

EUROPEAN CONFERENCE
«TOWARDS CREATIVE RURAL ENTREPRENEURSHIP»
NOVEMBER 21-22, 2013 • ABBAYE DE LA PAIX-DIEU IN AMAY (BELGIUM)

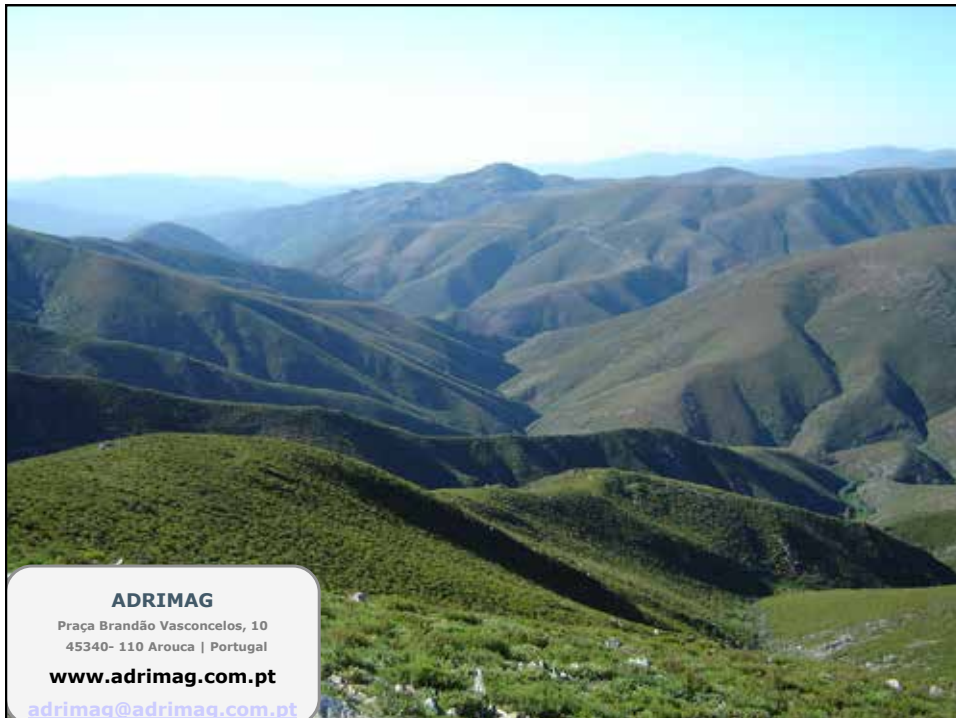
Collaborative schemes in rural areas



CRER

CRER PROJECT

Creating Businesses in rural areas



ADRMAG

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Who we are...

ADRIMAG

ASSOCIAÇÃO DE ENDESENVOLVIMENTO
RURAL INTEGRANDO OS SERVICOS DO
MONTEMURO, ARADA E GRALHEIRA



ADRIMAG

Association for the rural development of
Montemuro, Arada and Gralheira mountains



- ✓ Created in 27th August 1991
- ✓ Headquarters located in Arouca
- ✓ Works in three main areas to foster the local development:
 - Rural development
 - Training and education of adults
 - Business creation and entrepreneurship
- ✓ Oriented for partnerships and institutional cooperation, at national and transnational level

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MAGIC MOUNTAINS





Who we are...

ADRIMAG's Intervention Area:

7 municipalities:

- Arouca
- Castelo de Paiva
- Castro Daire
- Cinfães
- São Pedro do Sul
- Sever do Vouga
- Vale de Cambra



Who we are...



Some Pictures...

ADRMAG

ASSOCIAÇÃO DE RECREATIVISMO
RURAL INTEGRANDO OS SERVIÇOS DE
MONTANHAS, ENXERES E GRALHAS







Who we are...



Entrepreneurship promotion experience

Since 2003, ADRMAG has been developing several initiatives and projects which main objective is the development of methodologies and instruments to support entrepreneurs, namely through EQUAL Community Initiative, GRUNDTVIG and LEONARDO DA VINCI



July 2005 – October 2007

Promoter:

ADRMAG

Partners:

- ✓ Local Small Companies
- ✓ Entrepreneurial Associations
- ✓ Training Public and Private Entities
- ✓ Aveiro's University
- ✓ National Agency for Young Entrepreneurs (ANJE)



Main project objectives:

