What can LEADER and Networking do?

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- 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

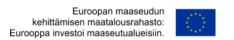
LEADER as a tool for business support



For ideas on a human scale



For innovations on a human scale



Thematical Media Campaign



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



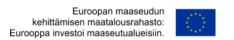
- Rural Kasvu Open is a process for sparring eager rural companies to grow.
- Business experts offer their own knowledge and skills on a voluntary basis to spar the companies.
- As a result, companies have a clarified growth plan, enlarged network of the best possible growth venture experts and investors 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!