



Co-funded by
the European Union

Erasmus+ KA210-YOU Small-scale partnerships in Youth

YOUth Roots

Nurturing Rural Entrepreneurship

“Session on Entrepreneurial Mindset”

PROJECT CODE: **2024-1-CY01-KA210-YOU-000252533**

DURATION: **01-10-2024 - 31-03-2026**



Nurturing Rural Entrepreneurship





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

What We'll Explore Today

- Understanding the entrepreneurial mindset
- Five key traits of successful entrepreneurs
- Turning rural challenges into opportunities
- Real-world case studies and examples
- Interactive hands-on exercise





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

What is an Entrepreneurial Mindset?

A set of attitudes and behaviors driving innovation, resourcefulness, and adaptability. It's a proactive approach to identifying opportunities, solving problems, and navigating challenges. Why Rural Areas Need This: Entrepreneurs leverage unique local resources, overcome infrastructure barriers, and address community needs creatively.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Trait 1: Creativity

Definition: Finding innovative ways to reimagine traditional methods and maximize limited resources.

Example: Sicilian entrepreneurs transformed Arancini (rice balls) into gourmet street food with unique flavors like truffle and pistachio. This preserved culture while attracting tourists and boosting local businesses.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Trait 2: Resilience

Definition: Facing failures and setbacks with persistence and determination.

Example: TransferGo founders struggled with funding and competition in fintech but persisted, refined their model, and expanded to 50+ countries as a leading money transfer service.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Traits 3 & 4: Adaptability & Problem-Solving

Adaptability: Learning, pivoting, adjusting plans to changing circumstances and opportunities.

Problem-Solving: Analyzing issues and designing practical, sustainable solutions.

Example: Cantieri di Innovazione Sociale in Naples connected young job seekers with local businesses, helping hundreds of youth find meaningful employment.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Trait 5: Initiative

Definition: Taking proactive steps to develop ideas and seize emerging opportunities.

Example: A Lithuanian entrepreneur founded Žalieji Pokšiai to produce organic, gluten-free crisps from locally sourced ingredients, gaining popularity both locally and internationally.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Case Study 1: Umgibe Farming (South Africa)

Nonhlanhla Joye created an innovative "plastic bag farming" system empowering rural farmers with sustainable techniques and business skills.

Impact: Supporting 160+ cooperatives and 3,600+ individuals.
Focus: Food security, economic independence, and dignity through sustainable farming.

Umgibe Website - <https://www.umgibe.org/>





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Case Study 2: Mommypreneurs (Cyprus)

Training inactive women in digital and entrepreneurship skills to re-enter the labor market or start businesses.

Result: Empowered women contributing to rural economic development through innovative entrepreneurial activities.

Website for more Information:

<https://betterentrepreneurship.eu/en/case-study/mommypreneurs-cyprus-italy-lithuania-poland-portugal-romania-spain>





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Turning Challenges into Opportunities

Limited Markets: Develop online platforms & urban partnerships

Scarce Resources: Innovate with recycling, renewable energy, shared services

Community Needs: Design customized solutions (transport, storage, services)

Real Example: Farmers in Ghana use solar-powered cold storage, reducing post-harvest losses and increasing income.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Interactive Exercise: Resourcefulness Challenge

Task: You receive random materials and a rural problem.
Design a solution using only available resources.

Problem Scenario: A rural village lacks affordable transport for fresh produce to market, causing food waste. Create a low-cost solution to preserve and move produce efficiently.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Questions & Resources

Open floor for discussion, questions, and reflections

**Resources: FutureLearn Rural Entrepreneurship Course |
World Economic Forum | EU Rural Entrepreneurship Reports**





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

Key Takeaways

- An entrepreneurial mindset combines five core traits: creativity, resilience, adaptability, problem-solving, and initiative
- These traits empower rural youth to transform challenges into opportunities
- You now have tools and frameworks to foster this mindset in others
- Real-world examples prove rural entrepreneurship drives sustainable community development





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

