gas (in Transylvania), salt (in Transylvania and in the Carpathian mountains), lignite, iron ore (in the Western Carpathians – the Apuseni Mountains and in the Northern part of Romania), copper, bauxite, chromium, manganese, lead, and zinc. Timber (wood) is also an important natural resource.

### **Premises for the entrepreneurial expression in rural area of Romania**

The premises for the Romanian rural inhabitants' entrepreneurial manifestation are different in time and space. There are macro-regions in Romania where the rural population initiate and conduct business in agro and rural tourism or in small agricultural registered exploitations, such as milk farms, pigs farms, etc. Still, these are only a few structures. Given the nature of Romanian rural inhabitant, his volunteer and traditional membership to the local community, it seems that the decision does not belong only to himself, but to himself as a group member.

One of the most important trends in social entrepreneurship in Romania is that more and more companies and financiers have begun to provide money and support to social enterprises. According to the Country Social Innovation Report by the Institute of Social Economy, it is estimated that there are approximately 10,000 social businesses in Romania and 131,127 employees in social economy structures that would meet the criteria of the Social Business Initiative (SBI). At present, these active organizations aim to have a social impact through various economic mechanisms. According to data from the Atlas of Social Economy, Romania is playing an increasingly large role in the sector, with 1.7 percent of the total workforce employed in social economy structures. In addition, the sector makes a 4 percent contribution to public budget (PIB). Despite the social economy expanding in Romania, the sector is still an emerging one when compared to other European countries. In the Atlas of Social Economy in 2014, statistics show that the following sectors had the largest share of economically active associations and foundations: Forestry (51%); Agriculture (31%);



Professional sector (12%); Education, culture and development / tourism sectors (9% each). The main theme areas that are subject of social entrepreneurial projects funded by European Union include education, culture, tourism and traditions, agriculture, the environment, engineering, health / welfare and smart mobility.

Bihor County is located in the north-west of the country on the border with Hungary, is the sixth largest county in Romania. It has an area of 7,544 square kilometres, and the county capital is Oradea (it occupies the 10th place in the top of the largest cities in Romania by the number of inhabitants and is situated at 10 km to the border). Bihor county consists of four municipalities, six cities and 91 communes. According to the National Institute of Statistics on 1 January 2018, Bihor County had a population of almost 617,827 people. The economy of Bihor County is based on several main economic areas, of which we mention the manufacture of computers and peripheral equipment. IT field is important in terms of prosperity, security, health and well-being. This field is an engine of technological innovation that integrates research with practice and helps to strengthen and protect the community and its members. Other economic areas are the footwear and leather industry, both of which are mostly export-oriented. Other industries such as mining have experienced a severe decline in the past two decades. Agriculture is another economic area that offers employment opportunities for a very large proportion of the population and where entrepreneurial activities can be developed on: Supporting sustainable rural development and modernizing agriculture and fisheries; New organic farming methods

#### **Valuable environmental resources for the development of social entrepreneurship**

On the territory of Bihor County lies the Apuseni Natural Park, which has the largest concentration of caves in Romania (1500). Tourism continues to steadily grow in the region, and the Apuseni Natural Park has been able to meet this challenge and offer top-notch accommodations and easy access to the park's attractions. Tourism is spread out evenly through the year, allowing programs to be implemented to ensure the rehabilitation of the park's hiking and skiing trails. Bihor County has several locations with thermal waters but the most famous is Baile Felix, which is a spa resort and mineral waters used in balneotherapy. The geothermal waters of Baile Felix, attract each year, hundreds of thousands of tourists, because these thermal waters have curative properties and mud with medical properties.

#### **Valuable social resources for the development of social entrepreneurship**

Any social entrepreneurial activity will be a failure if the entrepreneur does not pay attention to human resources, which of all resources is the only creator of value, is a key resource, a vital resource that ensures the survival of the development and competitive success of all organizations. The ability of a community to survive and to prosper through social entrepreneurship, must comprise the most important ingredient, the human capital: developing new education / training initiatives / programs to support employment; raising young people's awareness of the opportunities they have; the gap between employment and the business environment; building partnerships between local non-profit organizations and social inclusion.

#### **Valuable cultural resources for the development of social entrepreneurship**

Culture, tradition and customs play an important role for the civilization and the character of citizens and society. Traditions and authentic crafts from Bihor county: crafts in pottery, woodworking (sculpture), weaving, wadding, beads, musical instruments, icons on glass and wood. Many cultural events and festivals in Oradea Fortress and Bihor county.

