



Rural Business Women

Objectives and expected results:

- ✚ Better knowledge and skills to entrepreneurs about product development, marketing and markets
- ✚ New materials from nature
- ✚ Exchange of knowledge and experiences through networking, workshops and seminars
- ✚ New products and marketing opportunities
- ✚ Information leaflets and www-pages

Main actions:

- ✚ Developing primary production
- ✚ Product development
- ✚ Marketing
- ✚ Female entrepreneurship

Activities:

- ✚ Preliminary research
- ✚ National and international study trips
- ✚ Activation events
- ✚ Enterprise specific advising
- ✚ Courses
- ✚ Product development
- ✚ Market analyses
- ✚ Business plans
- ✚ Marketing networking
- ✚ Promotional materials
- ✚ Exhibitions and participation on fairs

Duration of the project: 1.6.2003 – 31.5.2006.

Partners in Rural Business Women:

Finland:

- Kainuu Rural Advisory Centre / Rural Women's Advisory Centre (lead partner)
- MTT, Agrifood Research Finland, Sotkamo Research Station

Scotland:

- Rural Tourism Department of the Scottish Agricultural College
- Moray College
- Loch Lomond & The Trossachs National Park Authority

Sweden:

- Kvinnokooperativet Saga, a regional resource centre for women in the county of Gävleborg

Iceland:

- The Institute of Regional Development in Iceland, North West and North East Iceland
- The Centre of Continuous Education

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Developing Rural Women's
Entrepreneurship in nature and
tourism business

