

Added Value of Networking



Support for Developing Youth Entrepreneurship in Rural Areas

Basic information	
NRN:	Latvian NRN
Theme:	Good practice
Coordinator:	NSU
Partners:	Latvian Rural Advisory and Training Centre (LLKC)
Beneficiaries:	Youth in rural areas
Resources:	€ 49,979 in 2012
Period:	2011 - ongoing
Main element of networking:	Capacity building and training
Other elements of networking:	n/a

Background

The main aim of this activity is to increase opportunities for young people to be involved in rural entrepreneurship and to raise awareness of the potential of rural areas as a location to develop business ideas, encouraging young people to stay. Participants are people aged 18-30 who want to learn how to start or grow their own business in rural areas as well as participate in rural development or improving public life by implementing their entrepreneurial ideas.



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Main activities

The main activities within this initiative were:

1. Organising informative events – main themes
 - the main targets of the activity,
 - main financial instruments and funds in rural areas,
 - types of entrepreneurship in rural areas,
 - sharing best experience from public sector projects.
2. Planning and organising the training – main themes:
 - defining the business idea,
 - promotion and realisation of the idea,
 - principles of entrepreneurship and marketing,
 - financial planning,
 - budget and cash flow statement,
 - the aim of public-oriented projects,
 - principles of bookkeeping,
 - creating and presenting the action plan.
3. Provision of advice to young people (economics, bookkeeping, farming etc.)
4. Youth participation in the competition "Rural areas should exist!"

Main results/benefits

This activity resulted in more educated, more active and enterprising young people in rural areas and increased the number of young people who are able to participate in improving public life and implementing their business ideas. In the medium to long term it is hoped this project will also lead to the development of new enterprises and the resulting job creation.

Success factors

The success of this project was supported by the enthusiasm of young people in rural areas to get involved, assisted by well-educated NRN staff in regional offices, who encouraged young people to participate in this project. Lecturers were used, who were able to communicate with youth successfully and could provide the appropriate level of advisory and technical support. Having funding available for young people to develop their entrepreneurial ideas encouraged them to realise they could set up their own businesses and make them successful.

Added value of networking

The project enabled networking, which developed new contacts for further cooperation between the young entrepreneurs and communication about support measures provided by the NRN.



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Contribution of the NSU

The NRN provided the lecturers used within the project and financial support for the winners of the “Rural areas should exist!” competition.

Contribution of the partners

The partners provided specialists in the regional offices to support involvement in the scheme and a range of advisory and technical support.

Additional information

Pictures



Closing event of the competition, Source: Latvian NRN

Last Update

May 2013



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