#### **The most appropriated sectors for developing social entrepreneurship in our region are:**

Creative industries: those economic activities that deal with the generation or exploitation of knowledge and information (creation of economic value through intellectual property). They are also referred to as cultural industries or creative industries: advertising, architecture, art, crafts, design, fashion, film, music, drama, publishing, innovation, research and development.



RURAL TREASURES

## ITALY

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### The Abruzzo Region



**Surface:** 10.795,12 Km<sup>2</sup> **Inhabitants:**1.334.675 **Density:** 123,64 ab./Km

**Number of provinces:** 4 **Number of municipalities:** 305

The regional emblem consists of a stylized Samnite shield, divided into three transversal bands of white, green and blue, which represent the snow-capped peaks, the woods and the sea of Abruzzo.

The Abruzzo Region, located in central Italy, is defined as the “Green Region of Europe” and is mainly characterized by its mountains (65% of the total Surface) and hills (approximately 35% of the total surface). It stretches over a surface area of 10,795.12 km<sup>2</sup>. The region is divided into the four provinces: Chieti, L’Aquila, Pescara and Teramo, with 305 municipalities, of which 200 municipalities are classified mountainous and 27 partially mountainous. Over more than half of the territory ( 76.6%) classified as a mountainous, has been affected by a phenomenon of demographic reduction and processes of abandonment.

The region is located in a privileged geographical position, as a “central hub” connecting the Tyrrhenian Sea and the Adriatic Sea, and it is also a gate to Eastern Europe and the Balkan regions.

The land is an interesting mosaic where nature and landscape, history, culture and traditions were interconnected in the past also with other cultures and populations from the Mediterranean Area.

It’s difficult to resist the beauty of the Adriatic coasts, the gentle hills, the roughness of the mountains, the variety of the national and regional parks and natural reserves that preserve and protect the very rich natural heritage.





### **Productive activities.**

Agriculture is characterized by small non intensive farms and by the massive presence of labor in advanced age people; nevertheless the progress of agricultural mechanization and irrigation techniques must be considered, the connection between agriculture and agroindustrial industry: e.g. wines like Montepulciano, Cerasuolo and Trebbiano d'Abruzzo and the very high quality olive oil, produced in the three Adriatic provinces( Pescara, Teramo, Chieti).

Industry includes few but large international companies in the automotive sector (like Sevel, Honda, Pilkington (ex SIV), Denso (formerly Magneti Marelli), concentrated in the Val di Sangro and San Salvo area, and of medium and small enterprises in the innovative sectors of pharmaceutical, chemical, electronics, mechanics and agroindustrial industries. There is also an important cultural heritage around the prominent figures born or lived in Abruzzo, like Ovidio, Gabriele D'Annunzio, Ignazio Silone, Benedetto Croce and Ennio Flaiano, just to name a few, generate conferences, exhibitions, concerts and literary prizes of international importance (the Flaiano, the Scanno, the Penne and the Teramo).

**Social Entrepreneurship** is active in the Abruzzo region. The cooperative phenomenon is increasing with 1182 cooperatives operating in the various territorial areas and different sectors, with 270,097 associates (see Istat-Euricse Report Structure and performance of Italian cooperatives, January 2019).

### **Research**

An exploratory survey, during the months of January and February 2019, was carried out within the Erasmus Plus Project "Strategic Partnerships Rural Treasures". The survey concerned the local resources (natural, cultural and human) found in the rural and / or mountainous areas in Abruzzo which could be used to develop and encourage social entrepreneurship.

For this reason an online questionnaire was prepared and carried out based on a common template to all countries involved in the European Project.

The people interviewed anonymously belong to the target age group Under 35 and Over 55, divided by sex (male and female), place of residence in Abruzzo and job status(i.e. student, unemployed, employers, entrepreneurs, retired, other).

88 people answered the questionnaire: 92,8% were under 35 years old and 7,2% over 55 (29,3% females and 70,7% males). The people interviewed were students (of the Agricultural Institute of Alanno and the Vocational Institute "Michetti - Di Marzio" of Pescara), unemployed, temporary workers, employers and entrepreneurs( through community cooperatives).

According to the results the leading sectors of the local development are: agriculture, tourism and gastronomy which are closely linked and also associated to cultural phenomena such as popular traditions/food (Festival) and religious traditions ( Churches...).

A significant number of the people interviewed stated that in Abruzzo there are human resources and professional skills suitable to the social entrepreneurship, like the capacity to work and collaborate with others 69,9% (TEAMWORK) and the capacity to hand down knowledge 53,6%. The sectors considered important were farmland that occupies 53%% of our territory, mountains 53% and natural parks 51%.

