YOUTH EXCHANGE

RuReality

REVIVING RURAL AREAS THROUGH SOCIAL ENTREPRENEURSHIP

LIGONCHIO (ITALY), MARCH 3-13 2022

A SHORT PRESENTATION

OBJECTIVES

THE TOPICS OF "RUREALITY" PROJECT WERE SUSTAINABLE ENTREPRENEURSHIP AND RURAL DEVELOPMENT.

The main idea that we wanted to convey was encouraging youngsters to repopulate rural areas creating sustainable business, cooperating with the territory and other enterprises, and participating actively in the social and political life.

We created ideas and considerations on it with the youngsters involved to see how this could be achievable, therefore stimulating them to develop entrepreneurial ideas following this approach.

Objective # 1 — Providing young people with tools to create a social and sustainable entreprise

Objective # 2 — Arousing entrepreneurial spirit in rural areas

Objective # 3 — Learning how a cooperative works and interact with the territory

Objective # 4 — Bringing awareness on the potential of rural areas

Objective # 5 — Sharing good practices

Objective # 6 — Opening up a dialogue regarding depopulation of rural areas and foster dialogue between urban and rural areas

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OUR ACCOMMODATION

RUREALITY TOOK PLACE AT OSTELLO DEI BALOCCHI IN LIGONCHIO (ITALY) WHICH IS ITSELF A SUSTAINABLE ENTERPRISE IN A RURAL AREA. IN PARTICULAR, IT WORKS WITH DONKEYS.

Here is their website:
https://www.ostellodeibalocchi.it/

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LEARNING OUTCOMES

SOCIAL ENTREPRENEURSHIP

- Different types ef entrepreneurship: private and social entrepreneurship.
- 7 principals of social entrepreneurship.
- The features of a social entreprise and of a social entrepreneur.

SUSTAINABLE DEVELOPMENT

- The 3 spheres of sustainability
- Sustainable businesses and enerprises
- Good practices of sustainability

CREATING A BUSINESS IDEA

- Visit to good practices
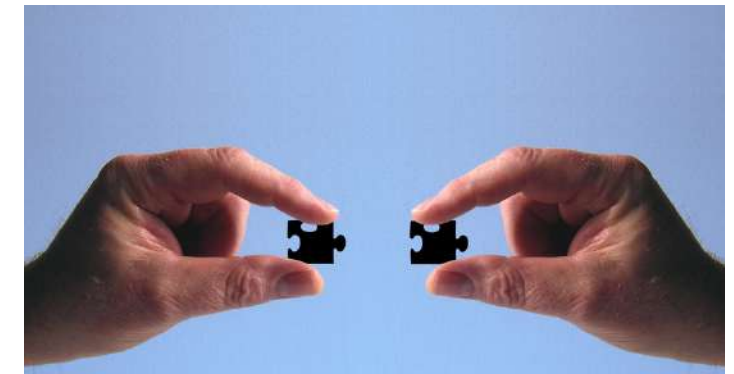- SWOT matrix
- Canvas Business Model
- Pitching

INTERCULTURAL DIALOGUE

- What is culture?
- The onion model of culture
- Strategies for respectful communication in intercultural teams

