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SUSTAINABLE  
ENTREPRENEURSHIP  
IN COUNTRYSIDE

# Opening seminar

25 – 27<sup>th</sup> of August 2016  
Oxforell Holiday Center

# Program

**Thursday, 25<sup>th</sup> of August**

**15:30** Objectives and activities of the project

**16:00** International cooperation and entrepreneurship  
*Kaupo Sempelson, Ministry of Economic Affairs and Communications*

**16:30 – 19:00** Presentations of all project partners

**19:30** Dinner and networking activities (“speed dating”)  
Introduction of local products

# Program

**Friday, 26<sup>th</sup> of August**

**9:00** Visits to local businesses (6 groups)

**14:00** Lunch

**15:30 – 19.00** Seminar “Marketing for micro and small businesses” with practical examples

**20:00** Dinner, overview of the study-visits, evening program

# Program

**Saturday, 27<sup>th</sup> of August**

**9:00 Introducing web solution for the project**

**10:00 Discussion of future activities within the project**

**11:30 Closing the event**



# Project “Sustainable entrepreneurship in countryside”

06.2016 – 02.2019

3 countries, 8 partners  
(3 from Estonia, 3 from Finland, 2 from Latvia)



# Aims of the project

**To support the sustainability of rural micro enterprises through transnational cooperation.**

1. Develop a transnational rural/periurban products/services joint offer and joint marketing to this offer (using innovative technology and from people to people marketing);
2. Encourage young people and younger generation of the project target enterprises to stay in rural areas and become economically sustainable.

# Activities

## 1) Transnational exchange of rural entrepreneurs (09.2016-30.11.2017)

**Output:** entrepreneurs are familiar with neighbouring country (*and another market*). Entrepreneurs have new cooperation partners and improved communication skills.

Exchange stories are public - possibility for others to learn from the experience.

Seminars in each country after the exchange – introducing the experience.

# Activities

## 2) Joint region to region marketing (2016 – 2019)

- Project visuals
- Web
- Publications

## 3) Study trips (2018)

Target group: **new entrepreneurs and NGOs** who have gotten interested during the project of similar cooperation. Study trips will focus on business climate and experiences of local entrepreneurs.

# Activities

**4) Final event – 3 days (2019, January) in Estonia** include site visits and seminar where the results of the project will be presented.

**5) Partners' activities in their own country/LAG** which help to achieve the aims of the project (in Estonia – inspiration seminars / trainings for entrepreneurs)

**Thank you for your attention!**

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