

Draft Project Title	Ecosystem Based Innovative Business Models for Modern Rural Societies
Short Description of the project idea and expected outcomes	<p>The project aims to address the challenges of delivering competitive products and services, high-quality and diverse jobs, and to build resilience to global economic and climate change shocks. The project will focus on two main areas a) rural eco- villages that are using an ecosystem approach to create jobs and sustainable livelihoods on a local scale and b) through the development of local value chains and clusters that have developed around rural eco- villages. Through this approach, it is intended to combine a bottom up approach of including initiatives that are creating jobs, innovation and new business models in areas that are characterized by social and economic exclusion, with using the potential of clusters and value chains to spur innovation and connect initiatives on a larger scale. By using this combined approach, synergies between different existing initiatives can be created and the possibilities for developing entrepreneurial ecosystems and improving the delivery of ecosystem services on a regional scale can be reached. At the same time, using technology and innovative platforms, it will allow initiatives to connect on a European level and to create new strong linkages with other regions.</p>
Main Objectives	<ol style="list-style-type: none"> (1) To develop new circular economy business models based on the ecosystem services approach (2) To design and implement new climate resilient value chain tools (3) Produce an innovative business model developer based on rural economies (4) Design and implementation of an online knowledge sharing platform that houses case study and best practice examples (5) Set up the first young rural entrepreneurs network
List of potential activities	<p>Activity 1: Development of a rural case study baselines based on a number of developed impact indicators and ecosystem services criteria. This activity will also take into account the concept of circular economy</p> <p>Activity 2: Implementation of 5 pilot projects (UK, Spain, Poland, Holland, Germany) to generate lessons learnt and further analyse the potential for rural business models</p> <p>Activity 3: Development of a replication strategy for successful pilot applications and support in networking and replication</p> <p>Activity 4: Design and implementation of new climate resilient value chain tools for the rural economy taking into account the previous activities</p> <p>Activity 5: Develop a new online platform for the modern rural circular economy that will house the tools, case studies and become a knowledge sharing site and exchanges of experiences for young entrepreneurs and new business to move into the rural areas using ecosystem services as a basis.</p> <p>Activity 6: To create the first European young rural entrepreneurs network</p>
Expected impact on European level	<p>Better and enhanced tools for new business owners and entrepreneurs in European rural areas</p> <p>Enhanced knowledge of business models emerging in rural areas</p> <p>Better coordination amongst rural initiatives</p> <p>New initiatives and businesses in rural areas taking into account the ecosystem services scenario, based on the circular economy concept.</p> <p>Increased potential of rural economic diversification, added value and job creation in a variety of rural areas</p> <p>Rural economies and societies more resilient to climate and economic changes and shocks.</p>
Call identifier	RUR- 09- 2017
Full topic	Business models for modern rural economies

Type of action (RIA, CSA, etc.)	RIA
	I am looking for a project leader/coordinator
Which kind of partner are you searching for?	Research Institute/University Industry
Expertise or specific role of partners sought	Experts in Ecosystem Services, value chains, AgriFood sectors
Partners sought from specific country or region, please indicate	Spain, Holland, Germany, Poland
Title	Mrs
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Organisation	WE&B
Description of the organisation	<p>Water, Environment and Business for Development (WE & B) is a consulting company focused on the economic and social aspects of the water and environmental sectors. WE&B implements water and environmental solutions, innovative business practices and builds capacity to assist communities, companies and public authorities to sustainably develop.</p> <p>For more information please visit: www.weandb.org</p>