



Project newsletter 1

News

OREN - A TOOLBOX FOR RURAL ENTREPRENEURS

OREN is an ERASMUS+ funded project started on February 2022.

By its completion, due in 2024, OREN will provide new and existing Entrepreneurs in the rural domain with a unique toolbox. The provided tools will include courses, guidelines and, most of all, an integrated platform for Business Prototyping, where it will be possible to test and tune one's own Business Plan.

Thanks to OREN's interactive simulation/learning environment, every rural entrepreneur will be able to visually analyse the likely behaviour over time of their business model and how it reacts to the many interactions with the context variables: entrepreneurs will be able to evaluate resources usage, development/innovation policies, demographics, economics, resilience, sustainability of the business, etc...

Through training and by testing business assumptions within a robust and effective microworld, entrepreneurs will be able to improve their business sustainability and – even more – they will be able to coherently adapt to changes over time.

Discover more about the OREN Course

Another important instrument that OREN will provide is the Stakeholder Map, a searchable database containing all the potential partners and stakeholder for the rural entrepreneur. This tool will make it possible to search partners and actors to synergise with by e.g., geographical area of interest, sector, category, etc.

CURRENT PROJECT RESULTS

Project Results I - National Reports

The OREN project developed national reports, in all the partners' countries, with the aim to identify the common obstacles, challenges and opportunities rural entrepreneurs face. Furthermore the reports provide a comprehensive and updated analysis in terms of the competences and skill sets they need to develop sustainable businesses in the 21st century. Following a desk research conducted on the specificities of each country, we looked at specific examples of successful businesses, as well as programmes designed for rural entrepreneurs, in order to identify best practices. Finally, a survey of rural entrepreneurs guided the design of the training course providing information on expectations, required skills and needs.

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Project Results 2 - Observatory

The **purpose** of this deliverable is to provide a **comprehensive understanding of rural development dynamics** and the **emergence of successful business models**. This includes identifying causal processes, describing relationships, and creating models for an interactive learning environment.

To achieve these goals, **various analyses were conducted**:

- 1. Natural Language Processing (NLP):** Case studies from Project Result 1 were analyzed using NLP algorithms to uncover insights into the successes and failures of rural organizations.
- 2. Literature Review:** A thorough scientific literature review explored how Systems Thinking and System Dynamics have been applied to address rural entrepreneurship challenges.
- 3. Data Compilation:** A new knowledge database was developed, incorporating data from partner countries and organizations. NLP and clustering algorithms were applied to extract valuable insights.
- 4. Group Model Building:** Several Group Model Building Sessions were organized to use System Dynamics to identify key causal relationships within the rural development system.

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1ST INTERNATIONAL MULTIPLIER EVENT

After having held its first Multiplier Event last year in July 2023 in Rome, Italy, the project is continuing to work on the next steps in the project's timeline.



The Multiplier Event was dedicated to providing an overview of the OREN project, as well as of the developed activities and insights that had been achieved during the first year of the project.

The partners also presented insights regarding the following topics:

- Structure and main functionalities of the OREN Project
- Courses and lectures
- Tools and skills that entrepreneurs will acquire throughout the courses


OREN Next Steps...

OUR FREE COURSE ON RURAL ENTREPRENEURSHIP

The Oren course, which is currently in the final developing stage is oriented to current rural entrepreneurs, those who are passionate about sustainable rural development and want to level up their business skills as well as to those that simply want to expand their horizons.




While we will go more into detail in our next newsletter you can already find plenty of information regarding the course on our website and even sign up to the free course which will official launch in April 2024.

FIND OUT MORE

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