COMMUNICATION STRATEGY

- What's Strategic communication?
- Identifying the values of your business, your target and channels.
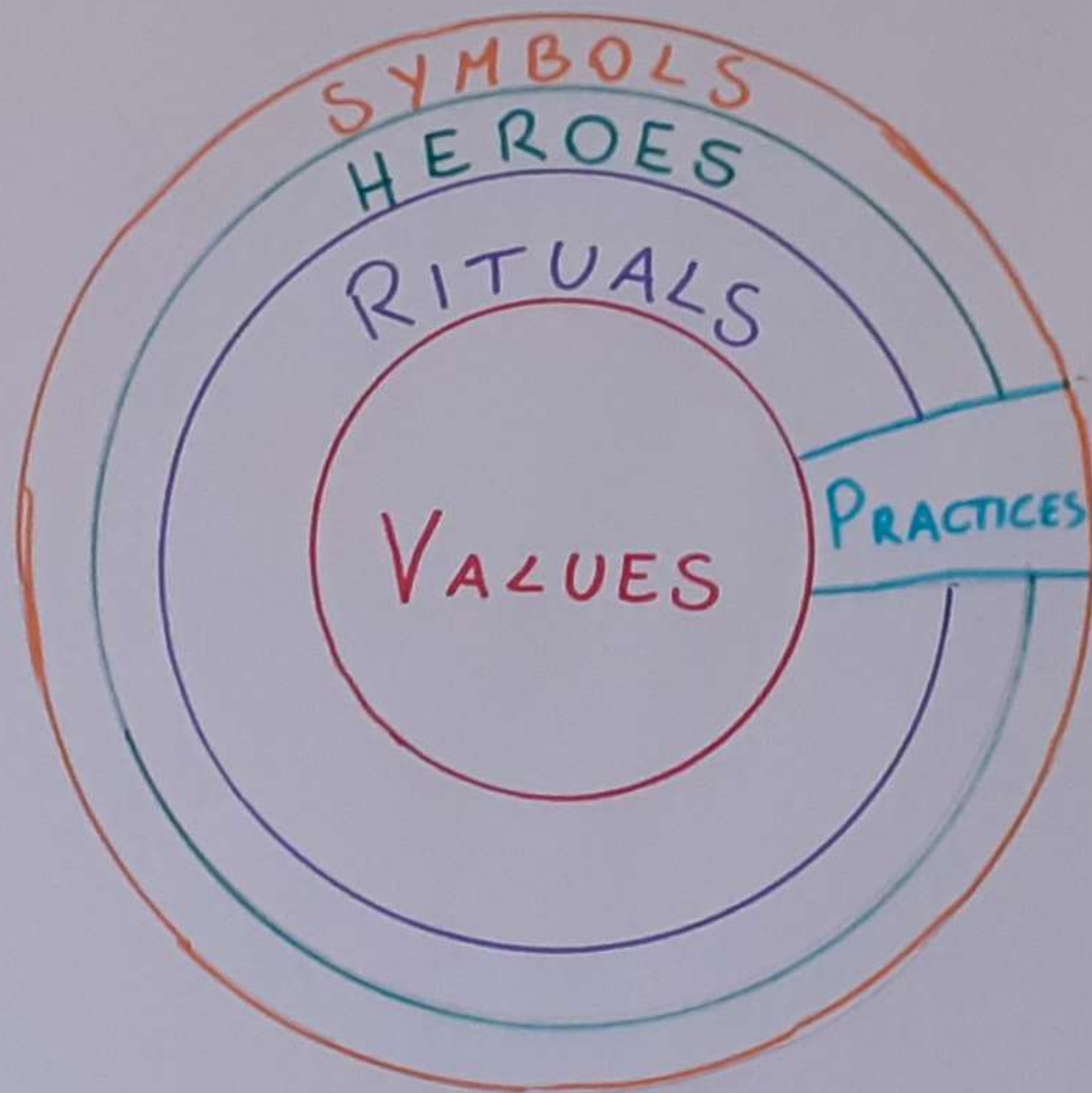- Creation of a logo for your business.

THE ACTIVITIES

TEAM BUILDING

The first day was all about getting to know each other and setting up common rules. We had to run different activities aiming to connect ourselves and build strong team relationship.

The Onion Model of Culture by Gert Hofstede

Symbols
Heroes
Rituals
Values
Practices

INTERCULTURAL DIALOGUE

After the teambulding activities we had at our fisrt day, we were introduced to the "Onion model of culture" developed by Gert Hofstede. Throughout this workshop we discovered the 4 different layers of culture and the huge impact it has on our lifes so we can use our differences in a productive way and interact with people having different cultural background.

WALK WITH THE DONKEYS

Once we built up strong team relationships we've started getting to know the donkeys!