- To identify business opportunities in ADRIMAG's intervention area, linked to the resources and potentialities of the territory: tourism, agriculture and handicraft
- To promote projects and initiatives for business creation, by providing support, advice and training to potential entrepreneurs, by providing resources and tools that contribute to greater equality of opportunity between men and women and between rural and urban areas
- To create a structure to test business ideas in the rural area, through the adaptation and incorporation of methodologies and instruments developed abroad, namely by the *Couveuses* and *Boutiques de Gestion*



Main results of this project:

- ✓ CRER METHODOLOGY - Methodology to support the enterprises creation and the entrepreneurship
- ✓ Centre of Resources and Businesses Experimentation CRER



CRER Methodology

This methodology is the result of the join up of different methodologies:

- Couveuses Methodology (France)
- Boutiques de Gestion Methodology (France)
- Couveuses d'Entreprise Methodology (Belgium)
- Entrepreneurial Skills Profile - Syntra Flandres (Belgium)
- Equal Community Initiative (EU)



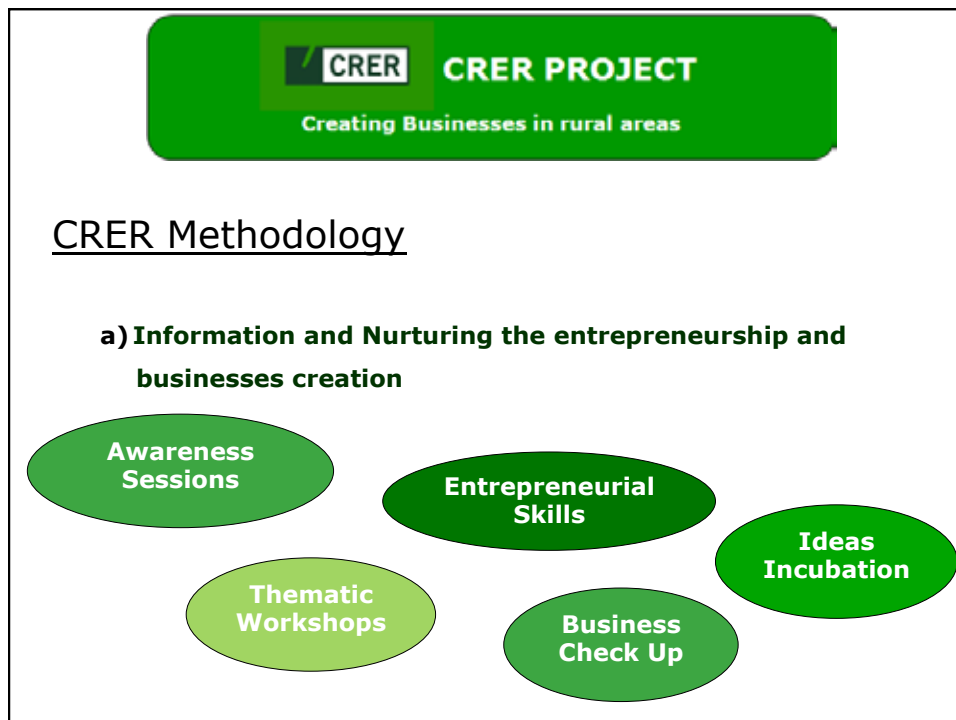
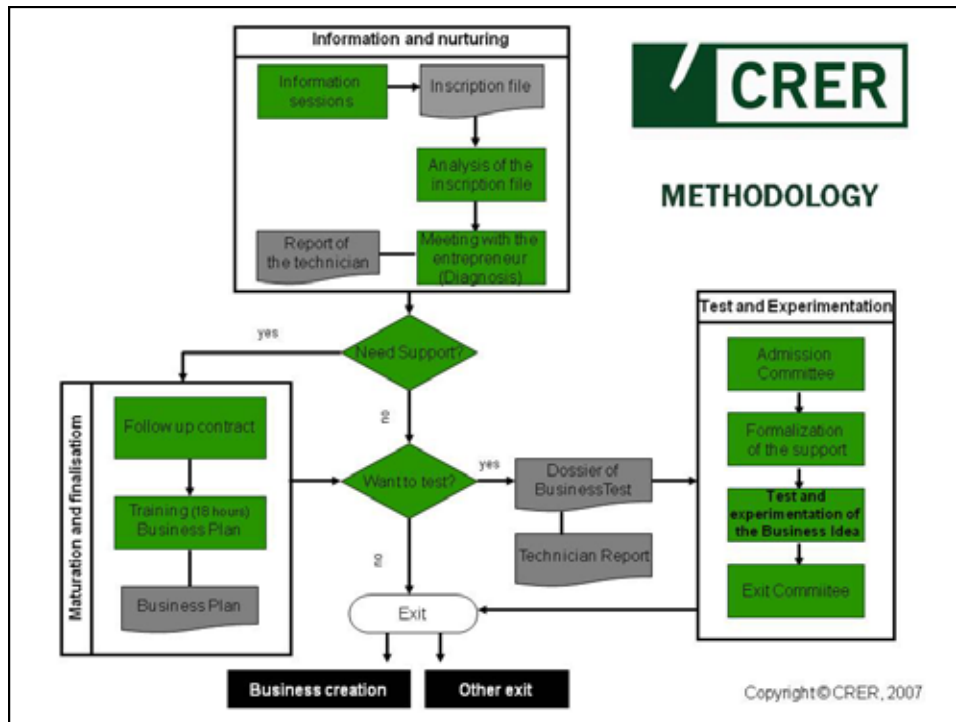
CRER Methodology

