



FÓSTURLANDSINS
FREYJUR

Rural Business Women

Many peripheral regions are suffering from depopulation, especially among women. In addition, many communities are concerned about the population trends, which indicate an increasingly ageing and non-economically active sector. Additional employment possibilities and alternative income generating opportunities for women are required to help remedy the situation in Northern regions. Furthermore, many potential entrepreneurs also lack marketing and business management skills, which are most important if they wish to succeed. The aim of the Rural Business Women project is to focus on the inhabitants and entrepreneurs in rural areas, especially female small-scale entrepreneurs and tourism businesses. All partner areas have in common high rates of female unemployment, as well as poor infrastructure, depopulation and many natural resources. The main purpose of this transnational project is to sustain the local economy and create employment opportunities for rural entrepreneurs in nature and tourism business, and related areas, by promoting female entrepreneurship and providing support for the establishment of local businesses.

Objectives

The project aims to fulfil several concrete objectives, such as providing better knowledge and skills to entrepreneurs about product development, marketing and markets, finding new raw materials from nature, and using nature in an environmentally sustainable way. It is necessary to determine women's business motivations and the perceived obstacles for income-generating activities based on entrepreneurship, and to promote the exchange of knowledge and experiences through networking, workshops and seminars with residents of the participating countries and networks.

Project activities

In order to create new products from nature and rural tourism, the focus will be on supporting female entrepreneurs and their interest in utilising nature in their business: through improving their skills in collection of the material, product development, marketing and entrepreneurial issues. The project's national and inter-regional activities include practical workshops for entrepreneurs and rural authorities, study trips, exchange of experts, personal and enterprise specific face-to-face advice, product development, market and economic analysis, dissemination of results in international and national seminars, guidelines for utilising natural heritage in tourism, exhibitions, enterprise contacts and co-operation networks, as well as information leaflets and internet pages.

Expected results

- To create new employment opportunities and preserve existing working places
- Creation of new international networks for partners and target groups
- Development of new raw materials from nature and foresting
- Use of nature in an environmentally sustainable way
- New food and tourism products and opportunities for marketing them
- Unique opportunities for focused networking of women in leading positions within rural organisations of the northern periphery
- Information leaflets and a dynamic website

Partners

Kvinnokooperativet Saga, Gävleborg - Sweden
Scottish Agricultural College, Rural Tourism Department - Scotland
Institute of Regional Development - Iceland
Moray College - Scotland
The Centre of Continuous Education - Iceland
Agrifood Research Finland, Sotkamo Research Station - Finland
Loch Lomond & The Trossachs National Park Authority - Scotland

Project website

<http://www.matkakori.net>



Measure

1.2

Total Budget

978 898

NPP Award

587 338

Project Period

01/06/2003 – 31/05/2006

Countries Involved

Finland, Sweden, Scotland,
Iceland

Lead Partner

Organisation

Rural Advisory Centre
Kainuu, Finland

Project leader

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