Firstly, the Ostello dei Balocchi staff presented to us the process of creating their association and all activities they are doing, aswering our questions.

We had a walk with donkeys in which we got immediately involved and inloved! While walking the donkeys, we explored the beautiful district of Ligonchio.

ENTREPRE...WHAT?

In this session we got to discover the differences between private enterprise, social enterprise and NGO.

Working in groups we came up with keywords that are relevant for each of these 3 kinds of organisations.

We also learnt the 7 principals of a social entreprise by Muhammed Yunus.

7 PRINCIPALS OF SOCIAL ENTREPRENEURSHIP

1. Business objective shall be tackling one or more of the social problems (such as poverty, education, health, technology, access, environment, etc); not profit maximization
2. Financial and economic sustainability
3. Investors get back their investment only
4. When investment amount is paid back, company profit stays with the company for expansion and improvement
5. Gender sensitive and environmentaly conscious
6. Workforce gets market wage with better working conditions
7. Do it with joy <3

THE 3 SPHERES OF SUSTAINABILITY

This session was the cornerstone for the process of builing up our project proposals for social enterprise.

We learnt about theories on sustainable development and about the 3 spheres of sustainability: ecological, social and economical.

We have enriched our knowledge for what actually sustainability is in terms of business and entrepreneurship so each time we had to think about our own projects we relied on this particular model.

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ECOLOGICAL

"MEET THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS."
- BRUNDTLAND REPORT (1987)

LIVABLE   VIABLE

SUSTAINABLE

SOCIAL   ECONOMICAL

FAIR

TRIPLE BOTTOM LINE (TBL)
- ELKINGTON (1997)
see 'CANNIBALS WITH FORKS'
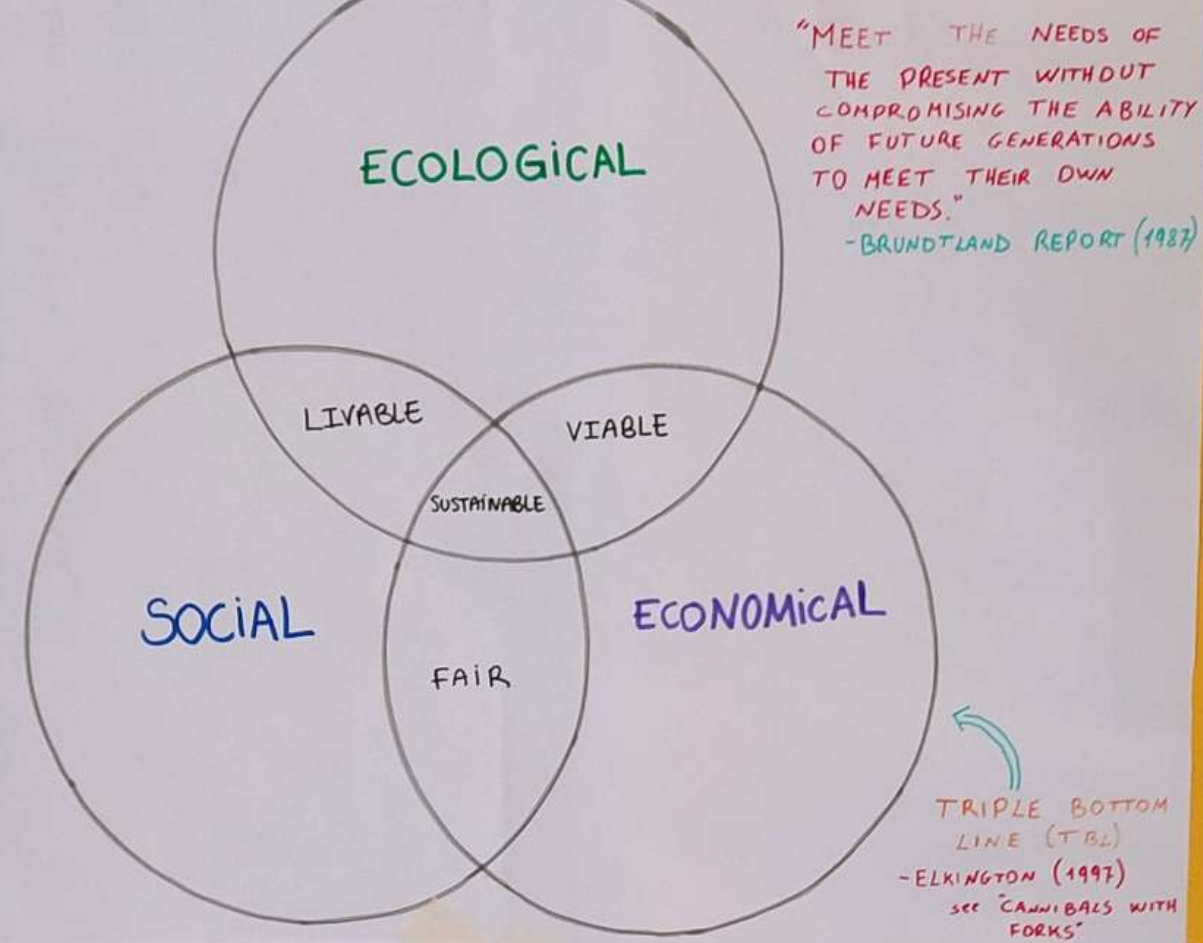
BUSINESS IS SUSTAINABLE WHEN:
- COONEY SCOTT, 2008