**References:** <https://www.regione.abruzzo.it/>

<http://www4.istat.it/it/abruzzo>



## TURKEY

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**



Gebze district has a population of 357,743 thousand people, 100 thousand students and 131,931 people in the 14-29 age group. Gebze, east of the Marmara Region, with rich history, economics, agriculture, livestock and industry is based on Turkey's fast growing district. Gebze is a town located in the north of the Marmara Sea and 45 kilometers east of Istanbul, which houses a large part of the Kocaeli industry, the second largest district of the Marmara region, Turkey and is hosting 15% of the industry. Gebze has been established in connection with the Kocaeli province, the ports, the airport, the state railways and the E-5, which are connected to Istanbul and Europe. As the roads are in the east-west direction, the urban area and industry are developed in this direction. The main reason for investor attention in this region is the fact that they are in the middle of the three largest developed cities and approximately 45 minutes away from them.

The cultural structure of Gebze, which draws a continuously rising population, clearly shows the effects of the population structure. Due to the fact that our district is almost an industrial city, our citizens coming from all over Turkey come to Gebze to create a cultural mosaic by living their customs and traditions through local associations.

Gebze has great advantages in terms of transportation facilities. All transportation routes are used in our region and the products used are transferred effectively to foreign markets. It is possible to reach all parts of the world by sea, land air and railways. Apart from this, there are 2 airports close to our region.

It is attractive with its beautiful bays and natural beaches formed by nature. Agriculture, fruit growing and vegetable growing are in an advanced position in the arable lands of the region. The territory of the district on the coast of Marmara is generally plains.

**Hidirellez:** Hidirellez is made on 5-6 May. Three days before Hidirellez, unleavened dough is kneaded. If the dough is over the "Hidirellezi" is clear and the dough is fertile. When Hidirellez passes, the milk sits at the bottom. On the morning of Hidirellez, if the oil can overflow, it is called Hızır. If it is removed and drained and no one is told, there will be plenty at home. If the oil is overflowing, there is no abundance.

Clothes: People living in the mountain villages of Gebze and living in flax, especially in linen, wear their own hand-knitted clothes. Women mostly wear baggy, vest and cardigan. They wear embroidered writing or white manuscripts. They wear necklaces. The clothes were mostly made without printing.

There are also wedding ceremonies, religious festivals and traditional food in Gebze that can be valuable for social entrepreneurship.

The Gebze Organized Industrial Zone (GOSB) was established in a planned area of 10.370.000 m, 7 km from the center of Gebze. 33% of the industrial investments in GOSB and 65% of the investment amount are large companies with foreign capital, especially multinational corporations. As of today, GOSB is involved in the manufacturing of machinery, chemicals, automotive sub-industries, optics, electronics, industrial and medical gas, food and packaging and IT sectors. Gebze has also developed facilities on scientific studies, service improvement and technical service trainings. TSE, which is located in Gebze, provides services in laboratory services such as calibration, testing, non-destructive inspection services, product and service place certification.

### Research:

We carried out a survey between January and March 2019, within the Erasmus Plus Project “Social entrepreneurship-the heart of rural development”. The survey included questions related with the local resources that can be used to develop and encourage social entrepreneurship in our city, Gebze. The participants in the survey were people under 35 and over 55, and from different occupations (like student, worker, unemployed, teacher, employers). In total, 58 people answered the questionnaire. %44,8 of the participants (26) were under 35 and %55,2 of them (32) were over 55. There were 18 female (%31) and 40 male (%59) participants.

According to the results we got from the questionnaire, people think that the resources valuable for development of social entrepreneurship in our region are: natural and cultural resources our region has, tourism and human resources. They state that since our region has a high populational potential for the development of social entrepreneurship, it can be a great advantage to use it. With the contribution of many companies and factories in our region, people can be encouraged to start a social entrepreneurship by using our cultural resources. Also, agricultural sector can be supported since it has shown a decrease over the years in our region.





