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Erasmus+ KA210-YOU Small-scale partnerships in Youth

YOUTH Roots

Nurturing Rural Entrepreneurship

“Community Engagement and Networking”

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

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



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What We'll Explore Today

Objective: Empower participants to build strong community ties, engage stakeholders, and create collaborative partnerships that enhance the impact of rural enterprises. This module highlights the essential role that community support and networking play in the growth and sustainability of rural businesses.





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Key Topics:

- Importance of Community Involvement in Rural Entrepreneurship
- Strategies for Engaging Local Stakeholders
- Building Partnerships and Networks





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Learning Outcomes:

By the end of this module, participants will be able to:

- Understand the value of community support in business development.
- Develop strategies for effective stakeholder engagement.
- Build networks that enhance business growth and resilience.
- Leverage community assets to support sustainable entrepreneurial activities.





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Content:

Community engagement is a cornerstone of sustainable rural entrepreneurship. It fosters local support networks that help businesses thrive. In rural areas, the success of entrepreneurial ventures often depends on community involvement and the ability to establish trust with local stakeholders. This module equips participants with strategies to:

- Identify key community actors, such as local farmers, artisans, business owners, and local authorities.
- Map community assets like local markets, cooperatives, and cultural events that can support business activities.
- Create collaborative partnerships with local NGOs, educational institutions, and regional development agencies to boost growth and sustainability.





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Cyprus Case Studies:

- 1. Gardens of the Future – Nicosia:** The 'Gardens of the Future' is an inspiring initiative located in Nicosia that promotes sustainable urban gardening and environmental education. Through community-driven projects, local volunteers cultivate organic vegetables and herbs, transforming neglected urban spaces into green, productive gardens. The project not only enhances local food security but also strengthens community bonds and educates the public on sustainable agriculture. Workshops are frequently held to teach composting, water-saving irrigation, and permaculture principles, making it a living example of how local engagement can drive sustainable change.





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Cyprus Case Studies:

2.Elate na Nekatothoumen – Nicosia: 'Elate na Nekatothoumen' is a conceptual collective kitchen based in Nicosia, promoting the idea of free and inclusive community dining. The initiative is built on principles of solidarity, zero waste, and sustainable food sharing. It operates entirely on community contributions, where local producers, residents, and volunteers come together to cook and share meals for free. The project not only provides nourishment to those in need but also creates a space for cultural exchange and community building. Through workshops, open kitchen days, and educational events, *Elate na Nekatothoumen* demonstrates how collective action can address food insecurity while strengthening community bonds.





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Interactive Exercises:

1. Community Asset Mapping

- **Objective:** Identify local resources, stakeholders, and potential collaborators within the community.
- **Materials Needed:** Large maps, markers, sticky notes, flipcharts.
- **Steps:**
 1. Participants mark local assets such as farms, artisans, NGOs, and community centers on a large map.
 2. Discuss how each asset can support rural entrepreneurship (e.g., sourcing materials, providing venues, sharing tools).
 3. Present findings, highlighting opportunities for collaboration.
- **Facilitation Tip:** Encourage participants to think outside the box—assets can be skills, people, or even local knowledge.





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2. Pitching Community Engagement Ideas (Role-Playing)

- **Objective:** Practice presenting community-based business ideas to potential stakeholders.
- **Materials Needed:** Flipcharts, markers, role cards (e.g., local mayor, community leader, farmer).
- **Steps:**
 1. Participants are divided into small groups. Each group selects a business idea and a target stakeholder.
 2. Groups create a 5-minute pitch to present their idea, focusing on community benefits and sustainable growth.
 3. One member plays the role of a community stakeholder, asking questions and providing feedback.
- **Facilitation Tip:** Focus on the clarity of the idea and its community impact. Encourage realistic and constructive feedback.





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3. Networking Simulation – Building Local Partnerships

- **Objective:** Understand the importance of strategic partnerships in rural business growth.
- **Materials Needed:** Networking cards (representing different community actors), sticky notes.
- **Steps:**
 1. Each participant is given a networking card (e.g., Mayor, Local Farmer, NGO Representative).
 2. They must network with other participants to form partnerships that support a sustainable business model.
 3. Groups present their partnership strategy, highlighting shared benefits and sustainability.
- **Facilitation Tip:** Encourage participants to think about long-term collaborations and shared resources.





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Evaluation Questions:

1. Who are the key stakeholders in your rural community?
2. What steps can you take to strengthen your business's community engagement?
3. How can local partnerships enhance your entrepreneurial idea?
4. In what ways do the *Agros Cooperative Society* and *Lefkara Lace Cooperative* demonstrate successful community collaboration?
5. What digital tools can help extend your community engagement beyond local borders?





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Resource Directory:

<https://www.instagram.com/elatenanekatothoumen/>

<https://gardensofthefuture.com/>





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Feedback Mechanism:

- QR Codes for feedback forms after each module.
- Miro Board Space for participants to share reflections, ideas, and suggestions for improvement.





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Facilitation Guide:

Detailed step-by-step guidance for trainers to implement exercises, manage group discussions, and evaluate participant engagement effectively.





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Conclusion:

Community engagement and strategic networking are powerful tools for rural entrepreneurs. By building strong local ties, leveraging community assets, and collaborating with local and international stakeholders, rural businesses can thrive sustainably while enriching local communities





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Interactive Exercises:

1. Community Asset Mapping

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Steps:

- Participants mark local assets such as farms, artisans, NGOs, and community centers on a large map.
- Discuss how each asset can support rural entrepreneurship (e.g., sourcing materials, providing venues, sharing tools).
- Present findings, highlighting opportunities for collaboration.

Facilitation Tip: Encourage participants to think creatively—assets can be skills, people, or even local knowledge.





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Facilitation Tip: Emphasize the clarity of the idea and its community impact. Encourage realistic and constructive feedback.





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3. Networking Simulation – Building Local Partnerships

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Steps:

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- Participants network with each other to form partnerships that support a sustainable business model.
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Facilitation Tip: Encourage participants to think about long-term collaborations and shared resources.





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Evaluation Questions:

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