IT INCORPORATES PRINCIPLE OF SUSTAINABILITY INTO EACH OF ITS BUSINESS DECISIONS.

IT SUPPLIES ENVIRONMENTALLY FRIENDLY PRODUCTS OR SERVICES THAT REPLACES DEMAND FOR NON-GREEN PRODUCTS AND/OR SERVICES.

IT IS GREENER THAN TRADITIONAL COMPETITION.

IT HAS MADE AN ENDURING COMMITMENT TO ENVIRONMENTAL PRINCIPLES IN ITS BUSINESS OPERATIONS.

SUSTAINABLE ENTREPRENEURSHIP PRINCIPLES

A SUSTAINABLE BUSINESS SHOULD BASE ITS STRUCTURE ON THE FOLLOWING ASPECTS:

• USE RESOURCES PARSIMONIOUSLY

• MINIMIZE CONSUMPTION AND WASTE

• LONG TERM OUTCOMES AS IMPORTANT AS SHORT TERM

• ECONOMIC WEALTH IS NOT ONLY BASED ON MATERIAL WEALTH

• KNOWLEDGE IS MORE VALUABLE THAN MONEY

YOUTHPASS ISLANDS

We played a game in order to understand what the Youthpass is and the key compenetences we were actually developing throughout the programme and the activities.

The participants were divided in groups of 4. Each team had to visit 4 tables and complete assigned tasks that correspond to the key competences for lifelong learning. After every completed task the teams were receiving stamps on their Youthpass-Passport.

VISIT AT BRIGANTI DEL CERRETO

Meeting with a local social entreprise that is based in Cerreto Alpi.

 Main ativities:
- Session of Forest Terapy
- Visit and discussion about the activities managed by the cooperative, included their work with chestnuts.

SWOT ANALYSIS

We introduced the SWOT Matrix, that allows to analyse a business idea taking into account Strengths, Weaknesses, Opportunities and Threats.
Participants developed an analysis of Ostello dei Balocchi and of the cooperative I Briganti del Cerreto. The outcomes of the exercise were commented and discussed with the responsible of the analysed entities.

RESEARCHING ON RURAL AREAS

During this workshop, participants chose their own working group, according to the topics listed below. The aim was to research and share knowledge about the national situations, coming out with a common presentation.

CRITICALITIES
of rural areas in our home countries

Divided in groups from different countries, the participants discussed what are the critical points of their home rural areas. After the team have found the common issues, thay have present them to the whole group.

