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KESTLIK
ETTEVÖTLUS
MAAL

THE TRANSNATIONAL LEADER PROJECT “SUSTAINABLE ENTREPRENEURSHIP IN COUNTRYSIDE”

The aim was to support the sustainability of rural micro enterprises through transnational cooperation.

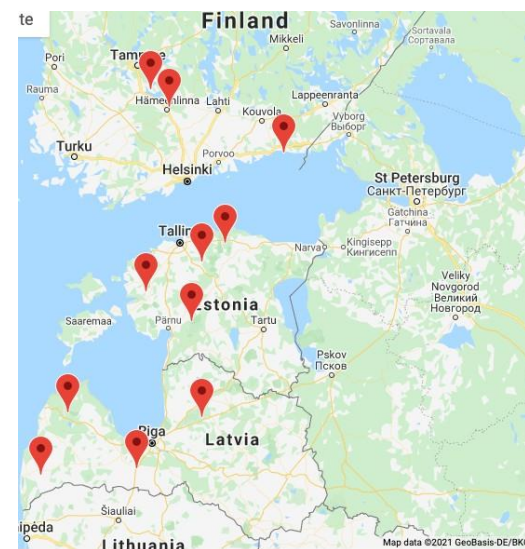
2016-2019
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The project was carried out in the following LEADER Action Group regions:

Estonia: Development Centre (leading partner), Green Riverland Partnership, East Harju Partnership

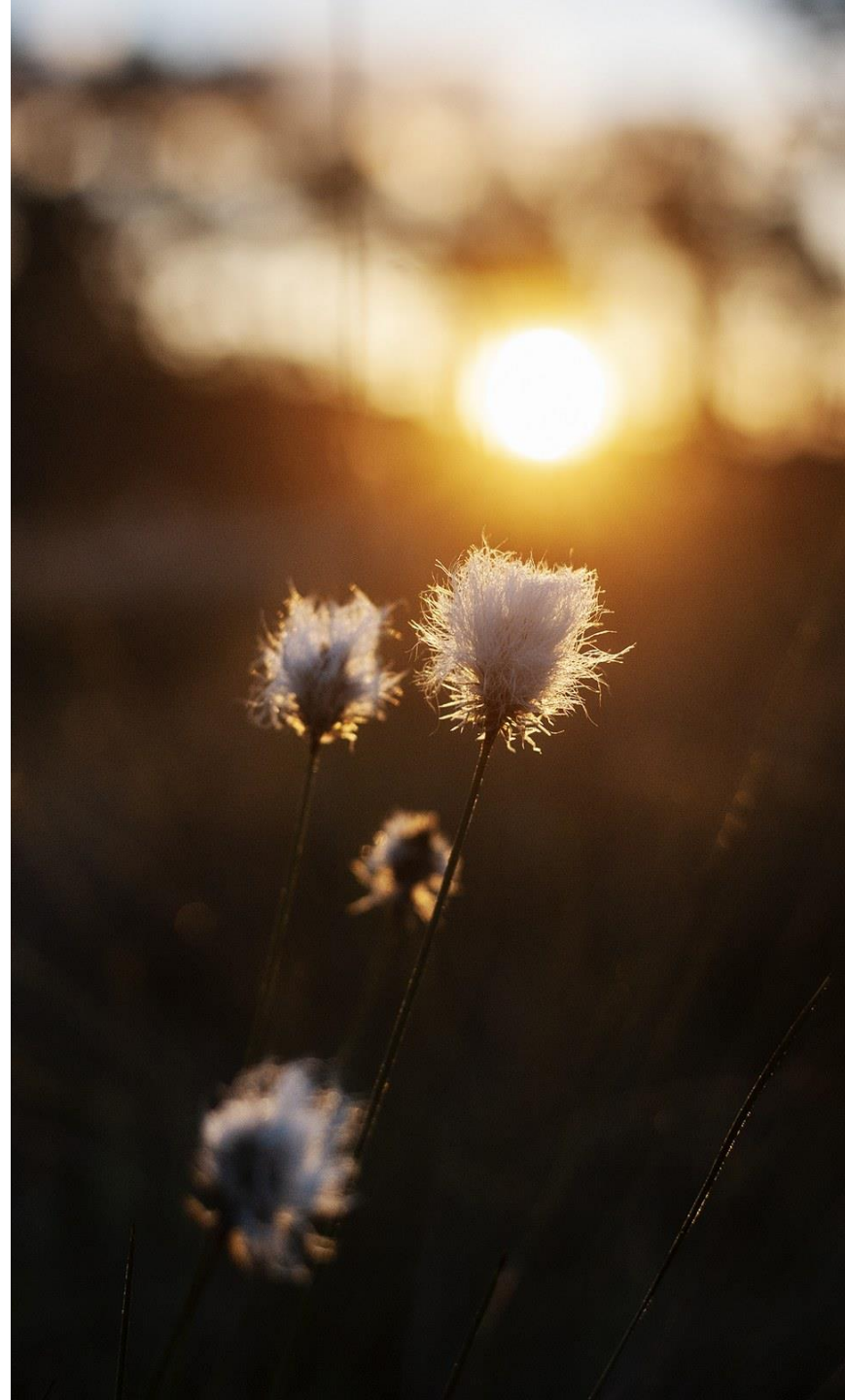
Latvia: Rural Partnership Lielupe, Liepaja District Partnership

Finland: Linnaseutu ry, Pirkan Helmi ry, Leader Sepra ry



Activities

- **Entrepreneurs` international exchange** - 25 exchanges, 50 entrepreneurs participated
- **Joint marketing** – a visual identity and web environment
- **Study trips** – 5 trips, 145 participants
- **Inspiration days** – 7 days and 211 participants
- **A survey of entrepreneurs service- design needs and solving the design tasks in cooperation with the design students** – 11 enterprises
- **Finnish news media photographers visit**



Our approach

Creating space for entrepreneurs:

- common web platform
- support activities through networking
- study tours, seminars
- trust and inspiration

Personal approach:

- exchanges of entrepreneurs based on the needs of each company
- design consultations
- giving companies time to participate





**SUSTAINABLE
ENTREPRENEURSHIP
IN COUNTRYSIDE**

KEY WORDS



SUSTAINABLE



COOPERATION



FRIENDSHIP



Networking value

- **New friendships** within the country and across borders.
- **Inspiration and motivation** to stay and work in countryside.
- Entrepreneurs became more familiar with each other and **became more trusting of each other**, which is an important basis to continue their cooperation independently of the project.
- At least **20 new cooperation ideas** (cooperation between entrepreneurs and/or NGOs) were born
- **The website will also continue** to be an opportunity for all partner companies to find a new partner. 113 companies on the site.

Thank you!



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