## UNITED KINGDOM

**Within the framework of the Erasmus + Strategic Partnerships' project- Rural Entrepreneurship- the Heart of Rural Development, a study is being carried out on the resources that can be found in a rural area where you live and can be used to develop social entrepreneurship.**

### General information about the UK

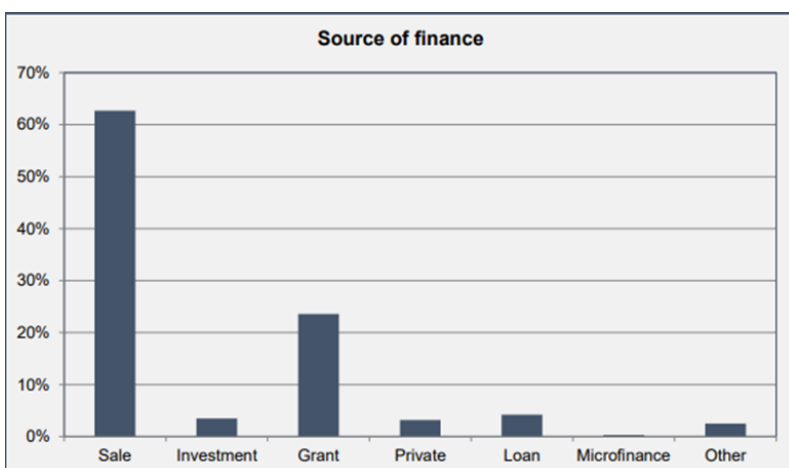
**Surface:** 242,500 km<sup>2</sup> **Inhabitants:** 66,931,767 million **Density:** 259 people per sq km

**Included countries:** England, Wales, Scotland, Northern Ireland

### Introduction

The Royal coat of Arms is the official coat of arms of the British monarch. It consists of a shield divided into four quarters representing the symbols of Ireland, England, and Scotland (at this time Wales was already included into England, which is why one part is twice in the shield). There is a royal crown topped with a golden lion above the shield. Below the shield, is the motto of English monarchs: "Dieu et mon Droit" ("God and my Right"). The UK Landscape varies greatly: there are rolling hills and fields in southeast England, mountains in Wales, lakes and mountains in Cumbria, Scottish Lowlands, Highlands and islands, and the fields, lakes and mountains in Northern Ireland, Scotland and Wales are the most mountainous parts of the UK. However, a greater part of the land is flat, forming meadowlands and pastures. The country can be roughly divided into highland and lowland. In 2015, 11.4 million (20.7% of the population) people lived in a predominantly rural area and most of them were more than 45 years old. Indeed, young people move to urban areas as soon as they are of age. So, there is a phenomenon of demographic reduction and rural exodus. The life is less active in these areas since the habitants are generally retirees. Moreover, rural areas suffer from poorer access to essential services like hospital, public transport, even groceries. Such areas can represent an opportunity for social entrepreneurs, as there is no competitive market in these areas and therefore entry barriers are low. There are advantages for both sides: From the entrepreneur's point of view, there is a cost advantage which, among other things, enables quicker profits to be achieved. This can be reinvested and thus progress can also be made in rural areas. The supply increases and the demand of the population is then also satisfied. This development improves the overall economic situation.

### The widest used resources for Social Entrepreneurship in the UK



Since social enterprises are fundamentally different from a traditional business, they may obtain financial resources to start and/or run their business. Some organizations, such as UnLtd, give grants and/or social investments to social enterprises. These organizations are often charitable, philanthropic, and government bodies who do not expect a financial return but are instead investing in the social outcome that the social enterprise promises. Moreover, depending on their performance,

some social enterprises may generate enough profits (by selling their products or services) to support their business. As represented in the column chart, the sale of products or services is the most significant source of capital (63%) for social enterprises in the UK. The second most significant source of capital (24%) is grants.

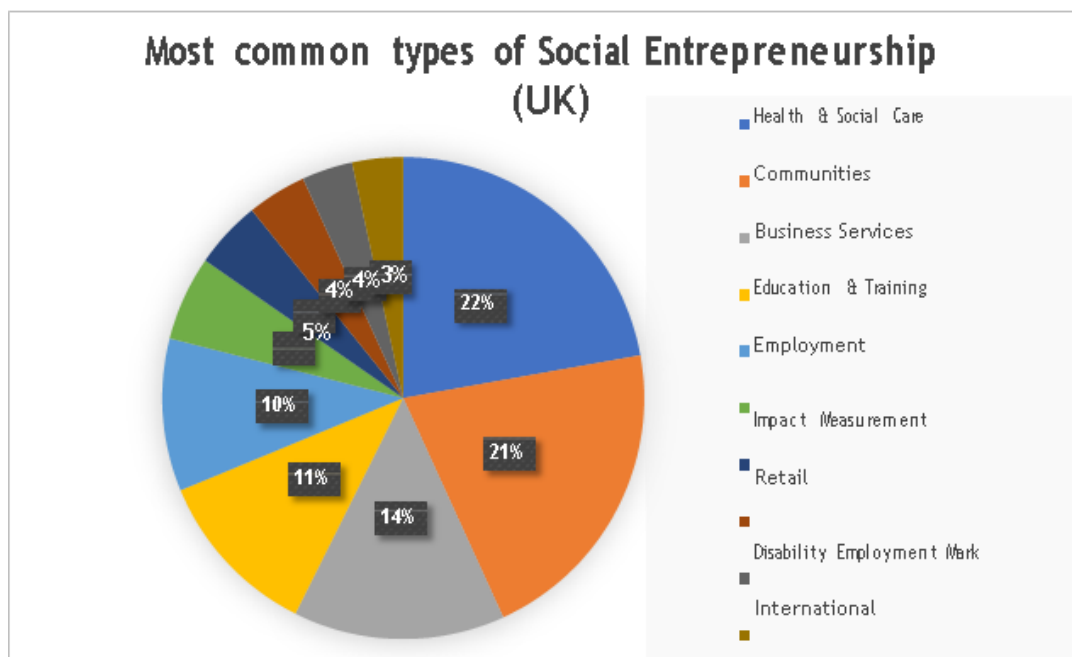
Social entrepreneurs can also use non-financial resources to ensure the sustainability of their business. For example, there are institutions like the Social Enterprise UK in London, to advise young entrepreneurs about their rights and to give them practical information about creating and growing their project.