Main common problems:
- Bad infrastructure
- Isolation
- Lack of many services
- Depopulation
- Bad quality of education
- Less job opportunities

OPPORTUNITIES
of rural areas in our home countries

The opportunities team came up with the following chances for the rural areas:

- Retreatment activities
- Coliving spaces
- Authenthicity
- Well preserved nature and traditions
- Quality of food and fresh air
- Alternative medicine based on natural herbs

SOLUTIONS
found in rural areas in our home countries

The team put their heads together about good practices that are already happening in their home countries.

As a result we found that some of the opportunities the preveous team has presented are matching the solutions run in some countries.

CONTEMPLATING BEST PRACTICES

GiaoXuan

GO MORE : $2
MATOA = 9
POMELO = 5
VIGGA = 13
TACKLE OIL PROJECT 6
GIAO XUAN ECO 9
TOO GOOD TO GO 12
GROW BOX = 8
PHANDEEYAR = 3

During this session, participants analyzed some social and sustainable existing entreprises around the world.

Their goal was to make a short and creative presentation of the business they got assigned, focusing on the potentials of that business model, under the points of view of sustainability and social impact.

The other participants had the possibility to vote the best business model.

DIVISION IN GROUPS

To develop their business ideas, we needed to divide participants in smaller groups. To do so, we identified some main resources of the area of the Appennines where we were based.

Each participant could choose up to 3 resources, giving them an order of priority. According to their choices, they split in 4 groups.

FOOD   **FOREST**   **AGRICULTURE**   **ART**

BUSINESS MODEL CANVAS

The Business Model Canvas is a useful tool when it comes to develop a business idea.

It consists of 9 steps. Each step is a different component of a social business idea (beneficiaries, social impact, resources, communication ways...), which corresponds to a set of different questions.

