

TO BE AN ENTREPRENEUR FOR A SUSTAINABLE DEVELOPMENT



TO BE AN ENTREPRENEUR FOR A SUSTAINABLE DEVELOPMENT



Cofinanciado por el
programa Erasmus+
de la Unión Europea

INDEX

06	INTRODUCTION
08	1. GUIDELINES FOR THE ENCOURAGEMENT OF CREATIVITY AND INNOVATION
12	2. GOOD PRACTICES OF EUROPEAN ENTREPRENEURS
12	2.1. Spain
12	2.1.1. Párvula, nAnAs
18	2.1.2. Aquadata
23	2.1.3. Natalia Cazón Seco
29	2.2. France
29	2.2.1. La fournée de Mylène
34	2.2.2. Le Champ Commun
43	2.2.3. Entrez – Lá Café associatif
49	2.3. Italy
49	2.3.1. CRAM
55	2.3.2. Al Refolo
61	2.3.3. PLAUTO
66	2.4. Romania
66	2.4.1. Aha Studio
72	2.4.2. Parcul de agrement Plaiul Castanilor
77	2.4.3. Stupina Godinesti Gorj

INTRODUCTION

This publication, created by Auryn Association within the framework of the European project “Eco-challenge: Youth Entrepreneurship and Environmental and Intercultural Learning for Sustainability”, co-financed by the Erasmus Plus Program, is intended to emphasize the need to bet on sustainable development from a social, economic and ecological point of view. Each day it becomes more necessary to make the current society see that the production systems should be modified and guided towards systems that help to create a balance on Earth that guarantees the present and the future of the next generations.

It is necessary to make an effort on a fair distribution of wealth and working time, favoring each human being's growth and allowing each person to balance their time dedicated to training, working, volunteering, social commitment and family or personal time. Thus, when we speak about social, solidary and sustainable economy, we speak about an economy based on the practice of the economy as a means and not as an end, for the comprehensive development of people and communities. People must be valued by their needs and their capacities beyond the capital and its accumulation. A new socioeconomic model, more redistributive and equitable, must be claimed. Cooperation must be promoted beyond competition. Democratic decision-making processes must be prioritized. Sustainability on development and ecological conservation, of course, must be ensured.

In this sense, every day we must be more conscious about our environment and bet on a circular economy linked with sustainability, where the aim is that the value of products, materials and resources (water, energy,...) stay in the economy as long as possible and that the generation of waste is reduced to a minimum.

It is about implementing a new economy, circular – not linear-, based on the principle of “closing the circle of life” of the products, services, waste, materials, water and energy. The circular economy is aimed at the public actors who are in charge of the sustainable development and the territory; the enterprises that look for economic, social and environmental results; and the society, which should ask itself about its real needs. The development of a circular economy should help to decrease the use of resources, reduce waste production and limit energy consumption.

At the same time, for the local communities, and especially for a sustainable development of the rural areas which offer opportunities for the youth, it is important to take into account the endogenous resources as a model of development that seeks to promote the internal capabilities of a region or local communities, so that they can be used for fostering society and its economy from the inside to the outside, trying to make it sustainable and maintainable over time. Thus, with this publication we aim to promote creativity and entrepreneurship by taking advantage of our own natural resources and many of the experiences of the young entrepreneurs that exist at European level as a model to follow. We want to emphasize the empowerment and the sustainable entrepreneurship of the young people from rural areas, since the youth situation in rural environments in most of the cases, is marked by a social and economic context that does not offer major alternatives to the rural youth. The presence and implication of the rural youth in the development process of the rural communities is essential for ensuring their continuity and to contribute with an enormous potential of renovation and dynamisation.

On this publication you can find a small article about Innovation and Creativity, as key elements when initiating an entrepreneurial project, and 12 experiences of social, sustainable, creative and innovative entrepreneurs from Romania, France, Italy and Spain, as an exchange of good practices, some of them linked with the rural world.

1. GUIDELINES FOR THE ENCOURAGEMENT OF CREATIVITY AND INNOVATION

Creativity ... entrepreneurial creativity

Because we are all creative, more than working to develop our creativity...

Working on mastering the obstacles to creativity.

Entrepreneurial creativity: practical sense to concretize original ideas

In recent years, companies became aware of the role of creativity in re-industrialization and the development of new business models. Entrepreneurship and innovation are the main assets against the crisis and the drivers for economic recovery.

Nowadays, creativity interests politicians because of its macroeconomic impact, but also the leaders of large and small companies and artisans because of its microeconomic implications.

Creativity and entrepreneurial creativity

The researches on creativity are based on a variety of definitions (Sternberg, Lubart, 1999; Moultrie, Young, 2009; Fillis, Rentschler, 2010). However, all these definitions share two characteristics: the novelty of the solution proposed in relation to a particular problem and adequacy - applicability of the new solution (Amabile, 1988). Also, creativity can be seen as a "production of new, useful and employable ideas or solutions, useful and employable" (Amabile et al., 2005, p. 368).

Entrepreneurial creativity refers to the practicality used to apply this creativity and seize opportunities. The creative skills of individuals refer to their risk-taking, their position regarding the uncertainty, frustration tolerance for failure, independence and self-discipline. All these features are also attributes of entrepreneurs. The constraints, rationality the way entrepreneur and creator make decisions are really similar. However few studies investigate the practical creativity of entrepreneurs.

Creative entrepreneurship is a pro-active, risk-taking behavior in order to obtain and exploit an innovation. It can be expressed in many situations.

To help us, there are the creative techniques. Creative techniques help us provide a better stimulus to the imagination, favorable conditions to work better with creative thinking as a team. Here are some examples:

Brainstorming technique: Get ideas with Alex Osborn's technique

Associative technique: Mind Mapping and Tony Buzan's Mind Map

Analogical Technique: Six hats by Edward de Bono

Random Technique: dodecahedron by Roger Von Oech

Technical crushing: SCAMPER: Checklist by Alex Osborn and Eberle

But more than on techniques, we must work to break down the barriers of creativity.

Because we are all creative.

The road to creativity is paved with obstacles. The first is probably to think that we are not creative. This limiting belief kills so many wonderful vocations!

But also, we find ourselves prisoners of many factors.

Everything in our lives, our education, our family life, tends to undermine our creativity. However, this is not inevitable.

The brakes on the imagination are those prohibitions that each one takes for him or herself. Here are some of the most common obstacles to the imagination.

Difficulty to stay in the present moment

For survival reflex, mind constantly tries to recognize what it encounters with reference to the past.

Want to. Control. Search a result.

Preconceived ideas and clichés are great obstacles to creativity: judgments about what is beautiful or ugly, good or bad, true or false, harm the process of discovery.

But creativity requires a kind of gratuity (to make for nothing) and carelessness fun (play) that do not correspond at all with the effective thinking. The creative moment is the time to temporarily ignore the will, control and judgment. There is nothing to fear, they will be useful later.

Resistance to see differently

Generally, we have an idea of what we are, what others are and also an idea about everything around us. To see in another way means that we accept that these things are not just as we think them. Obviously this includes us too. Then, in front of the unknown and the mysterious, we are often afraid to get lost and not recognizing ourselves.

Judging too fast, critical thinking

Since our education has taught us to evaluate everything and find the “right” answer, we immediately look for the flaws in what others or our own imagination offers us. Far from having a welcoming attitude and openness to the unknown, we have a systematic critique that stifles emerging ideas even before we have explored their potential.

Fear of the unknown

To imagine is to design what is nonexistent. But what does not exist, since it is impossible to define it, to represent it, to make it familiar, is frightening.

The anguish of being wrong

This fear is intimately linked to the fear of the unknown. To imagine, to create, is always to take the risk of making a mistake.

The fear of failure

To fail, it can be challenging when you want to succeed. However, failure is a by-product of creativity, because there is no road map to get where no one has gone. Failure is an opportunity rather than a problem.

Fear of ridicule

“What will I look like...?”, “What will others think about?” It’s so much safer to do what is “normal” and accepted by everyone and recognized as beautiful, fair or true.

Competitive spirit

When we want to be recognized as good, competent (in our own eyes or those of others), working with proven methods, we refuse to try new ways, in case it does not work.

Thus, we must Make space for the unknown “Creating space in ourselves”

Writing, painting, thinking about a career or simply making a decision requires some creativity. In contrast to a mechanically repeated act - physical or mental - where the result is known, the act of creation implies a new and unknown result.

To develop creativity requires a subtle mix of letting go and vigilance, availability and concentration. Creation is not the result of the will, it emerges when one is able to create enough space in ourselves for it to speak.

This creative process involves a mixture of vigilance and availability. The vigilance to maintain certain coherence

The content, meanwhile, emerges from a state of availability. I make myself available to receive ideas, we cannot pursue creativity, we can just welcome it.

The intellectual inertia. The lack of curiosity is fatal to any creative ambition.

Passivity / inaction. Ideas without action are not creativity, but imagination.

Too much fatigue. Fatigue causes concentration difficulties and a decrease in motivation.

And not knowing how to take time... . it has always gone too fast

So, simply, let's take our time, be curious, take risks ... creativity will follow.

2. GOOD PRACTICES OF EUROPEAN ENTREPRENEURS

2.1. Spain

2.1.1. Párvula, nAnAs

Nombre del proyecto / compañía

LibroDisco

“Párvula, nAnAs” _Isamil9

Editado por Marciano Sonoro

Año en que comenzó el proyecto

2016

Sector económico

Cultural: música y literatura

Página web

www.marcianosonoro.com

Facebook: @Isamil9_cantautora

¿Cómo se definiría usted y cuál era su profesión antes de comenzar la experiencia de emprendimiento?

Como una persona indecisa, tímida, comprometida, cabezota y responsable, que valora a las personas por lo que son y no por lo que tienen, y que... escribe y canta para sobrevivir al pasado y no olvidar la memoria. Que canta y escribe para sentir, porque escribiendo y cantando siento, y

sintiendo, soy. Y si soy, tal vez pueda seguir “juntando letras” y serle útil a éste, nuestro mundo.

¿Cómo y cuándo surgió la idea que lo impulsó a comenzar su Proyecto como emprendedor?

La idea de grabar estaba latente porque pertenezco al colectivo Literario_mil9, con el que se había comentado en alguna ocasión /nunca de manera seria/ grabar algunos poemas que he musicado, pero la idea como tal, surge de una vivencia personal, durante un periodo de vida en el extranjero. Poco a poco las canciones fueron saliendo, y el acompañarlas de letras, también. Nunca había pensado editar un LibroDisco, y menos aún de nAnAs.

¿Qué habilidades o competencias crees que un emprendedor debe entrenar o mejorar?

La comunicación, la empatía, la asertividad, la capacidad de llegar al otro, el entusiasmo, ...y el no rendirse, porque todo el mundo dice lo mismo: “ufff, es muy complicado comenzar, pero es más duro mantenerse”

¿Consideras que emprender es sencillo en tu contexto?

No es sencillo porque la valoración de La Cultura (y lo escribo así, con mayúsculas) es prácticamente inexistente. Cosas que deberían ser tema de Estado y no de gobiernos o de modas, se consideran meras aficiones. La música, la literatura, componer, cantar, recitar, ser mimo, ser payaso, trapecista, hacer teatro... Solo unos pocos, los más grandes, o los que están en el momento adecuado en el lugar adecuado, logran vivir de esto, los demás sobrevivimos, y a veces ni eso.

Hacer una canción no es un proceso sencillo, defenderla antes gente que ni conoces (o sí, pero no por ello es más fácil) es duro a veces. Yo siento que he de contar, de cantar para aliviar a los demás, a los que vienen a escucharme, ese es mi trabajo, eso quiero que sea: cuidar a través de la música. Es impensable no pagar a un técnico que te arregla el coche, solo por el hecho de que adora la mecánica, entonces, por qué no pagar a un cantautor que intenta desatascar soledades en un bar mediante su voz, su guitarra, un piano...

