



Business Development for Rural Women

- A beneficial project for rural employment

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investerar i landsbygdsområden



MÄLARDALEN



BACKGROUND

- Need for more women in agriculture and forestry business
- Great potential among women
- Women complements with different qualities
- A need to change norms & balance of power





BUSINESS TRAINING PROGRAMME

- Duration 2012-2015
- 70 women from Stockholm County participated
- Funding - EAFRD 42.000€, National 42.000€,
Private 10.000€
- Axis 3 - Quality of life in rural areas and diversification of
the rural economy





LONG-TERM GOALS

- Create employment opportunities in rural areas
- Start new businesses in agricultural areas
- Gender equality in the agricultural sector
- Develop women's entrepreneurship into more profitable and sustainable businesses





SHORT-TERM GOALS

- Improve business skills and confidence
- Increase innovating thinking
- Creating a business plan
- Access to credit & financing
- Networking opportunities





COURSE CONTENT

- Business idea, vision, short- & long-term goals
- Market analysis
- Marketing
- Innovation & creativity skills
- Sales, pricing & negotiation
- Financing & budgeting
- Leadership





SHORT-TERM RESULTS

- 60 of 70 participants completed their business plans
- New business tools & models
- Increased confidence
- Professional approach
- New business ideas
- Expanded network
- High course ratings and recommendations





LONG-TERM RESULTS

- 70% of the participants have full time jobs in agricultural fields
- 50% have new business operations
- Expanded business network
- Collaboration between companies
- Follow- up programs and new programs





SUCCESS FACTORS AND KEY LESSONS

- Research and interviews with applicants before start
- Creating a business plan the best tool
- Study visits to each others companies
- Facilitation instead of traditional teaching
- External experts and guest lecturers
- Coaching for actions and achieve goals






OTHER PROJECTS FOR AGRICULTURE JOBS

- More Food- More Jobs - business programs for agri-food producers
- The Farmer in School – events for students, teachers and student counselors
- Green jobs -agriculture the industry of the future



A woman with glasses and a grey sweater is smiling and petting a white cow with a brown face. She is in a barn with other cows, including a large brown cow in the background and another white cow in the foreground. The floor is covered in straw.

I run a farm with a shop selling meat products from our own cows & lambs, & I sell products from other farms nearby.

Saga Planting Svensson
Österby Gård
osterbygard.se/

The course helped me to see opportunities & dare to invest!

Getting support to formulate my ideas and goals into a real business plan. Contact with other entrepreneurs, several now are suppliers.




Today, we are 10 employees.
We have our own apple
growers manufacture cider,
beer & apple liquor.
We also run a cafe and a farm
shop.

Getting the tools & a
helicopter perspective.

All the goals I set up have
been achieved! Also, I
made many invaluable
contacts.

Malin Skjernov
Värmdö Musteri
varmdomusteri.se

A woman with blonde hair tied back, wearing a red zip-up jacket and dark blue pants, is sitting on the grass next to a large white cow. She is smiling and looking towards the cow. The background shows a green field and a red barn.

**The useful feedback
gave me the confidence
to start my business.**

**To structure my many
ideas & know where to
start.**

Ann-Christine Nyberg
Lindarnas Gård
facebook.com/Lindarnasgard/

**Culinary tourism. Sustainability
& diversity is what I focus on.**

**We produce dairy products,
vegetables & meat, offer courses
in cooking & cultivation.**

**We also run bed & breakfast and
conferences.**