The facilitator, with the support of the group leaders, reveals one question per time, giving about 15 minutes to each group to discuss and write down. They can always go back and modify the elements they had previously written down. At the end of the exercise, they will have the structure of their business. We gave them other 2 sessions, to collect feedbacks and finalize the idea.
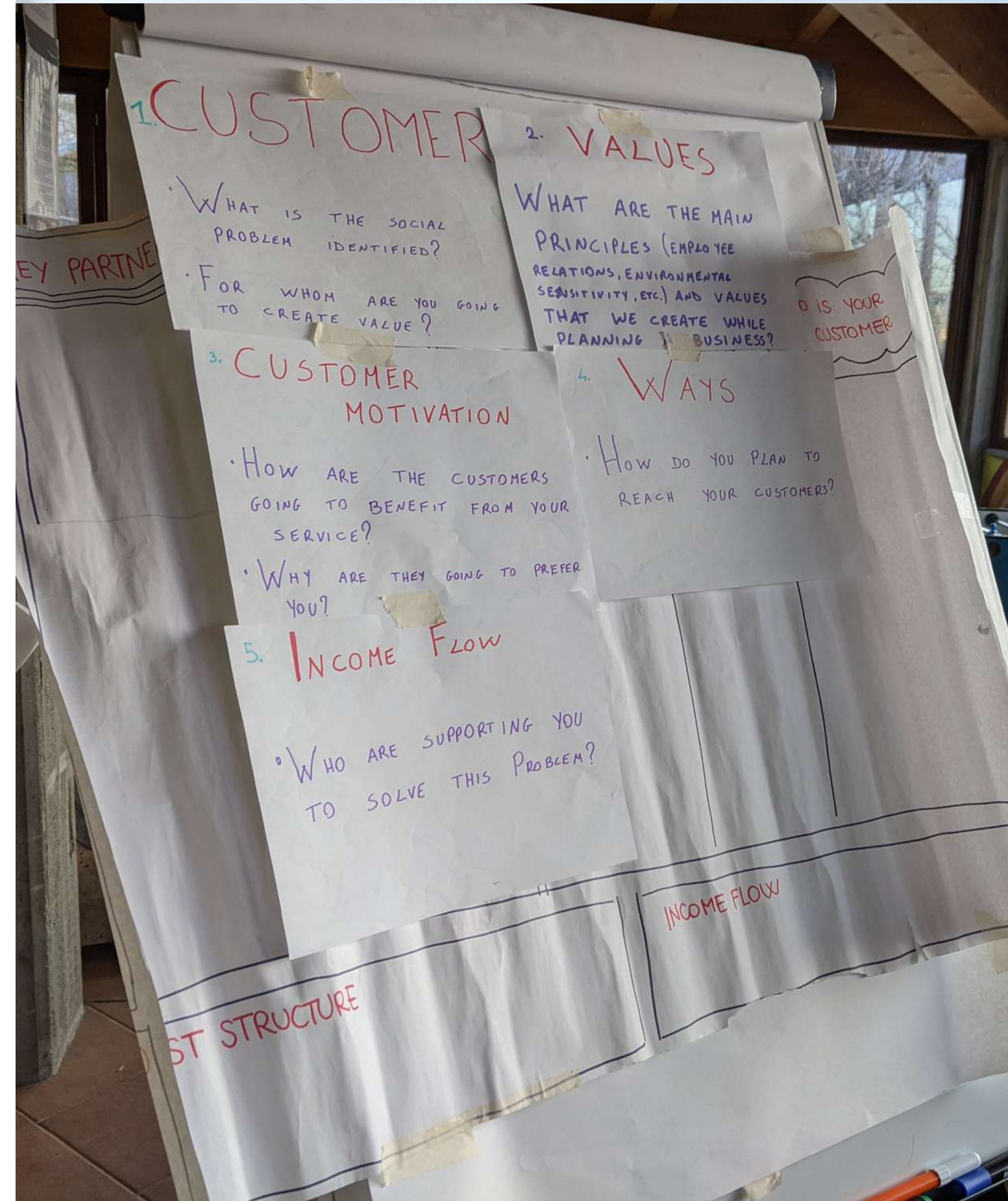
HOW TO PREPARE A COMMUNICATION STRATEGY

COMMUNICATION OBJECTIVES]
OUR COMMUNICATION OBJECTIVES SHOULD BE
IGNED WITH YOUR CAMPAIGN'S AIM AND OBJECTIVES.
— What is the purpose of the message
you are spreading?

TARGET AUDIENCES]
HOOSE THE BEST AUDIENCES FOR YOUR
JECTIVES AND MESSAGES.
— Who do we need to reach to achieve
our communication objectives?
— What methods could we use to
engage these people?
— When is the best time to interact
with these people?

TIPS ON HOW TO REACH YOUR AUDIENCES:
1. KEEP THEM INFORMED.

2. USE YOUR ORGANISATION'S AND YOUR
CAMPAIGN'S VISUAL IDENTITY.

3. SPREAD THE WORD AS MUCH AS POSSIBLE.

CONTENT AND MESSAGES]

CREATION OF A COMMUNICATION STRATEGY

During this workshop, we focused on Strategic communication, analyzing the elements that a business should take into account when developing its own communication strategy.

After the introduction, each group worked to identify the values of their business idea that they considered worth sharing and set a communication strategy, identifying channels and targets.

SCREEN PRINTING

With the support of the experts of Ostello dei Balocchi (Airin and Laura), participants developed a logo representing their business ideas.

Once they did it, they learnt the technique of Screen Printing, with which they could print their logo on posters and fabric bags.

THE BUSINESS IDEAS

BEELIEVERS
A social entrepise based on beekeeping. From one side it produces honey (trying to develop new products in the short-term future) and secondly it brings people to learn and live along with the bees. For that it runs bungalows near the beehives, it has one education center, aiming to deliver knowledge of beekeeping and get people involved in this activity.