No, no es sencillo. Rotundamente, no.

¿Por qué considera que su proyecto es sostenible?

Bueno, ni siquiera sé si lo es.

Supongo que el tiempo lo dirá, si la gente me escucha, me tiene en su casa, en el coche, si me canta, si canta con alguien más, si habla de mis nAnAs, si vive y revive con las letras y las historias, ... si le sirve de algo, me sostendré, si no es así, pues iremos en caída libre. Quisiera que lo fuera como lo es la vida, porque lo que canto habla de ella, sin filtros.

¿Podría describir brevemente SU proyecto?

Como se incluyen las letras de las canciones en tres idiomas, esta pregunta, si no es inconveniente, la responderé en francés.

♪ Mon livre-disque “párvula nAnAs” (ce ne sont pas des berceuses pour le roucoulement des enfants seulement), qui comprend:

♪ Un CD avec 7 chansons, paroles de Isa et de Isamil9, à l'exception des nAnAs de la cebolla (Paroles de Miguel Hernández)

♪ Des textes littéraires écrits pour le Livre,

♪ Morceaux de la vie personnelle, et d'autres souvenirs personnels d'Isa et Isamil9,

♪ Paroles des chansons en trois langues (espagnol, français et anglais),

♪ Des illustrations et des photographies.

Cela représente un total de 82 pages, couverture rigide et un petit emballage spécial en noir ou fuchsia, de sorte que toute la vie que j'ai essayé d'inclure dans ce petit rêve ne s'échappe pas et trouve abri et chaleur en chacun d'entre vous.

¿Qué consejo le darías a alguien que está pensando en comenzar un Proyecto como emprendedor?

NO creo ser nadie para dar consejos, pero sí opinión sobre lo importante de rodearse de gente de confianza y pedir ayuda sin que ello se considere síntoma de debilidad. Hacer las cosas en un plazo de tiempo, pero sin prisa, es mejor poco

y bien. Y, para mí lo más complicado, creer en uno mismo, y en que es posible mejorar el mundo de a poco. Para mí, emprender, también es querer mejorar el mundo, de los que ya están, y de los que vendrán.

Si desea agregar cualquier otra información que considere relevante, aquí puede expresar lo que desea:

Pues sí, daros las gracias por darnos voz a los que no poseemos grandes empresas ni copamos inmensos titulares en prensa. Gracias por vuestra escucha. Gracias por este espacio. Gracias por permitirnos mostrar cómo hemos aprendido a emprender (...y lo que nos queda. Si es posible, con vosotros cerca)

Isamil9 __Isabel Revilla del Río



Name of the project / company

Book-Disk

“Párvula, nAnAs”_Isamil9

Edited by Marciano Sonoro

Year in which the project began

2016

Economic sector

Cultural: music and literature

Link/website:

www.marcianosonoro.com

Facebook: @Isamil9_cantautora

How would you define yourself and what was your profession before the choice for the entrepreneurship?

As an indecisive, shy, committed, stubborn and responsible person that values people by who they are and not by what they have, and that... writes and sings to survive the past and not forget the memory. Who sings and writes to feel, because by writing and singing, I feel, and by feeling, I am. And, if I am, maybe I could continue "joining letters" and be useful for this, our world.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

The idea of recording was latent because I belong to the literary collective _mil9, with which it had been mentioned in some occasions /never in a serious way/ to record some poems that I have musicalized, but the idea as such, comes up from a personal experience, during a period of live abroad. Little by little, the songs were coming out, and the fact of accompanying them with lyrics, too. I had never thought about a book-disk, even less about nAnAs.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Communication, empathy, assertiveness, the capacity to reach the other, the enthusiasm,... and not giving up, because everyone says the same: "ufff, it is very complicated to start, but it is harder to stay on".

Do you consider entrepreneurship easy enough in your context?

It is not easy, because the valuation of The Culture (and I write it like

this, with capital letters) is practically nonexistent. Things that should be a question of state, not of government or styles, are considered mere hobbies. The music, the literature, to compose, to sing, to recite, to be a mime, a clown or a trapeze artist, to make theatre, ... Just a few people, the biggest or the ones that are in the right place, at the right moment, can live from this, the rest of us survive, and sometimes not even that.

To make a song is not an easy process, to defend it in front of people that you don't even know (or you do, but it is not easier because of that) is hard sometimes. I feel that I should tell, sing, for relieving the others, those who came to listen to me, this is my job, this is what I want it to be: to take care through the music. It is unthinkable not to pay the technician that fixes your car, just because of the fact that he/she loves mechanic, so, why not to pay a singer-songwriter that tries to unblock loneliness in a bar with his /her voice, his guitar, a piano, ...

No, it is not easy. Absolutely not.

Why do you regard your Project as sustainable?

Well, I don't even know if it is.

I guess the time will say it, if the people listen to me, have me at their home, in the car, if they sing me, if they sing with anyone else, if they speak about my nAnAs, if they live and revive with the lyrics and the stories,... If it is useful for them, I will sustain myself, if it is not like that, so we will go on free-fall.

I wish it was as life is, because what I sing speaks about it, without any filters.

Could you briefly describe YOUR Project?

♪ My book-disk "párvula nAnAs" (which are not lullaby just for lulling children) contains:

♪ A CD with seven songs, lyrics of Isa and Isamil9, except the onion nAnAs (Lyrics of Miguel Hernández),

♪ Two literary texts written for the Book,

♪ Personal live pieces, and other personal memories from Isa and Isamil9

- ♪ Lyrics of the songs in three languages (Spanish, French and English)
- ♪ Illustrations and photographs.

This represent a total of 82 pages, rigid coverage and a small special black or fuchsia package, so that the whole life that I tried to include on this little dream does not escape and can find a shelter and warm in all of you.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

I don't think I'm anyone to give advices, but opinion about the importance of being surrounded by people you trust and ask for help without considering it as a weakness synthon. To make stuff in a period of time, but without hurries, it is better less but good. And, for me the most complicated thing, to believe in ourselves, and In it is possible to improve the world piecemeal. For me, to start a business is also to want to improve the world, of those who are there now, and for those who will come.

If you want to add any other information that you consider relevant, here you can express what you want:

So yes, thank you for giving voice to us that don't own big enterprises or fill big news headlines. Thanks for your listening. Thanks for this space. Thanks for lettin us show how we have learned to launch (... and what is left. If possible, close with you).

Isamil9 _ Isabel Revilla del Río

2.1.2. Aquadata

Nombre del proyecto / compañía

AQUADATA

Año en que comenzó el proyecto

2013

Sector económico

Tecnología y Turismo Activo de naturaleza

Link/website:
www.clicandfish.com
www.riverview.es

¿Cómo se definiría usted y cuál era su profesión antes de comenzar la experiencia de emprendimiento?

Un soñador, un amante de la naturaleza y un apasionado por la innovación tecnológica.

Antes de comenzar con esta aventura estaba trabajando como empleado público en una administración regional.

¿Cómo y cuándo surgió la idea que lo impulsó a comenzar su Proyecto como emprendedor?

Tiene como punto de partida el sueño de un niño (Pablo Pérez, CEO y Fundador), un niño con una vida muy marcada por la cercanía emocional con el río como lugar de evasión. En aquel sueño el niño podía bucear por el río y conocer todo lo que estaba pasando en él, desde cualquier sitio y en cualquier momento, incluso, llegando a saber lo que podría pasar en el futuro (sueño grande, sobre todo para los años 80 y 90, cuando no era nada sencillo lo que deseaba).

A partir del 2010 el sueño empieza a convertirse poco a poco en realidad, condicionado siempre por las posibilidades que ofrecía la tecnología en ese momento. Es en 2013 cuando la pareja de emprendedores leoneses formada por Pablo y María Luisa, que combinan su pasión por los ríos con una carrera profesional ligada a la tecnología, crean la startup, AQUADATA ponen en marcha dos herramientas tecnológicas: RiverView para piragüistas y Clic & Fish para pescadores.

¿Qué habilidades o competencias crees que un emprendedor debe entrenar o mejorar?

Paciencia, liderazgo, esfuerzo, persistencia, coordinación, humildad, visión, creatividad, gestión de personas, inteligencia emocional, negociación, etc.

¿Consideras que emprender es sencillo en tu contexto?

En el contexto actual de despoblación y envejecimiento en el ámbito rural, añadido a la falta absoluta de servicios es casi imposible emprender

¿Por qué considera que su proyecto es sostenible?

Porque estamos en una provincia y en una región privilegiada desde el punto de vista de recursos naturales y porque la innovación tecnológica es algo que afectará y cambiará todos los sectores de forma generalizada.

¿Podría describir brevemente SU proyecto?

Clic & Fish, una herramienta (móvil + pc) que utiliza la tecnología para ayudar a los pescadores en su día a día. Esta herramienta basada en la Realidad Virtual, el Internet de las Cosas (IoT) y el Big Data ayuda a resolver algunos de los principales problemas del pescador, facilitándoles la preparación, planificación y optimización de sus jornadas de pesca. Clic & Fish ofrece al pescador unos servicios únicos en el mundo que le permiten: pasear por el río con una visión 360° privilegiada, conocer lo qué está pasando en él mediante datos y cámaras en tiempo real y la posibilidad de interactuar con otros pescadores en una comunidad especialmente creada para este deporte. Con todos estos servicios el pescador minimiza la probabilidad de error en la elección del río y tramo, antes de salir de casa, maximizando así sus opciones de captura y dedicando el tiempo a aquello que realmente desea, pescar.

¿Qué consejo le darías a alguien que está pensando en comenzar un Proyecto como emprendedor?

Que tenga mucha perseverancia y que se arme de altas dosis de paciencia.

Si desea agregar cualquier otra información que considere relevante, aquí puede expresar lo que desea:

Name of the project / company

AQUADATA

Year in which the project began

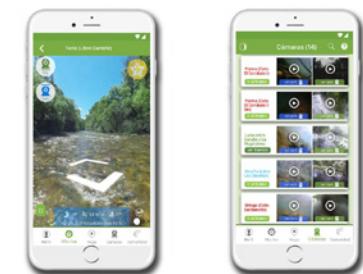
2013

Economic sector

Technology and Active Nature Turism

Link/website:

www.clicandfish.com www.riverview.es



How would you define yourself and what was your profession before the choice for the entrepreneurship?

A dreamer, a nature lover and a passionate for technological innovation.

Before starting with this adventure I was working as a public employee on a regional administration.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

It has as a starting point the dream of a child (Pablo Pérez, CEO and founder), a boy with a life marked by the emotional closeness with the river as an escape place. On that dream, the boy could dive into the river and know everything that were happening on it, from any point and at any moment, even getting to know what could happen on the future (big dream, mostly for the 80s and 90s, when it wasn't easy at all what he dreamt).

From 2010, the dream starts to become little by little in a reality, always conditioned by the possibilities that the technology offered in that

moment. It is in 2003 when the leonese entrepreneurs couple, formed by Pablo and María Luisa, who combined their passion for the rivers with a professional career linked to technology, created the startup AQUADATA, and switched two technological tools: RiverView for canoeists and Clic & Fish for fishers.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Patience, leadership, effort, persistence, coordination, humility, vision, creativity, people management , emotional intelligence, negotiation, etc,

Do you consider entrepreneurship easy enough in your context?

On the current context of depopulation and ageing on the rural areas, added to the absolute lack of services it is almost impossible to be an entrepreneur.

Why do you regard your Project as sustainable?

Because we are on a privileged province and region from the point of view of the natural resources and because the technological innovation is something that will affect and change all the sectors in a generalized way.

Could you briefly describe YOUR Project?