Intervention Fields:

a) Information and Nurturing the entrepreneurship and businesses creation

b) Maturation and Finalization of Business Plans

c) Test and Experimentation of Business Ideas – To test business ideas, before the formal creation of the enterprise





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CRER Methodology

b) Maturation and Finalization of Business Plans

Total involvement of the entrepreneur in the definition of the Business Structure

The entrepreneur became aware of the viability conditions of his own business

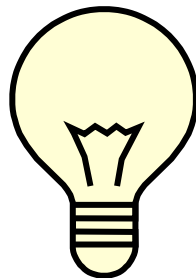


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CRER Methodology

c) Test and Experimentation of Business Ideas



The most innovative part of the CRER Methodology in Portugal



Test and Experimentation

Main Objectives:

- ✓ To promote and encourage the entrepreneurial culture at the local level
- ✓ To stimulate the creation of new businesses
- ✓ To reintegrate people into working life
- ✓ To provide continuous monitoring
- ✓ To provide a legal and commercial framework to the entrepreneurs



Test and Experimentation

- ✓ It allows the entrepreneurs
 - To analyze the business viability
 - To appropriate skills to the business creation and managing
 - To experience to drive a business
 - To produce the services/products
 - To sell the services/products
 - ...



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Test and Experimentation

Difficulties and Obstacles:

- ✓ Legal and Tax Context



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Test and Experimentation

Difficulties and Obstacles:

- ✓ The Entrepreneur Status



Dissemination

25 Portuguese Institutions

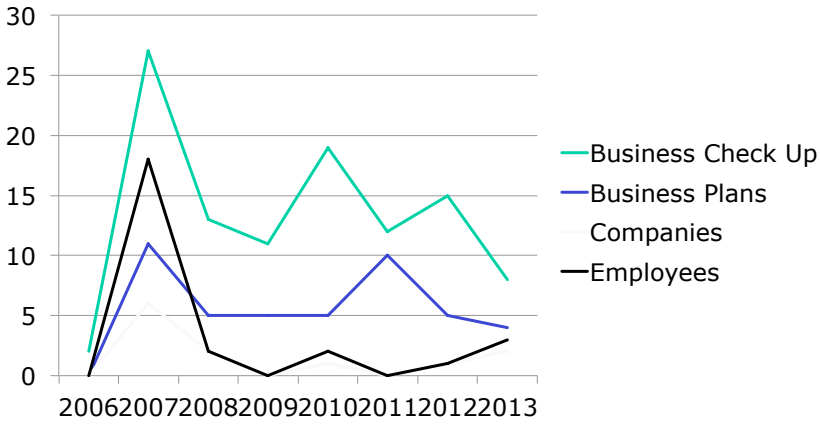
Cape Verde

Hungary

A SUCCESS CASE promoting the entrepreneurship
Study visits from many countries



ADRMAG's Intervention Area





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Awards

European Enterprise Awards 2010

Honor Mention
"Inclusive and
Responsible
Entrepreneurial
Initiative"

SBA

Small Business Act

Best Practice
recognized by the
European
Commission



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A Success Case ...

Who?



- Woman
- Born in Arouca
- 28 years old
- Graduate in Journalism by University of Coimbra

Trouble finding a job

- 2/3 of the unemployed are women with qualifications
- Disappointment with the experiences in journalism
- Absence of investment and training in local newspapers



One idea in development

- My own newspaper?



The Business Study

- CRER Support:
 - Business Check Up
 - Entrepreneurial profile
 - Market Study
 - ...

Business Plan Completed!

Her own Business Her own Job

- The company: “Discurso Perfeito” (Perfect Speech)
- The News Paper:



Direct Speech

Motivation

**“The ambitions will not fall into our laps
just because we want them. We must
build the solution.**

Get to work!”