PLANATURE
An app to automatically plan your travels in rural areas taking as base what you like and what you want to do, creating an entire schedule with a route through the best places/food and activities for you. This app will support the small business in rural areas giving them a showcase to the "city" clients attracting more tourism to rural areas and improving the economy on these zones.

THE BUSINESS IDEAS
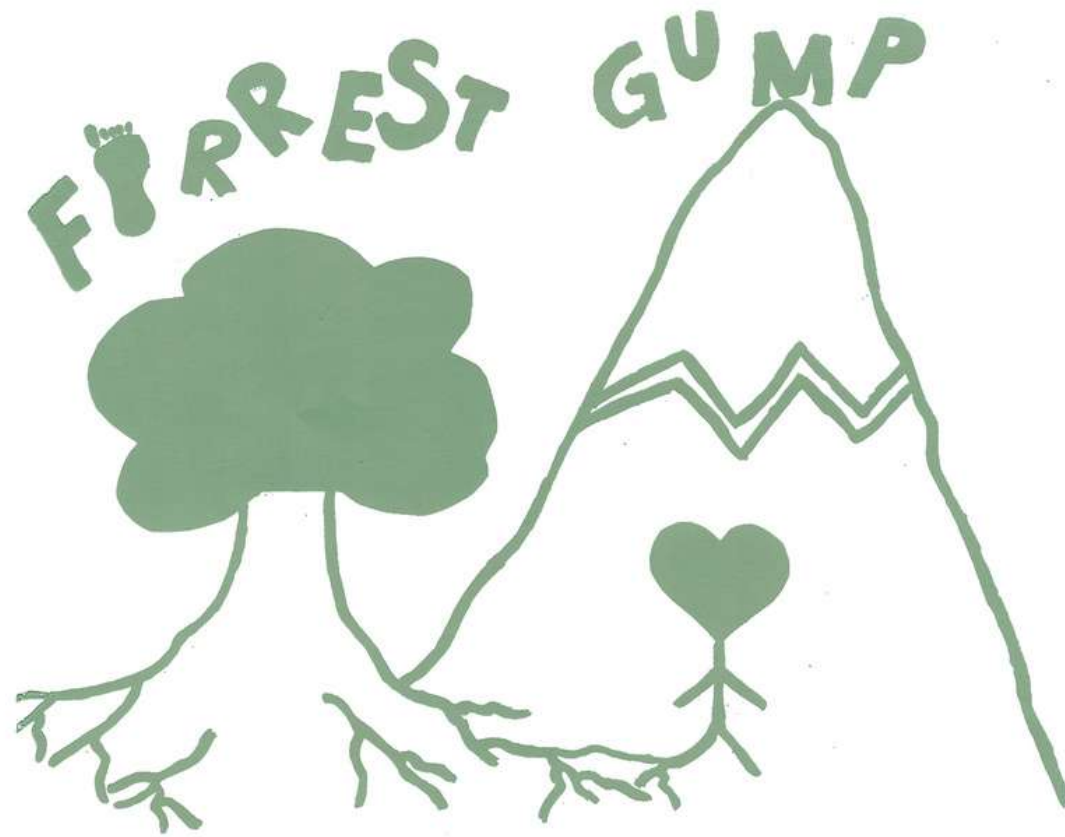
FORREST GUMP

A social enterprise providing trips in the nature, with an educational focus, targeting people of all ages. The enterprise provides guides and a service of bike-rental.

LIGOART - Oneira Project

An artistic residence in a rural area as a sustainable business. Oneira project aims at creating a space where people could create, explore different artistic disciplines and share it with locals and youngsters.

PITCHING

Participants prepared a 5-minute presentation of their business idea. They presented it in front of a jury, who was giving votes from 0 to 20, evaluating these elements:
- Social and Environmental Sustainability
- Economical Sustainability
- Innovation
- Action Plan

The pitch was won by the project "Beelievers".

THANK YOU!

Joint · BRÚJULA Intercultural · green ASSOCIATION · SAVA LOKALNA AKCIJSKA GRUPA · ILA