Clic & Fish, a tool (mobile+pc) that uses technology for helping fishers in their day by day. This tool based on Virtual Reality, the Internet of Things and the Big Data helps resolving some of the principal fisher problems, facilitating them the preparation, planning and optimization of their fishing day. Clic & Fish offers to the fisher unique services on the world that allows tem: to walk through the river witn a 360° privileged vision, to know what is happening on it through data and cameras in real time and the possibility to interact with other fishers in a community specially created for this sport. With all of these services, the fisher minimize the error probability in electing the river and the reach, before living home, maximizing in that way their capturing options and dedicating time for what they really want, to fish.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

To have a lot of perseverance and to arm themselves with high dosage of patient.

If you want to add any other information that you consider relevant, here you can express what you want:

2.1.3. Natalia Cazón Seco

Nombre del proyecto / compañía

Natalia Cazón Seco

Año en que comenzó el proyecto

2015

Sector económico

Rural

Página web

(Página en construcción)

¿Cómo se definiría usted y cuál era su profesión antes de comenzar la experiencia de emprendimiento?

Como una Trabajadora Social sociable, trabajadora y cualificada, con fuerte carácter, que se puede relacionar con personas de todas las edades y contextos. Que disfruta ayudando, ganando confianza, dando apoyo y protegiendo a personas y familias que afrontan dificultades. Que motiva a los clientes para que den pasos positivos para que superen sus problemas y mejoren sus vidas. Con experiencia en el apoyo a personas de diferentes contextos y culturas y a un amplio rango de usuarios de servicios sociales, especialmente en el trabajo con adultos jóvenes. Ahora buscando una oportunidad para utilizar completamente las habilidades y la experiencia como líder de viajes.

Mi profesión antes de mi elección para emprender era una mezcla:

Estaba trabajando en una Cooperación Internacional (Brasil, UK), y estudiando otro grado.

Estaba trabajado y siendo voluntaria en mi región.

¿Cómo y cuándo surgió la idea que lo impulsó a comenzar su Proyecto como emprendedor?

Después de algunos años viviendo en otros países, decidí elegir un camino en mi vida, mi corazón estaba dividido entre mi vida internacional y mi vida local.

Empecé a estudiar las necesidades en mi área y vi la posibilidad de empezar una nueva idea, mi idea.

Empecé hace cuatro años.

¿Qué habilidades o competencias crees que un emprendedor debe entrenar o mejorar?

Creo que hay muchas habilidades, capacidades y competencias que un emprendedor debe entrenar, quizás en la actualidad puedo elegir:

Excelentes habilidades personales y de comunicación, capaz de empatizar con los clientes.

Resiliencia, para superar situaciones difíciles y clientes exigentes.

Trabajar con éxito y apoyar a otros en un equipo de más de diez personas, capaz de tener iniciativa propia.

Buena gestión del tiempo y habilidades organizativas.

Tacto, paciencia y empatía.

Idiomas: nivel en inglés.

TIC: un buen nivel en la práctica de Windows, Microsoft Office e Internet.

Creatividad y mente abierta.

¿Consideras que emprender es sencillo en tu contexto?

Creo que “emprender” no es sencillo en cualquier contexto, pero en mi contexto es aún más difícil.

Desde que era una niña he estado en una directiva escolar en la que la creatividad no era una posibilidad, y lo mismo en mi universidad. De repente, un día terminé mis estudios y alguien me preguntó: ¿Qué quieres hacer? Quizá esta fue una de las primeras veces en mi vida en la que tuve que elegir qué hacer.

En mi contexto no hay muchos “clientes”, porque en el área rural vive poca gente.

¿Por qué considera que su proyecto es sostenible?

Porque puedo adaptar mi proyecto a cada cliente nuevo y a cada situación nueva. Y el principal recurso soy yo.

¿Podría describir brevemente SU proyecto?

- Ofrecer actividades para mejorar la calidad de vida del área rural.
- Proporcionar alternativas culturales para todos en el área rural.
- Tratar de empoderar a la población local para que se queden y vivan aquí.
- Añado más información en un tríptico.

¿Qué consejo le darías a alguien que está pensando en comenzar un Proyecto como emprendedor?

Es muy importante escribir en papel el proyecto, para conocer las necesidades en tu área, cuántos clientes hay, y si hay otras personas trabajando en el mismo campo.

Un buen plan económico es el camino para tener un futuro.

Si quiere agregar cualquier otra información que considere relevante, aquí puede expresar lo que desea:

Los primeros años no son fáciles y quizás puedas necesitar ayuda.



Name of the project / company

Natalia Cazón Seco

Year in which the project began

2015

Economic sector

Rural

Link/website:

(Site under construction)

How would you define yourself and what was your profession before the choice for the entrepreneurship?

A sociable hard working qualified Social Worker with strength of character who is able to relate to people of all ages and backgrounds. Enjoys helping,

gaining trust, supporting and protecting people and families who face difficulties. Encourages clients to take positive steps to overcome problems and improve their lives. Experienced supporting people from various backgrounds and cultures and a wide range of social services users, with specialism in working with young adults. Now seeking an opportunity to fully utilize skills and experience as trip leader.

My profession before my choice for the entrepreneurship was a mix :

I was working in International Cooperation (Brazil, UK), and studying other degree.

I was working and volunteering in my region.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

After a few years living in other countries I decided to choose a way in my life, my heart was divided between my international and my local life.

I began to study the needs in my area and I saw the possibility to start a new idea, my idea.

I started four years ago.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

I believe there are many abilities, skill and competences that an entrepreneur must train, perhaps nowadays I can choose:

Excellent people and communication skills, able to empathize with clients

Resilience, to cope with difficult situations and challenging clients

Successful working and supporting others in a team of up to ten, capable using own initiative

Good time management and organizational skills

Tact, patience and empathy

Language: level in English

I.T. a high practical level of Windows, Microsoft Office and Internet

Creative and open mind

Do you consider entrepreneurship easy enough in your context?

I think “entrepreneurship” is not easy in any context, but in my context is more difficult.

From I was child I have been in a school directive where the creativity wasn't a possibility, also in my university. Suddenly one day I finished my studies, and someone asked me: what do you want to do? Maybe it was one of the first time in my life that I had to choose what to do.

In my context there aren't many “clients” because in the rural area a few people live.

Why do you regard your Project as sustainable?

Because I can adapt my project for every new client, new situation. And the principal resource is me.

Could you briefly describe YOUR Project?

- Offer activities to improve quality of life in the rural area
- Giving cultural alternatives for everyone in the rural area
- Trying to empower local people to stay and live here

I add more information in a triptych.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

It is very important to write in a paper the project, to know the needs in your area, how many clients there are, and if there are other people working in the same field.

A good economic plan is the way to have a future.

If you want to add any other information that you consider relevant, here you can express what you want:

The first years are not easy and maybe you will need some help.

2.2. France

2.2.1. La fournée de Mylène

Nom du Projet / de votre activité

La fournée de Mylène

Quand le projet a t-il commencé?

Septembre 2016

Quel secteur économique?

Activité Alimentaire Artisanale

Site internet et mail

mylene.lereau@laposte.net

<https://fermedelaraudais.fr/>

Comment vous définiriez-vous et quelle était votre profession avant le choix de l'entrepreneuriat?

J'étais paysagiste et je ne m'y retrouvais plus (humainement et éthiquement).

Envie de découvrir et de proposer des choses en lien avec mes valeurs (bien manger, respecter l'environnement en travaillant avec des matières premières biologiques, favoriser le lien social par l'accueil ponctuel au fournil et la vente de pain en AMAP, Café associatif...), être autonome dans mon activité (au niveau des décisions), tester mes capacités d'autonomie, s'ouvrir aux différents acteurs du territoire, échanger, partager, apprendre...

Comment et quand est née l'idée qui vous a poussé à démarrer votre projet en tant qu'entrepreneur?

Lorsque j'ai compris que je pouvais donner du sens à ma vie en créant ma propre activité professionnelle en lien avec mes valeurs, que c'était possible parce que j'en avais envie, c'était il y a 3-4 ans.

Quelles capacités, aptitudes ou compétences croyez-vous qu'un entrepreneur doit avoir? Dois t-il se former pour s'améliorer?

Compétences techniques (formations, stages, etc.) qui s'acquièrent aussi avec le temps.

Motivation et envie (si ça bloque, se poser les bonnes questions pour ne pas se tromper de voie et prendre les bonnes décisions)

Organisation administrative et comptable rigoureuse

Capacités à échanger, partager pour continuer d'apprendre et transmettre

Etre capable de réaliser les objectifs fixés (les petits objectifs sont plus faciles à réaliser que les gros)

Considérez-vous l'entrepreneuriat facile dans votre contexte? Quelles ont été vos forces et contraintes?

“Facile” n'est pas le mot qui me serait venu à l'esprit. C'est important d'être bien entouré(e), je le suis ce qui rend le projet plus facile.

La motivation est le plus important, si l'envie est là la motivation aussi !

Forces: Soutien de mon ami, mes amis, ma famille, mon entourage, le lieu d'activité sur une ferme, le contexte social (café associatif / ferme / coloc pas loin), des personnes ressources (mes formateurs de boulange)...

Pourquoi considérez-vous votre projet dans une démarche de développement durable ?

Les matières premières utilisées sont biologiques (objectif: utiliser les blés paysans de la ferme et le moudre en farine pour le pain).

La vente est locale, principalement directe (du producteur au consommateur, pas d'intermédiaire ou peu)

La valorisation de chutes de bois d'une scierie pour chauffer le four à pain.

La transmission, le partage de savoirs avec des étudiants ou des intéressés peut permettre de semer des graines qui germeront peut-être plus tard.

Pourriez-vous décrire brièvement VOTRE projet?

Je suis installée comme artisane boulangère à Trélat sur la commune de Taden.

J'exerce cette activité sur la ferme que nous reprenons avec mon ami.

Je fais du pain le mercredi et le vendredi que je vends soit en AMAP

(Association pour le maintien d'une agriculture paysanne) soit dans un super café associatif proche de chez moi.

Les autres jours de la semaine, je prépare mes journées de boulange (bois, levain, pesées, comptabilité/administratif) et j'aide mon ami qui a un élevage de vaches. Je prends aussi du bon temps ☺

J'achète ma farine dans une meunerie pour le moment, à terme nous aimerions utiliser les blés de nos champs pour les moudre et en faire du pain, des pizzas...

OBJECTIF : BLE DE TRELAT → FARINE DE TRELAT → PAIN VENDU A TRELAT

Pour l'instant, l'activité se développe petit à petit, la ferme se met en place tranquillement.

Quel conseil donneriez-vous à quelqu'un qui envisage de démarrer un projet en tant qu'entrepreneur?

De faire des stages pour s'assurer que c'est ce qu'il veut faire. Rencontrer, échanger.

Démarrer !!!

Si vous souhaitez ajouter d'autres informations que vous jugez pertinentes, vous pouvez exprimer ce que vous voulez:

Name of the project / company

The bakery of Mylène

Year in which the project began

September 2016

Economic sector

Activité Alimentaire Artisanale

Link/website

mylene.lereau@laposte.net

<https://fermedelaraudais.fr/>



How would you define yourself and what was your profession before the choice for the entrepreneurship?

I was an exterior landscape painter and I did not find myself any more (humanely and ethically) there.

I wanted to discover and to suggest things in connection with my values (well eating, respecting the environment by working with biological raw materials, promote the social link by the punctual reception in the bakery and the sale of bread in AMAP, associative Coffee...), be autonomous in my activity (at the level of the decisions), test my capacities of autonomy, open to the various actors of the territory, exchange, share, learn with a tutor...

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

It was 3-4 years ago, when I realized that I could give meaning to my life by creating my own professional activity related to my values, that it was possible because I wanted it.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Technical skills (training, internships, etc.) that are also acquired over time.

Motivation and desire (if it blocks, ask the good questions so you do not go wrong and make the right decisions).

Administrative organization and rigorous accounting.

Capacities to exchange, share to continue to learn and transmit

Being able to achieve the set goals (small goals are easier to achieve than big ones).