**Finally, they can benefit from the programs below:**

- NatWest Accelerator Programme
- UnLtd Big Venture Programme
- The Young Academy (education)

**The most common types of Social Entrepreneurship in the UK**

Many different NGOs (Non-Government-Organizations) are social enterprises, but also GOs (Government Organizations, also known as public agencies) can be social enterprises. The most common types of Social Enterprises in the UK are shown in the following pie chart:



The total number of the ten most common types is 176, which means that for example the Health and Social Care organizations are 39 whereas environment organisations are “only” 6.

**Examples of successful stories of Social Entrepreneurship in the UK**

Let’s explore some real cases studies of rural entrepreneurship that successfully took place in the UK. These entrepreneurs are not globally known but they are well-known within their communities. They are people who have changed things, acting in the benefit of their communities and performing the same role as an individual entrepreneur. East Cleveland Training and Enterprise Group from Loftus, Small Industries Groups in Somerset and Antur Teifi from West Wales, are all real examples of social entrepreneurship for the betterment of the community.

The East Cleveland Training and Enterprise Group began as a group of four people in Loftus who were angry and frustrated at the lack of action by statutory bodies to tackle the area's unemployment (Johnstone et al., 1990, p. 107). The Group developed a large program of activities, such as employment training, youth



training, initiating the establishment of a training and enterprise centre, improving environmental and property acquisition to benefit the community.

The Small Industries Group Somerset, West Somerset, started with the objective of helping to create local jobs. The founding group consisted of a dairy farmer, a sub-postmaster, an insurance broker, a lecturer, a youth worker and the manager of a field studies centre (Johnstone et al., 1990, p. 109). For ten years the Group greatly fostered the development of the community and contributed to the change of attitudes of farmers as well as local communities, to favour self-employment and business expansion.

Antur Teifi, from the Teifi Valley, the enterprise agency, was started by a group of local volunteers who were concerned with the high level of unemployment and unbalanced structure of the local population (Johnstone, et al., 1990, p. 109). The group set the objectives as follows: to identify and support community initiatives, to establish new permanent jobs and to initiate activities to prevent the area's economic and cultural decline. The group has more than achieved these objectives.



**The research was done by Erasmus + project  
No- 2018-1-LV01-KA204-047012-P1 partners :**

- NGO Ritineitis(Latvia)  
[www.ritineitis.lv](http://www.ritineitis.lv)
- Asociacion Socio-cultural La Punta Bajamar Avanzando (Spain)  
[www.facebook.com/lapuntabajamaravanzando/](http://www.facebook.com/lapuntabajamaravanzando/)
- International Labour Association (Netherlands)  
[www.ilabour.eu](http://www.ilabour.eu)
- Institutouto Anaptixis Epicheirimatikotitas Astiki Etairei ( Greece),  
<https://ied.eu/>
- GLAFKA s.r.o. ( Czech Republic)  
[www.glafka.cz](http://www.glafka.cz)
- Asociatia Centrul European pentru Integrate Socioprofesionala ACTA ( Romania)  
[www.actacenter.ro](http://www.actacenter.ro)
- Associazione Culturale SmartLab Europe (Italy)  
<http://www.smartlabeurope.eu>
- Gebze Halk Egitimi Merkezi (Turkey)  
[www.gebzehem.meb.k12.tr](http://www.gebzehem.meb.k12.tr)
- Eurospeak Language Schools Ltd (United Kingdom)  
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RURAL TREASURES