



What can LEADER and Networking do?

Network Expert

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Some case examples from Finland



- **LEADER 2030:** process and outcomes
 - LEADER as a tool for business support
- **Finnish NRN's case examples to support rural businesses**
 - Media campaign
 - Road show
 - Innovation camps
 - Rural Kasvu Open - "Growth Path"
 - Thematic group: Rural Businesses in the future



LEADER

as a tool for business support



For ideas on a human scale



For innovations on a human scale



Thematical Media Campaign

PÄIVITÄ MAASEUTUSI.

Millainen on maaseutu? Entä millainen sen pitäisi olla?
Katso maaseutuohjelman ideat, hae rahoitusta ja tartu toimeen!

päivitämaaseutusi.fi

MAASEUTUSI.FI

EUROOPAN MAASEUDUN KEHITTÄMISEN MAATALOUSRAHASTO

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Road Show

- Provincial info and discussion events for entrepreneurs: How Rural Development Program can help develop your business?
- The whole Finland was covered
- Why Road Show succeeded?
 - The events were organized by Farmers Union and Business Federation of Finland



Turning the Rural Innovations Upside Down at the Grass Root Level



- The aim of the 48h – 72h innovation camps is to create new ideas to develop rural area as well as challenge and develop the people, economy and networks of the rural areas.
- Every innovation camp have been implemented based on the bottom–up needs of the region, as the development of rural areas is in the hands of the local players.



48H/72H Innovation Camp

- Consists of **three** phases
- Carried out in **three** days
- Participants work in 4 or 5 thematic groups of 6 to 8 persons



Innovation Camps and NSU

- National Innovation Camp in 2012.
- In 2013 and 2014 Regional Innovation Camps in 10 provinces.
- Thematical innovation camps: Young entrepreneurs, Sircular Economy
- **NSU's Innovation Camp Service Package for rural actors**





Examples of the results

- *Forssa Fiber*. Creating business out of textile waste. How to use cheap textile waste in construction business.
- *Bioenergy from the roadsides*: a new harvesting tool that harvests grass from the roadsides. From the point of view of a biogas plant the idea creates cost savings and ensures the input of solid matter during summertime.
- *Lapsi Lapissa (Child in Lapland)*: Bringing expecting mothers and families to Lapland's wellness centers. Increased supply of wellness and health services serves also the local community in sparsely populated areas of Lapland
- *Mummola (Grandma's Place)*: Building a network and a physical space for +65 people to live communally with health, sport, and culture services and optical fiber increasing interaction with the local community.



Rural Kasvu Open – Rural Growth Path



- Rural Kasvu Open is a process for sparring eager rural companies to grow.
- Business experts offer their own knowledge and skills on a voluntary basis to spar the companies.
- As a result, companies have a clarified growth plan, enlarged network of the best possible growth venture experts and investors in the country.
- 15 companies are selected to the growth program from farms to rural hi-tech firms
- After half a year process the winner is selected in June 2017
- The Rural Kasvu Open is organize together with Farmers Union, Business Federation of Finland, ProAgria (Rural Advisory Centre), Kasvu Open Ltd. and NRN.



Thematical Working Group: Rural Businesses in the future

- Aim: shaken and stir attitudes and possibilities of rural entrepreneurship
- Raise discussion, find interesting and inspiring examples, foster rural business development and find new tools for that.
- Spot new trends and weak signals, which might have an influence on rural businesses



Rural businesses have solutions
to local and global challenges!





Thank you!