Do you consider entrepreneurship easy enough in your context?

“Easy” is not the word that would have come to my mind. It is important to be well surrounded, I am, which makes the project easier.

Motivation is the most important, if the desire is there motivation too!

Potency / power: Support of my friend, my friends, my family, my entourage, the place of activity on a farm, the social context (associative coffee / farm / roommate not far), resource persons (my bakers trainers) ...

Why do you regard your Project as sustainable?

The raw materials used are organic and natural (objective: use farmer's wheat from the farm and mill it into flour for bread).

The sale is local, mainly direct (from the producer to the consumer, no intermediary or little)

The valorization of log falls from a sawmill to heat the bread oven.

The transmission, the sharing of knowledge with students or interested people can make it possible to sow seeds which will sprout perhaps later.

Could you briefly describe YOUR Project?

I am installed as a craft baker in Trélat in the municipality of Taden.

I practice this activity on the farm that we take back with my friend.

I make bread on Wednesday and Friday that I sell either in AMAP

(Association for the maintenance of a peasant agriculture) or in a super associative cafe close to home.

The other days of the week, I prepare my days of baking (wood, leaven, weighed, accounting / administrative) and I help my friend who has a cow farm. I'm having a good time too. ☺

I buy my flour in a mill for the moment, eventually we would like to use the wheat from our fields to grind them and make bread, pizzas ...

OBJECTIF : BLE DE TRELAT → FARINE DE TRELAT → PAIN VENDU A TRELAT

OBJECTIVE: TRELAT WHEAT → TRELAT FLOUR → BREAD SOLD AT TRELAT

For the moment, the activity is growing little by little, the farm is setting up quietly.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

To do internships to make sure that's what he wants to do. Meet, exchange. Start !!!

If you want to add any other information that you consider relevant, here you can express what you want:

2.2.2. Le Champ Commun

Nom du Projet / de votre activité

Le Champ Commun

SCIC Société Coopérative d'Intérêt Collectif

Quand le projet a t-il commencé?

2010

Quel secteur économique?

Economie Sociale et Solidaire (ESS)

Site internet et mail

<http://www.lechampcommun.fr/>

<https://www.facebook.com/LeChampCommun/>

Comment vous définiriez-vous et quelle était votre profession avant le choix de l'entrepreneuriat?

Mathieu Bostyn a beaucoup planché sur le projet, en collaboration avec Henry-George Madelaine. Diplômés en sociologie, les deux compères ont réfléchi aux buts de la future structure, et opté pour un statut de coopérative. Le Conseil général du Morbihan leur a octroyé une aide à l'investissement de 8 000 euros.

Aujourd'hui, Le Champ Commun compte 7 associés-salariés (4 équivalents temps plein). Le système de coopérative leur permet de prendre part aux décisions. Consommateurs et fournisseurs peuvent aussi voter. « Dans notre épicerie, Le Garde- Manger, nous mettons en valeur les produits biologiques et locaux, tout en vendant des produits conventionnels. L'idée est d'inciter tout un chacun à repenser sa manière de consommer, et à participer au renouveau de la paysannerie », souligne Mathieu Bostyn.

Le Champ Commun assure aussi un rôle de service public, notamment à travers son relais postal, en partenariat avec La Poste. Quant au bar, des événements culturels y sont programmés tous les week-ends, pour le plus grand plaisir des Auganais, toutes générations confondues.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

À Augan, la toute jeune coopérative Le Champ Communa ouvert en 2010 un bar et une épicerie, Le Garde-Manger. Le commerce, qui assure aussi un relais postal, fait la part belle aux produits biologiques et locaux.

À l'origine du projet ? Un groupe de trentenaires du Nord de la France, qui avait l'habitude de se retrouver régulièrement à Augan. « Nous avons partagé beaucoup de choses ensemble, notamment des voyages en Afrique, confie Mathieu Bostyn, gérant du Champ Commun. Nous avons eu envie d'élaborer un projet économique commun, qui nous permette à la fois de créer nos emplois et d'appliquer notre philosophie de vie. Le slogan du Champ Commun : "Tout seul on va plus vite, ensemble on va plus loin" ... »

Comme vous le savez déjà ou comme vous l'apprenez maintenant, depuis 5 ans nous travaillons avec une équipe de bretons et chti'bretons au

développement d'une coopérative de services de proximité dans le village d'Augan. Ce "champ commun" est fondé sur:

L'esprit coopératif et l'envie de travailler au pays, pour et avec celles et ceux qui y habitent ou viennent s'y poser pour quelques temps,

L'envie de trouver des alternatives à une économie du profit, à la grande distribution et autres grandes surfaces sur-exploitées,

Le rejet de ce modèle qui favorise la rémunération du capital au détriment de la dignité des travailleuse-eurs et de leur famille, qui s'approprie nos services au nom de leur rentabilité

La recherche de la qualité, d'un bien ou d'un service, qui se soustrait au packaging publicitaire pour faire confiance à celles et ceux qui produisent, fabriquent, créent à côté de nous et proche de nous.

Quelles capacités, aptitudes ou compétences croyez-vous qu'un entrepreneur doit avoir? Dois t-il se former pour s'améliorer?

Considérez-vous l'entrepreneuriat facile dans votre contexte? Quelles ont été vos forces et contraintes?

Pourquoi considérez-vous votre projet dans une démarche de développement durable ?

Le Champ Commun : c'est un bar-café-concert, une alimentation générale mais également un relais postal. Cette société Coopérative d'Intérêt Collectif composée de 86 associés, d'une dizaine de permanents au quotidien et employant 7 salariés (l'équivalent de 4 temps plein) propose dans un cadre chaleureux et sympathique de nombreux services aux habitants d'Augan et ses alentours...

Pourriez-vous décrire brièvement VOTRE projet?

Le bar-café-concert L'Estaminet, qui a ouvert ses portes le 30 janvier 2010, est un lieu du quotidien et de l'effervescence des idées festives qui nous animent ! Avant tout un bar de rencontres et d'échanges, des acteurs locaux y sont régulièrement accueillis, contribuant ainsi à la proposition d'une programmation culturelle riche et diversifiée. L'Estaminet favorise ainsi la distribution et la promotion des entreprises

et des associations locales, celles qui aiment à s'appeler paysanne, artisanale et artistique!

Toujours dans le souci de participer à la dynamique territoriale, il bénéficie, depuis janvier 2013, du label « Café de Pays ». Le cafetier est ambassadeur de son pays et acteur de la valorisation des produits du terroir. Il contribue à l'amélioration de la qualité de l'accueil en offrant une information touristique et favorise la rencontre entre la population locale et les clientèles touristiques en proposant des animations culturelles.

Ouverte au public le 9 juillet 2010, l'épicerie « Le Garde-Manger » a pour objectif de redynamiser le milieu rural en redonnant de l'importance aux commerces de proximité. Pour cela, elle lance une réflexion sur la manière de consommer en proposant un large choix de produits locaux et/ou issus de l'agriculture biologique, parmi les produits conventionnels. Actuellement, se sont plus de 2000 références qui sont présentes en rayon : 1400 conventionnelles, 600 biologiques et 200 locales (plus d'une quarantaine de producteurs locaux proposent leurs produits à l'épicerie). Ce commerce au service de la population assure également un relais postal.

C'est en octobre 2012 que la première bière brassée dans nos locaux a été dégustée à l'Estaminet. La recette de cette bière blonde, baptisée l' « Auganaise », a été élaborée avec l'aide de personnes du Pays et d'associés et depuis, ce sont quatre recettes supplémentaires qui ont été concoctées. Ainsi, vous retrouverez l' « Auganaise triple », accompagnée de l' « Aug'ancienne », bière rousse et de la bière de Noël, blonde épicee, présentes au bar ou à l'épicerie. Et depuis cet été, une blanche a été élaborée, mais cette fois, seulement pour le bar. A la pression ou en bouteille, à chacun son mode de consommation (avec modération !)

Ouverture de l'auberge le 1er Juillet 2018 !

D'une capacité de 25 couchages, l'Auberge est destinée à accueillir des groupes en séjour et aussi des randonneurs pour des nuits-étapes ou bien des familles ou des amis pour des courts-séjours. Elle se veut être à destination de multiples publics, dans une atmosphère authentique et conviviale.

La présence de la salle d'activités, depuis 2015, nous permet de vous proposer une offre d'accueil supplémentaire pour l'organisation de vos stages, séminaires et formations, en résidentiel ou à la journée.

L'Auberge est donc imaginée comme un lieu de rencontres et de partage d'expériences. Une nouvelle activité qui permettra aussi d'amplifier les partenariats et d'entretenir le dynamisme local existant.

Quel conseil donneriez-vous à quelqu'un qui envisage de démarrer un projet en tant qu'entrepreneur?

Si vous souhaitez ajouter d'autres informations que vous jugez pertinentes, vous pouvez exprimer ce que vous voulez:

Des projets plein la tête

Le Champ Commun fourmille d'idées. "Le premier stade est franchi". Nous avons lancé la société coopérative d'intérêt collectif (SCIC), et créé une SCI (Société Civile Immobilière) pour acheter la maison dans laquelle nous avons ouvert l'épicerie et le bar, relève Mathieu Bostyn. Les travaux sont en phase terminale. Ils ne concernent plus que les bureaux à l'étage, et le nouvel emplacement du bar, que nous avons choisi d'accorder à l'épicerie pour rendre le moment des courses plus convivial.

Mais Le Champ Commun a plus d'un projet dans sa musette. Nous allons prochainement faire des tournées en camion! annonce le gérant du Champ Commun. Les Auganais n'auront plus que trois pas à faire pour leurs petites courses de dépannage. Nous envisageons même des livraisons à domicile, notamment chez les personnes âgées. Ce genre de services est une manière de maintenir les anciens le plus longtemps possible à domicile.

Le Champ Commun réfléchit également à proposer de la viande élevée localement, en collaboration avec le boucher du bourg.

Name of the project / company

Le Champ Commun

SCIC Société Coopérative d'Intérêt Collectif

Cooperative Society of Collective Interest

Year in which the project began

2010

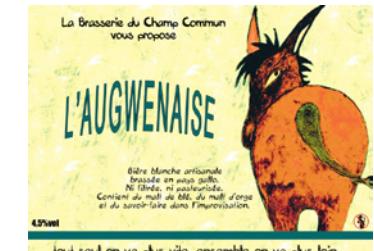
Economic sector

Social and Solidarity Economy (SSE)

Link/website:

<http://www.lechampcommun.fr/>

<https://www.facebook.com/LeChampCommun/>



How would you define yourself and what was your profession before the choice for the entrepreneurship?

Mathieu Bostyn has done a lot of work on the project, in collaboration with Henry-George Madelaine. Graduates in sociology, the two friends reflected on the goals of the future structure, and opted for a cooperative status. The General Council of Morbihan granted them an investment aid of 8,000 euros.

Today, the Champ Commun has 7 associate-employees (4 full-time equivalents). The cooperative system allows them to take part in decisions. Consumers and suppliers can also vote. "In our grocery store, Le Garde-Manger, we showcase organic and local products, while selling conventional products. The idea is to encourage everyone to rethink their way of consuming, and to participate in the renewal of the peasantry," said Mathieu Bostyn.

Le Champ Commun also provides a public service role, particularly through its postal relay, in partnership with La Poste. As for the bar, cultural events are scheduled every weekend and to the delight of the Auganese, generations are mixed all together.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

In Augan, the young cooperative Le Champ Commun opened a bar and a grocery store in 2010, Le Garde-Manger. The cooperative, which is also an inn, gives emphasis to organic and local products.

The origin of the project? A group of thirty-somethings from Northern France, who used to meet regularly at Augan. "We shared a lot of things together, including trips to Africa," says Mathieu Bostyn, manager of the Champ Commun . We wanted to develop a common economic project, which allows us to create our own jobs and to apply our philosophy of life as well. The slogan of Champ Commun: "All alone we go faster, together we go further" ... »

As you already know or as you are now learning, for the last 5 years we have been working with a team to develop a community service co-op in the village of Augan. This "Champ Commun" is based on:

The cooperative spirit and the desire to work in the country, for and with those who live there or come to stay for a while,

The desire to find alternatives to a capitalism economy, large retailers and other over-exploited areas,

The rejection of this model which favors the remuneration of the capital at the expense of the dignity of the workers and their families, who appropriate our services in the name of their profitability.

The search for quality, a good or a service, which avoids advertising packaging in order to entrust those who produce, manufacture, create next to us and close to us.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Do you consider entrepreneurship easy enough in your context?

Why do you regard your Project as sustainable?

The Champ Commun : it is a bar-café-concert, a general food trade place but also a postal relay. This Cooperative company of collective interest, composed of 86 associates, ten daily permanents and 7 employees ,(the equivalent of 4 full timers) offers many services to the people of Augan and its surroundings in a warm and friendly environment.

Could you briefly describe YOUR Project?

The 'L'Estaminet' bar-café-concert, which opened on January 30, 2010, is an everyday place and it's full of buzz of festive ideas that liven us up! Above all, it's a place for meetings and exchanges, where local actors are regularly welcomed in order to contribute to a rich and diversified cultural program. Thus, L'Estaminet promotes the distribution and promotion of businesses and local associations, those who like to call themselves rural, artisanal and artistic!

Always in the interest of participating in the territorial dynamics, since January 2013, it has benefited from the "Café de Pays" label. The café is ambassador of the country and actor of the valorization of the products coming from the soil. It contributes to the improvement of the quality of tourism by offering tourist information and promotes the meeting between the local population and the tourist clienteles by proposing cultural events.

Open to the public on July 9, 2010, the "Le Garde-Manger" grocery store aims to revitalize the rural environment by giving more importance to local shops. For this, it reflects on how to consume by offering a wide choice of local products and / or from organic farming, among conventional products. Currently, there are more than 2000 products that are present in the department: 1400 conventional, 600 organic and 200 local (more than forty local producers offer their products at the grocery store). This trade serving the population also provides postal relay.

In October 2012, the first beer brewed on our premises was tasted at Estaminet. The recipe for this lager, dubbed "Auganaise", was developed with the help of local people and associates and since then, four additional recipes have been concocted. Thus, you will find the "Auganaise triple", accompanied by the "Aug'ancienne", red beer and the Christmas beer, spicy blonde beer, present at the bar or at the grocery store. And since this summer, a pale one has been developed, but this time, it will only be served in the bar. Draft beer or in a bottle, to each one's taste (with moderation!)

Opening of the hostel on July 1st, 2018!

With a capacity of 25 beds, the Inn is intended to accommodate groups staying and also hikers for overnight stays or families or friends for short breaks. It is targeted at multiple audiences, in an authentic and friendly atmosphere.

The presence of the conference room, since 2015, allows us to offer you an additional proposal for the organization of your courses, seminars and training, daily ones or of long duration.

The Inn is therefore imagined as a meeting place of sharing experiences. A new proposal that will also amplify partnerships and maintain existing local dynamics.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

If you want to add any other information that you consider relevant, here you can express what you want:

Projects

The Common Field is teeming with ideas. "The first stage is crossed". We launched the cooperative society of collective interest (SCIC), and created a SSE (Social Community Estate) to buy the house in which we opened the grocery store and the bar, notes Mathieu Bostyn. The works are in the terminal phase. They only things left to do are to put the offices on the first floor, and to fix the new location of the bar, which we chose to place in the grocery store to make the shopping time more user-friendly.

But Le Champ Commun has more than one project in progress. We will soon make truck tours! announces the manager of the Common Field. The Auganese will have no more than three steps to take when they have car troubles. We even consider doing home deliveries, especially for the elderly. This kind of service is a way to keep the old ones as long as possible at home.

The Common Field also thinks of proposing locally raised meat, in collaboration with the butcher of the village.

2.2.3. Entrez – Lá Café associattif

Nom du Projet / de votre activité

Entrez – Lá Café associattif

Quand le projet a t-il commencé?

Septembre 2016

Quel secteur économique?

Service tertiaire

site internet et mail

<https://www.facebook.com/Treslavie/>
treslavie@riseup.net

Comment vous définiriez-vous et quelle était votre profession avant le choix de l'entrepreneuriat? (d'entreprendre une nouvelle voie professionnelle, un nouveau métier)

Au sein de l'association «Très la vie», les gens sont libres d'ouvrir le café «Entrez là». Tout le monde est acteur et participe à l'action de manière solidaire. Dans l'association, il y a 3 présidents (collaboration de co-référence). Leur métier: l'un est agriculteur, le deuxième est entraîneur de natation et le troisième travaille au développement d'un projet réalisé par et pour les résidents intergénérationnels de la ville de Dinan.

Comment et quand est née l'idée qui vous a poussé à démarrer votre projet en tant qu'entrepreneur?

Parce qu'il n'y avait rien de semblable dans ce petit village.

Le dernier café à Trélat a fermé il y a 5 ans. Il n'y avait pas de lieu pour parler, se rencontrer, échanger. De plus, des amis voulaient créer une famille solidaire et intergénérationnelle, un espace ouvert !! Après discussion avec la population locale, nous voulions:

- Favoriser les échanges
- Promouvoir de nouvelles expériences dans le respect de la «vie», des humains, des animaux, de la végétation

Histoire: en 1960, le café Trélat était la Madame JAN «Shop Bar». A cette époque, les enfants y allaient manger.

Quelles capacités, aptitudes ou compétences croyez-vous qu'un entrepreneur doit avoir? Dois t-il se former pour s'améliorer?

Ethique, capacité à se distancer, communication non violente, sens de l'observation, empathie, rigueur, autonomie, empathie, autonomie, sens de la pédagogie, polyvalence, adaptation, créativité, enthousiasme, dynamisme, capacité relationnelle, motivation, sens des responsabilités, actif écoute, patience, capacité à travailler en équipe, compréhension, authenticité, disponibilité

Considérez-vous l'entrepreneuriat facile dans votre contexte?

La création du café a un statut juridique associatif.

Il est ouvert en fonction de la disponibilité des volontaires.

Mercredi / jeudi: de 18h à 20h + vendredi de 17h à 20h + le samedi de 9h à 13h.

Parfois, il est possible d'ouvrir le samedi soir s'il ya un événement.

Nous fermons plus tard au cours de la semaine également lorsqu'il y a un événement spécifique.

Au printemps et en été, nous sommes ouverts plus tard que d'habitude. Actuellement, les activités ne permettent pas à un employé permanent toute l'année.

Pourquoi considérez-vous votre projet dans une démarche de développement durable ?

Il y a un magasin bio à l'intérieur du café. Les produits sont fabriqués en agriculture biologique et localement. Le café «Entrez là» participe à l'économie des agriculteurs et des producteurs.

Nous avons des aliments locaux biologiques que différents artisans produisent:

pain, bière artisanale, confiture, infusions, fromage (chèvre et vache), œufs, jus de pomme, cidre, miel...

Depuis le premier été, sans subvention, nous avons réussi à faire travailler un employé du 15 juin au 31 août 2017.

Pourriez-vous décrire brièvement VOTRE projet?

Tout est possible si vous avez une idée:

- Concerts
- Projets avec des écoles
- Projets avec des personnes âgées
- Spectacles, artistes, clowns,
- théâtre (théâtre),
- jardin commun tous les samedis,
- des conférences thématiques,
- jeux de famille,
- magasin de vêtements solidaire,
- Pratique de l'espéranto....

Le programme mensuel est créé en fonction des propositions des participants.

Pendant les soirées de printemps et d'été, nous restons ouverts plus longtemps que d'habitude.

Quel conseil donneriez-vous à quelqu'un qui envisage de démarrer un projet en tant qu'entrepreneur?

Pour essayer savoir s'ils sont éligibles pour participer à une formation pour entrepreneurs. Ce serait d'une grande aide pour eux. De plus, pour vérifier la fiabilité et la durabilité professionnelle de leur projet.

Si vous souhaitez ajouter d'autres informations que vous jugez pertinentes, vous pouvez exprimer ce que vous voulez:

Qualités humaines et diversité à explorer,

De nouvelles compétences acquises pour tous



Name of the project / company

Entrez – Lá Café associatif

Year in which the project began

September 2016.

Economic sector

TERTIARY SERVICE

Link/website:

<https://www.facebook.com/Treslavie/>
treslavie@riseup.net

How would you define yourself and what was your profession before the choice for the entrepreneurship?

Inide Association « Très la vie », people are voluntary to open the « Entrez là » Coffee. Everybody is an actor and participate to the action in a solidarity way. In the association, there are 3 presidents (co-reference collaboration). Their occupation job : the one is a farmer, the second is a swimming coach and the third is involved in development of projects by and for the intergenerational resident in the city of Dinan.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

Comment et quand est née l'idée qui vous a poussé à démarrer votre projet en tant qu'entrepreneur?

Because, nothing in the little village..

The last coffee in Trélat has closed 5 years ago., nothing, on place to speak, meet, exchange.. And friends would like to create a solidarity family intergenerational open space !! After discussion with population and political intentions :

- To promote exchange
- To promote new experiences with respect « life », humans, animals, vegetals.

History : in 1960, Trélat coffee was the Madame JAN « Shop Bar ». Before a long time ago, school's children were going to Madame JAN to eat the meal.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Ethics, ability to distance, non-violent communication, sense of observation, empathy, rigor, autonomy, empathy, rigor, autonomy, sense of pedagogy, versatility, adaptation, creativity, enthusiasm, dynamism, relational capacity, motivation, sense of responsibility, active listening, patience, ability to work in a team, understanding, authenticity, availability.

Do you consider entrepreneurship easy enough in your context?

The creation of the coffee is an associative legal status.

He is opened thanks to the availability of the volunteers.

Wednesday / Thursday: 6 at 8 pm + Friday 5 at 8 pm + Saturday 9 am at 1 pm.

Sometime, it's possible to open the Saturday night if there is a programmation.

We close later when there is an animation on week.

In the spring and summer, we are going to open in the evening longer. Now in 2018, today, activity does not allow employee a person all year long.

Why do you regard your Project as sustainable?

With food natural shop inside. The products of the coffee are from the organic farming, locally in short circuit. Coffee « Entrez Là » participe at the development economic for people (farmers / producers) who develop his job.

We have got biologic local food job with differents artisanals products farmer :

bread, artisanal beer, marmelade, infusion with herborist, cheese (goat and cow), eggs, apple juice, cider, bowl, honey ...

Since the first summer, with no subvention, we have got a salary work, to 15 June at 31 August 2017.

Could you briefly describe YOUR Project?

Everything is possible if you have got a animation idea, Coffee is the good place :

- Concert music
- Project with school (children and teacher)
- Project with old people

- Spectacle, artists, clown,
- Theatre (drama),
- Partage Garden every saturday,
- Conference with thematic,
- Family games players,
- Solidarity shop clothes,
- Esperanto Spoken....

We create the monthly program with the proposals of the outer (foreign) participants.

In the spring and summer, we are going to open in the evening longer.

Quel conseil donneriez-vous à quelqu'un qui envisage de démarrer un projet en tant qu'entrepreneur?

To benefit from a training to be accompanied is a big help to entrepreneur.

Verify if we are eligible in a formation taken care.

Verify the reliability and the professional Sustainability of its project.

If you want to add any other information that you consider relevant, here you can express what you want:

Human qualities to be explored, diversity and richness

New skills for life at any ages

2.3. Italy

2.3.1. CRAM

Name of the project / company

C.R.A.M. Centro di Restauro dell'Alta Murgia

Year in which the project began

2018

Economic sector

Settore terziario

Link/website:

<http://www.cramlab.it>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

Siamo un gruppo di restauratori, particolarmente attenti all'importanza per i beni comuni e alla tutela del nostro Patrimonio storico artistico. Prima di avviare la nostra piccola impresa abbiamo spesso associato la nostra principale occupazione di restauro, ad altri impieghi: alcuni molto diversi rispetto al nostro settore (come la mobilità giovanile e il supporto alla progettazione europea) e altri che invece sposavano bene le nostre velleità e la nostra creatività, come ad esempio la lavorazione della ceramica e l'animazione di laboratori didattici sull'apprendimento della storia attraverso il gioco e le attività manipolative.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

Circa due anni fa, abbiamo sviluppato l'idea di mettere insieme tutte le diverse esperienze maturate sia durante il nostro percorso formativo, sia negli anni successivi, quando scarse possibilità lavorative ci hanno "costretto" a reinventarci e a incrementare nuove competenze. CRAM è il luogo di convivono tutte queste esperienze e competenze.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Un bravo imprenditore dovrebbe avere delle ottime capacità gestionali. Soprattutto dovrebbe essere capace di lavorare in sinergia e in cooperazione cercando di far prevalere il meno possibile un ordine gerarchico. Dovrebbe sì, avere delle responsabilità, ma saper anche delegare garantendo un'organizzazione quanto più possibile orizzontale dell'impresa.

Do you consider entrepreneurship easy enough in your context?

Non crediamo sia difficile tanto l'imprenditorialità in sè, quanto il settore all'interno del quale si inserisce il nostro progetto. Tutto ciò che è artistico e artigianale viene spesso considerato come "non necessario" e per questo è difficile rendere "imprenditoriali" le nostre attività. Difficile, ma non impossibile.

Why do you regard your Project as sustainable?

La sostenibilità del nostro progetto sta nell'attivazione di un processo culturale propedeutico al lavoro di restauro e cura del Patrimonio culturale. Abbiamo puntato sulla condivisione del nostro sapere e delle nostre competenze, affinchè si possa inizialmente avviare e attivare un processo di conoscenza e consapevolezza circa l'importanza del patrimonio culturale come qualcosa di collettivo, e successivamente una fase di coscienza critica nei cittadini che stimoli l'affezione nei confronti di questo Patrimonio spesso abbandonato e dimenticato. Crediamo che "educazione al patrimonio" e sostenibilità siano due temi fortemente connessi perché solo con la consapevolezza del valore del Patrimonio culturale collettivo il nostro lavoro potrà essere considerato "necessario"

Could you briefly describe YOUR Project?

CRAM promuove e tutela il patrimonio culturale locale grazie alla creazione di processi innovativi orientati alla conservazione e al restauro, alla diagnostica e alla ricerca, allo studio e alla didattica.

Oppure:

Il nostro obiettivo è dare vita ad un centro per la promozione del Patrimonio Culturale locale attraverso progetti innovativi e sperimentali nell'ambito della conservazione, della tutela, della fruizione e della formazione.

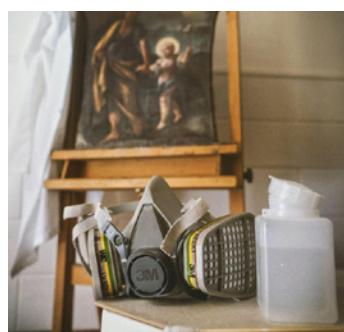
Vogliamo incentivare una logica di prevenzione, manutenzione e monitoraggio attraverso la limitazione delle cause di degrado e attraverso lo studio. Per farlo abbiamo pensato ad una rete virtuosa e interattiva tra tutte le unità che, su tutto il territorio nazionale ed internazionale, si occupano di conservazione, diagnostica e di tutela dei Beni.

Attraverso workshop pratico-teorici e corsi professionali per studenti, ricercatori e professionisti del settore culturale, ma anche per i non "addetti ai lavori", miriamo a fare della conservazione un momento di curiosità durante il quale ognuno di noi torni a guardare al patrimonio come qualcosa di cui sentirsi responsabile e custode.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

Credere fortemente nelle proprie idee ed essere fermamente convinti di proporre qualcosa di nuovo o che riempia un "vuoto". Proporre qualcosa di cui si sente la mancanza in un territorio, essere innovativi, ma essere anche bravi ad analizzare i contesti di provenienza.

If you want to add any other information that you consider relevant, here you can express what you want:



Name of the project / company

C.R.A.M. Centro di Restauro dell'Alta Murgia

Year in which the project began

2018

Economic sector

Tertiary sector

Link/website:

<http://www.cramlab.it>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

We are a group of restorers particularly aware of the importance, for the benefit of all, of protecting our historical and artistic patrimony. Before we started our small enterprise, we often associated our main occupation as restorers with other activities: Some were very different from our original sector (For example projects regarding youth mobility and the support of European projects), on the other hand some were much more suited to our set of skills as for example works on ceramic and the organisation of laboratories to teach about history through games and manual activities.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

Around two years ago, we started developing the idea of putting together all the experiences that matured during our course of study or in the following years, during which few work opportunities forced us to reinvent ourselves and build new skills. CRAM is the place where all these skills and experiences came together.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

A good entrepreneur must have great management skills. Above all he must be able to work in synergy and cooperation while trying to avoid hierarchy domination as much as possible. He must obviously have responsibilities, but he also must be able to delegate to ensure an organisation as horizontal as possible of the enterprise.

Do you consider entrepreneurship easy enough in your context?

We do not believe that entrepreneurship in itself, but the sector in which our project fits in. Everything that is related to arts and crafts is often considered as "non-essential" and that is what makes it difficult to be an entrepreneur in our field of work. It's difficult, but never impossible.

Why do you regard your Project as sustainable?

The sustainability in our project resides in the activation of a cultural process preparing for the restoration work and care that the cultural patrimony needs. We aimed, by sharing our knowledge and skills, to initiate firstly a process of knowledge and awareness about the importance in the cultural patrimony as something collective, and secondly a phase of critical consciousness of the citizens that stimulates their affection towards this patrimony often left abandoned or forgotten. We do believe that "Patrimony education" and sustainability are two strongly connect themes because with the awareness about the value of this collective cultural patrimony can our work be considered as "necessary"

Could you briefly describe YOUR Project?

CRAM promotes and protects the local cultural heritage thanks to the creation of innovative processes oriented towards conservation and restoration, diagnosis and research, study and pedagogy.

Or:

Our objective is to give birth to a centre to promote the local cultural heritage through experimental and innovative projects in the field of conservation, protection, fruition and formation.

We want to reinforce a logic of prevention, maintenance and monitoring through the limitation of decay causes and through study. To put these thoughts into action , we thought of an interactive and virtuous network that unites all the entity, on the national territory and international, that work for the conservation, diagnosis and protection of the patrimony.

Through practical-theoretical workshop and professional courses for students, researchers and professionals of the cultural sector, but also for the persons that aren't familiar with this field of work, we aim to make out

of conservation a moment of curiosity in which anyone goes back with another look on the patrimony with a sense of responsibility and protection.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

To believe strongly in your own ideas and to be convinced that you offer something new or that fills a void. To offer something that feels like it is missing in a territory, to be innovative, but also to be good at analysing the contexts of origins.

If you want to add any other information that you consider relevant, here you can express what you want:

2.3.2. Al Refolo

Name of the project / company

Agriturismo Vegetariano al Refolo

Year in which the project began

15 anni

Economic sector

Agricoltura e Turismo

Link/website:

<http://agriturismoaalrefolo.it/>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

Siamo due sorelle di circa quarantanni, ognuna con il suo percorso di studi e lavorativo; Paola arredatrice d'interni e Annarita consulente del lavoro, entrambe però con un forte idealismo e uno spiccato senso di tutela nei confronti della natura che in seguito ci ha portato a maturare l'idea di generare un progetto dentro cui mettere ciò che siamo.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

Oltre un decennio fa, la nostra famiglia (formata da papà Giovanni, mamma Maria, noi figlie: Paola e Annarita) ha maturato il desiderio di cambiare stile di vita, pensando di vivere più da vicino la natura, così dopo un pò di girovagare e cercare si è concretizzata l'idea di acquistare dei terreni con annesso un vecchio rudere tra le colline murgiane. Certo il progetto non è nato facilmente e istantaneamente, ma dopo il confronto e la volontà di ognuno di noi, di metterci del suo in questa nuova avventura si è partorita l'idea di dar vita ad un agriturismo : Agriturismo Al Refolo, un progetto dove la voglia di far conoscere il ns territorio, di confrontarci con il mondo esterno e di lavorare la terra nel rispetto della natura ha accomunato all'unisono menti con un gap generazionale non indifferente.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Sicuramente predisposizione al confronto, coraggio, lungimiranza, tenacia e un briciolo di incoscienza, soprattutto in un mondo come il ns, anzi in una paese come l'Italia con tanta voglia di fare ma anche tanti limiti e ostacoli burocratici .

Do you consider entrepreneurship easy enough in your context?

No, come già accennato nella precedente risposta, non siamo molto soddisfatte e spensierate se pensiamo al contesto in cui viviamo e alla semplicità con cui uno immagina si possa dar vita ad un'attività imprenditoriale nel ns territorio, perché, al contrario, spesso bisogna riscontrarsi con una amministrazione ingarbugliata o assente, con una burocrazia faruginosa e poco incentivante soprattutto per noi giovani che dobbiamo fare i conti con una crisi economica sempre più pressante.

Non vorremmo sembrare o esser catastrofiche, ma sicuramente quando oggi giorno l'entusiasmo e la voglia di fare ti porta ad avere creatività e progettualità da sognatrice c'è poi la realtà che ti riporta ad avere i piedi per terra e a metter in discussione molti dei tuoi ideali, ma noi dobbiamo crederci in quel che siamo e vogliamo e non dobbiamo fermarci e andare avanti.

Why do you regard your Project as sustainable?

In un progetto come il ns dove il lavoro della terra e l'incontro con una domanda turistica sempre più esigente, abituata ad avere tutto e subito, non sarebbe stato difficile sbagliare e cadere nel tranello del produco tanto e offro tutto quello che mi chiedono, ma noi, invece, giorno dopo giorno, abbiamo cercato e lo facciamo sempre di offrire "prodotti genuini e di qualità": attuando una lavorazione della terra sostenibile, cercando di sfruttarla e inquinarla il meno possibile adottando un'agricoltura biologica; proponendo piatti prettamente vegetariani/vegani e a km0; offrendo servizi sostenibili, vedi l'ampia piscina, messa a disposizione dei ns ospiti, con un brevetto che utilizza il 100% di materiali riciclati nelle sue strutture per piscina ed automazioni e prodotti coerenti con la strategia di sviluppo sostenibile.

Certo il ns progetto non lo definiremmo al top della sostenibilità, ci sarebbero ancora molte migliorie da apportare, ma sicuramente siamo a un buon punto e soprattutto con tanta voglia ancora di crescere e migliorare.

Could you briefly describe YOUR Project?

Il nostro? Un progetto di fusione tra tradizione e innovazione, dove l'accoglienza, il calore e la famigliarità dei luoghi antichi restano, ma abbracciano l'innovazione, proponendo solo ricette cruelty free della cucina tradizionale pugliese. Ospitiamo gruppi di lavoro e di svago internazionali, corsi residenziali di cucina, piuttosto che yoga o altre attività correlate.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

Ponderare bene il da farsi, essere focalizzati sull'obiettivo dopo aver valutato tutti gli aspetti e non lasciarsi amareggiare dalle innumerevoli difficoltà che s'incontreranno durante il percorso. Il ns territorio per crescere e innovarsi ha bisogno di noi del ns contributo e delle ns forze, facendo anche il più possibile rete.

If you want to add any other information that you consider relevant, here you can express what you want:



Name of the project / company

Agriturismo Vegetariano al Refolo

Year in which the project began

2015

Economic sector

Agriculture and tourism

Link/website:

<http://agriturismoaalrefolo.it/>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

We are two sisters around 40 years old, with each our own educational and professional background; Paola an interior decorator and Annarita a labour consultant, yet both with a strong idealism and a strong sense of protection towards Nature which led to the development of the idea of creating a project in which we could put all of what we are.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

Over a decade ago, our family (Composed of our father Giovanni, our mother Maria and us Paola and Annarita) a desire to change lifestyle has grown, thinking about getting closer to Nature, so after some searching and digging the idea of acquiring a piece of land with on it an old ruin within the murgian hills. Obviously the project did not come to life easily and it took time, but after some discussions the will of each and every one of us to put our soul in this new adventure, the idea of giving birth to an Agro-tourism place came to life: Agriturismo Al Refolo, a project with the desire of allowing people to discover our region, to confront ourselves with the outside world and to work the land with respect toward Nature has united our minds with a significant generational gap.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Surely a predisposition to discussion, bravery, foresight, tenacity and a hint of madness, especially in a world like ours, and a country like Italy with a strong desire to create but with so many limits and administrative obstacles.

Do you consider entrepreneurship easy enough in your context?

No, as we said in the previous answers, we are not very satisfied and relaxed if we think about the context in which we are living and how easy it is for an image to give life to an entrepreneurial activity in our territory, because, on the contrary you come across a messy or absent administration, a heavy bureaucracy with very little support especially for

young entrepreneurs like us that have deal with an economic crisis always more urgent.

We do not want to seem or be desperate, but when every day the enthusiasm and the desire to create makes you more creative and dream about new projects before facing reality and backing back down to earth and having to put into question many of your ideals, but we have to keep believing in who we are and we want and should not stop moving forward.

Why do you regard your Project as sustainable?

In a project like ours where we work the land and meet a touristic market always more demanding, used to have everything right away, it would not be difficult to make mistakes and fall into consumerism and increase our production to meet their every need or demand, but we, instead, day after day, have chosen to offer authentic and quality products: adopting a sustainable way to work the land, trying to exploit it while polluting as less as possible using a biological agriculture; offering plates that are 100% vegetarian or vegan that came straight from the garden without having travelled a single kilometre; offering sustainable services, look at this large pool, for the benefits of our guests, with a label that uses 100% recycled materials in its pool structures, automation and products consistent with a sustainable development strategy.

Cleary we do not believe to be at the top of sustainability, there is still a lot of room for improvement, but we certainly are in the right way with a strong desire to keep growing and improving.

Could you briefly describe YOUR Project?

Our project? A project that blends together tradition and innovation, where hospitality, warmth and familiarity of the old places remain, but embracing innovation, offering only cruelty free recipes of the traditional Puglia cuisine. We host international groups of work and fun, cooking courses, rather than Yoga or other related activities.

Which advise would you give to someone that is thinking of starting up a Project as an entrepreneur?

Deeply reflect on what it is you want to do, to be focussed on the objectives after havind assessed all the different aspects and to not let all the difficulties that will be on your way get to you. To grow and reinvent itself our territory needs us and our contribution and our strengths, and also to create the biggest network possible.

If you want to add any other information that you consider relevant, here you can express what you want:

2.3.3. PLAUTO

Name of the project / company

PLAUTO Progetto Lane AUTOctone

Year in which the project began

2016

Economic sector

Ricerca e sperimentazione in agricoltura

Link/website:

<https://www.facebook.com/Plauto-Progetto-Lane-AUTOctone-1713035265692678/>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

NON APPLICABILE

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

L'idea è emersa alcuni anni fa, combinando vari input degli stakeholder (principalmente allevatori di pecore) e attraverso l'analisi dei principali vincoli e opportunità per una valorizzazione economica della lana di pecora locale.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Capacità di analizzare il mercato, capire le relazioni tra i vari stakeholder, identificare i punti di forza e di debolezza dell'idea, così come le minacce e le opportunità offerte da fattori esterni.

Creatività, ingegnosità, volontà, proattività

Do you consider entrepreneurship easy enough in your context?

Non proprio. Devi confrontarti con diversi ostacoli esterni. Il sostegno dato ai nuovi imprenditori è molto debole.

Why do you regard your Project as sustainable?

L'idea del progetto è quella di convertire quello che ora è considerato uno spreco speciale (la lana di pecore) in una materia prima per prodotti innovativi, con attenzione alla sostenibilità ambientale e alla sostenibilità socioeconomica delle popolazioni rurali nelle aree marginali.

Could you briefly describe YOUR Project?

L'obiettivo generale del progetto è quello di sperimentare, promuovere e implementare competenze innovative, procedure e modelli organizzativi per la valorizzazione della lana di pecora pugliese, con l'obiettivo di diversificare gli allevamenti multifunzionali in modo compatibile con gli attuali sistemi agricoli, sostenibile a livello economico e ambientale, in grado di generare un impatto positivo sull'aggregazione orizzontale degli agricoltori e l'aggregazione verticale all'interno di catene di micro-valore, generare nuove opportunità di lavoro e promozione territoriale.

Gli obiettivi specifici del progetto sono:

- Promuovere il ristabilimento, in una prospettiva innovativa, di piccole catene di valore relative alla lavorazione tessile della lana di pecora, con particolare attenzione per la sostenibilità ambientale, la protezione e conservazione dei paesaggi di praterie (aree pseudo-steppiche) e di biodiversità;
- Connessione storica, culturale e vocazionale con il territorio;
- Recupero di antiche conoscenze (ad esempio filatura manuale) e

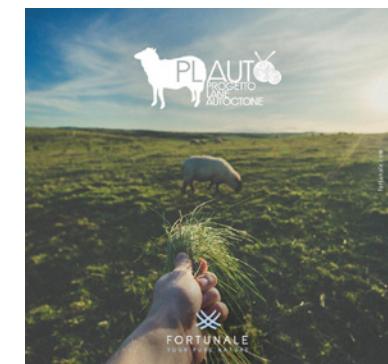
rilancio di lavori (ad esempio tosatori);

- Tracciabilità di prodotti e processi; (iii) piccola imprenditoria, principalmente per giovani e donne;
- Diversificazione delle attività produttive nelle imprese agricole (come forma di sostegno al reddito e incentivo a non abbandonare tali attività);
- Integrazione orizzontale e verticale per rafforzare il sistema territoriale.
- Sperimentare, su una dimensione geografica più ampia, il modello organizzativo per la raccolta, la preselezione e la selezione della lana, adottato con successo in una dimensione geografica inferiore in una precedente esperienza di progetto, come primo passo verso la creazione di un centro regionale.
- Acquisire le conoscenze teoriche e pratiche relative al possibile utilizzo e alla valorizzazione commerciale della lana in settori innovativi come la bioedilizia e il vivaio.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

Effettuare un'analisi di mercato molto profonda, utilizzando strumenti professionali delle discipline correlate.

If you want to add any other information that you consider relevant, here you can express what you want:



Name of the project / company

PLAUTO Progetto Lane AUTOctone

Year in which the project began

2016

Economic sector

Research and experimentation in agriculture

Link/website:

<https://www.facebook.com/Plauto-Progetto-Lane-AUTOctone-1713035265692678/>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

NOT APPLICABLE

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

The idea emerged several years ago, by combining various inputs from the stakeholders (mainly sheep farmers) and through the analysis of the major constraints and opportunities to an economic valorization of local sheep wool.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Ability to analyze the market, understand relationships among various stakeholders, identify strengthens and weaknesses of his/her position/idea, as well as threatens and opportunities given by external factors.

Creativity, ingenuity, volition, proactivity

Do you consider entrepreneurship easy enough in your context?

Not much. Several external obstacles have to be faced. Weak support to new entrepreneurship is given.

Why do you regard your Project as sustainable?

The project idea is to convert what is now considered a special waste (sheep wool) into a raw material for innovative products, with attention to environmental sustainability as well as socio-economic sustainability of rural populations in marginal areas.

Could you briefly describe YOUR Project?

The general goal of the project is to experiment, promote and implement innovative competencies, procedures and organizational models for the valorization of Apulian sheep wool, with the aim of diversifying the multifunctional livestock farms in a manner that is compatible with the current agricultural systems, sustainable at the economic and environmental levels, able to generate positive impact on the horizontal aggregation of farmers and the vertical aggregation within micro-value-chains, generation of new job opportunities and territorial promotion.

Specific objectives of the project are:

- Promote the re-establishment, under an innovative perspective, of small value chains concerning the textile processing of sheep wool, with special emphasis on environmental sustainability, protection and conservation of grassland landscapes (pseudo-steppe areas) and of (wild and domestic) plant and animal biodiversity;
- Historical, cultural and vocational connection with the territory;
- Recovery of ancient know-how (e.g hand spinning) and reviving jobs (e.g. shearers);
- Traceability of products and processes; (iii) small entrepreneurship, mainly concerning young people and women;
- Diversification of production activities in agricultural enterprises (as a form of support to the income and incentive to not abandoning those activities);
- Horizontal and vertical integration for strengthening the territorial system.
- Experiment, over a larger geographic dimension, the organizational

model for collection, pre-selection and sorting of wool adopted with success at a lower geographic dimension in a previous project experience, as a first step toward the establishment of a regional center.

- Acquire the theoretical and practical knowledge concerning the possible use and commercial valorization of wool in innovative sectors such as green building and plant nursery.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

To perform a very deep market analysis, using professional tools from the related disciplines.

If you want to add any other information that you consider relevant, here you can express what you want:

2.4. Romania

2.4.1. Aha Studio

Name of the project / company

Aha Studio

Year in which the project began

2016

Economic sector

Services – creative

Link/website:

<https://www.facebook.com/Aha-studio-147953642245260/>

Cum va descrieti si care a fost profesia dumneavoastra inainte de a alege antreprenoriatul?

Ma numesc Alexandru Hortopan si sunt de profesie arhitect. Aceasta este principala mea ocupatie si este un lucru pe care il practic inca

din perioada studentiei. A fost o necesitate si o placere sa incep sa lucrez. Sunt implicat total in acest business, iar una dintre cele mai importante reguli pentru mine este aceea de a oferi ceea ce la un momentu dai ai primit si sa impartasesti din cunoștiințele tale.

Cum si cand a aparut idea care v-a impins sa incepeti proiectul de antreprenor?

In momentul in care am terminat liceul, am avut visul si dorinta de a studia arhitectura. In acel moment aveam rezultate foarte bune si ma asteptam ca lucrurile sa fie destul de simple. Acum, glumesc gandindu-ma la acea perioada si spun ca eram un imparat in tara orbilor. Spun asta pentru ca in momentul in care am incercat sa iau examenul de admitere la arhitectura, am luat nota 2.

Dupa acest rezultat si discutii contradictorii cu familia, am decis sa ma mut in Timisoara si sa incep sa muntesc acolo. Am inceput sa iau si meditatii si in urmatorul an am intrat cu a treia media la Facultatea de Arhitectura din Timisoara

Dupa 6 ani de studiu, era momentul sa decid care vor fi urmatorii pasi. Astfel, decizia principală a fost aceea de a ma intoarce acasa, in Targu Jiu. Din cauza lipsei resurselor, initial am inceput sa lucrez, ca angajat al altor birouri de arhitectura (acestea sunt cca 15 in tot judetul). Am decis dupa 2 ani sa incep o afacere proprie, un cabinet de arhitectura si am constatat ca imi lipsesc multe notiuni in acest sens.

Care sunt abilitatile sau competentele pe care un antreprenor trebuie sa le dobandeaza sau dezvolte?

Din pacate in liceu un suntem invatati cum sa ne dezvoltam ideile de afaceri. In acest sens ma uit spre exemplul Cehiei, unde 1 din 4 tineri, incearcă sa deschida o afacere. Cred ca un antreprenor trebuie sa invete legile necesare, sa invete economie si sa prospecteze piata. Inafara de a fi bun in domeniul tau, trebuie sa stii sa fii competitiv si sa respecti legile in vigoare.

Asadar cred cu tarie si recomand tuturor celor interesati de o astfel de initiativa sa aiba o minte puternica, multa rabdare, sa fie onesti si mereu interesati sa se dezvolte atat ei cat si afacerea.

Considerati antreprenoriatul indeajuns de usor in contextul dumneavoastră?

Sa fii antreprenor un este deloc usor, iar sa fii un arhitect e cu atat mai greu. In mod special este foarte dificil sa fii un arhitect tanar si sa iti doresti propriul tau birou/business. Exista o lupta intre generatiile de arhitecti si totodata arhitectii un se indreapta catre orasele mici. Mai mult de 70% se regasesc in capitala si inca 3-4 orase mari. Cred ca in acest domeniu trebuie sa fii gata sa incasezi o lovitura direct in fata, sa dormi si sa te trezesti a doua zi cu dorinta de a primi o noua lovitura.

De ce considerati proiectul dumneavostra sustenabil?

Cand am deschis biroul, decizia un a fost una intamplatoare. Visul meu a fost acela de a continua munca depusa in aceasta locatie cu decenii in urma. Cladirea in care am inchiriat si mai tarziu cumparat birouri, era cunoscuta drept "Institutul National de Proiectare" , avea 4 etaje si foarte multi lucratori. Chiar si acum, persoane mai in varsta vin aici intreband despre institut si cautand un arhitect. Un alt aspect foarte important cred ca este fondul cultural. Am vazut studenti italieni cum sunt invatati traditia si caile specifice de a reconstrui si renova cladirile. In acest sens mi-am propus sa fac acelasi lucru acasa. Si un ultim aspect important : ofer meditatii tinerilor de liceu. Pentru ca in Tg Jiu un era un astfel de profesor eu am suferit. Pentru a putea lua meditatii in orasele mari , trebuie sa si calatoresti sa si platesti profesorii, ceea ce inseamna ca poti parintii pot cheltui aproape un salariu minim pe luna.

Puteti descrie succint proiectul dumneavostra?

"Aha Studio "este mai mult decat o afacere. Este un proiect de suflet, un proiect gandit si organizat pas cu pas inca din perioada studentiei si care treptat, prin implicare, dorinta si risc, a prins contur. Pasiunea pentru arhitectura, locatia in care avem sediul si modul in care suntem organizati si gandim evolutia firmei , sunt toate in stransa legatura.

"Aha Studio" este un birou de arhitectura, infiintat de aproximativ 3 ani. Investitia este una in intregime privata. Avem o echipa formata din 5 angajati, avand diferite specializari, echipa ce conlucraza in cadrul diferitelor proiecte. Ne adresam oricarui tip de beneficiar, fie persoana

fizica, societate sau institutie, proiectand astfel case de locuit, blocuri, pensiuni sau cladiri administrative si inclusiv piete .

Ce sfat ati oferi cuiva care se gandeste sa inceapa un proiect ca antreprenor?

Sfatul meu pentru un antreprenor este sa fie rabdator, puternic si sa analizeze foarte atent inainte de a incepe, considerand ca este o linie foarte subtire intre succes si esec.

Daca doriti sa adaugati orice alta informatie pe care o considerati relevanta, aici va puteti exprima:

Nu vei deveni milionar peste noapte. Prietenii obisnuesc sa ma intrebe cum merge afacere. Raspunsul meu este ca ea creste, dar ca toti banii sunt investiti. Daca muncesc puternic si dezvolt lucrurile asa cum trebuie facute, total o sa fie bine mai tarziu. Acum un sunt bogat. De obicei portofelul meu e aproape gol. Sa facem o verificare chiar acum! Am 55 de lei in portofel. (se amuză)



Name of the project / company

Aha Studio

Year in which the project began

2016

Economic sector

Services – creative

Link/website:

<https://www.facebook.com/Aha-studio-147953642245260/>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

My name is Alexandru Hortopan and I am an architect. This activity is my main focus and I am doing it even from the period when I was a student. It was a necessity and a pleasure to start working. I am fully involved in this business and one of the most important rules of mine is to give back what You received, to share your knowledge

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

When I finished the high school I had the dream, the wish to start to study architecture. At the moment I had great results and I expected it to be simple. Now I am joking about that period saying I was the king in the country of the blinds. Why that? When I tried to pass the exam I got a 2 (1 is minimum and 10 maximum). After this and some disputes inside my family, I decided to start working and to move to Timisoara. I started private lessons and in the next year I was the third best grade for architecture faculty of Timisoara.

After 6 years of study it was the moment to decide how to approach my next steps. My main decision was to come back in my hometown, in Tg Jiu. Because the lack of resources I started to work for other architecture offices. (Actually in all the country there are a few... around 15). After 2 years I decided to start my own business. In that moment I realized I had no knowledge.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

Unfortunately in the high school nobody teach us how to develop our ideas. And I am looking at the example of Czech Republic where 1 of 4

Young people tries to open a business. I think an entrepreneur must learn about laws, about economy and market study. Except being good in your field. You must be competitive and respect the laws. So I strongly think and recommend to all people interested on having any initiative to be a strong mind, a patient person, to be honest and interested to improve yourself and your business day by day.

Do you consider entrepreneurship easy enough in your context?

To be an entrepreneur is not easy at all and to be an architect is even harder. Especially it is very hard to be a young architect or to start your own business/office. There is a struggle between generations and also architects are not going in small cities. More than 70% are concentrated in the capital and other 3-4 big cities. I think You must be ready to get a punch in your face, sleep and wake up next day with the desire to get a new one.

Why do you regard your Project as sustainable?

When I started the office I did not choose random. My dream was to continue a work made here decades ago. The place where I rent and later bought offices, was known as the “national institute for architecture projects” and it had 4 floors full of employees. Even now, old people come here and ask about the institute, looking for architects. Another very important thing is the cultural background. I saw Italian students and how they are taught in very traditional and specific ways of rebuild or renovate the buildings, and I said to myself I must do it at home. And the last and very important thing: I offer classes to Young people from high school. Because in Tg Jiu was no such a teacher I suffered. For being able to get private lessons in big cities you must travel and pay them, which mean your parents must spend one minimum wage per month on it.

Could you briefly describe YOUR Project?

“Aha Studio” is more than just a business. It is a soul project, a thought-driven and organized project step-by-step since the time of the student, and which, gradually, through involvement, desire and risk, has taken shape. The passion for architecture, the location where we have the headquarters and the way we are organized and think about the company’s evolution, are all in close contact.

"Aha Studio" is an architectural office, set up for about 3 years. The investment is a wholly private one. We have a team of 5 employees, with different specializations, the team working in different projects. We are addressing any type of beneficiary, either the individual, the company or the institution, designing residential homes, blocks, boarding houses or administrative buildings, including markets.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

My advice for an entrepreneur is to be patient, to be strong, to analyze it very careful before and to consider there is a very tiny line between success and failure.

If you want to add any other information that you consider relevant, here you can express what you want:

You won't be a millionaire over the night. Friends used to ask me how the business is going. My answer is that it grows but all the money is there. If I work hard and develop the things as they must be done, everything Will be Nice later. Now I am not rich. Usually my wallet is almost empty. Let's make a check now: I have 55 Ron :)) (means 12 euro)

2.4.1. Parcul de agrement Plaiul Castanilor

Name of the project / company

Parcul de agrement Plaiul Castanilor

Year in which the project began

In ce an a inceput proiectul : 2015

Economic sector

Sectorul Economic : turism

Link/website:

Agrement-tismana.ro

Cum va descripti si care a fost profesia dumneavoastră înainte de a alege antreprenoriatul?

Sunt o persoana taran acare a crescut mereu tinand aproape de satul sau, care a avut oportunitatea sa intalneasca multi straini, sa locuiasca intr-un oras imes precum Bucuresti si sa inteleaga ce ii place cu adevarat sa faca.

Cum si cand a aparut idea care v-a impins sa incepeti proiectul de antreprenor?

My idea apperead in the last month of my faculty. I was in the third year, last month, writing my final papper for university and thinking about my next steps and future things.

In that moment i decided to open a small adventure and traditional park near the small pension of my father.

Ideea a aparut in ultima luna de facultate. Eram anul 3, ultima luna de facultate, scriind licenta si gandindu-ma care sunt pasii urmatori, planurile de viitor. In acel moment m-am decis sa deschid un parc de aventura si elemente traditionale langa pensiunea pe care o avea deja tatal meu.

Care sunt abilitatile sau competentele pe care un antreprenor trebuie sa le dobandeaza sau dezvolte?

Cred ca trebuie sa fii o persoana foarte carismatica, in special in ceea ce fac eu. Lucrand permanent cu oamenii, ei asteapta permanent multe lucruri de la tine, de la locatia ta, iar tu iti doresti sa le vinzi cat mai multe si sa ii vezi satisfacuti. Comunicarea de asemenea este foarte pretioasa, pentru ca in acord cu atitudinea ta, vei primi aprecieri si oamenii te pot recomanda.

Considerati antreprenoriatul indeajuns de usor in contextul dumneavastra?

Afacerea mea un este una usoara. Impreuna cu parcul de agrement, am decis sa impunatam si capacitatea de cazare. Putem primi grupuri de cca 30 de persoane, cu cazare, mese si activitati in park. Scopul meu si ceea ce cred eu despre o afacere sanatoasa, este ca aceasta trebuie sa functioneze si cand tu un esti acolo. Din pacate pentru mine, este imposibil acum. Daca lipsesc o saptamana, este foarte dificil si un vom avea la fel de multi clienti. In acest momento avem o persoana care lucreaza pentru pensiune si doua persoane part time pentru parcul de agrement.

De ce considerati proiectul dumneavostra sustenabil?

Incercam sa pastram total pe cat de natural putem. Toata mancarea este eco. Oferim producție tradițională, branza, legume, peste, carne, miere, oua.

In park, oamenii pot interacționa cu animalele, pot observa mici cultura și pot petrece timp într-o manieră tradițională. De asemenea organizăm din când în când petreceri cu muzica populară și costume tradiționale.

Puteti descrie succint proiectul dumneavastra?

Parcul de agrement Plaiul Castanilor se află în localitatea Gornovita, în apropierea mănăstirii Tismana. Parcul este deschis de câteva ani, în același complex cu pensiunea Plaiul Castanilor, o afacere de familie, de multi ani.

Parcul a fost dezvoltat atât cu resurse proprii cât și cu finanțare prin programe europene.

Serviciile pe care le putem oferi sunt acele de cazare, având o capacitate de cca 30 de locuri, pe care intenționăm să o extindem, masa precum și activități de relaxare.

Atât copiii cât și adulții pot face echitație, tir cu arcul și tir airsoft, tiroliana, bungee trambulina (sau trambulina simplă, doar pentru copii), ping pong și darts.

Taxa pentru accesul în parc este de 15 lei, cca 3,5 euro, include câteva activități și crește în funcție de serviciile dorite.

Cazarea începe de la 90 de lei pentru o cameră dublă, cca 20 de euro.

Ce sfat ati oferi cuiva care se gândește să înceapă un proiect ca antreprenor?

Recomandările din partea mea sunt greu de făcut. Sunt încă foarte tânăr și la început. Totuși cred că trebuie să fii răbdător și încrezător în puterile tale. Totodată cred că sansele succesului unui antreprenor cresc atunci când el face ceva din pasiune.

Dacă doriti să adăugați orice altă informație pe care o considerați relevantă, aici va puteți exprima:



Name of the project / company

Leisure Plaiul Castanilor

Year in which the project began

In ce an a inceput proiectul : 2015

Economic sector

Sectorul Economic : Tourism

Link/website:

<http://agrement-tismana.ro>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

I am a young person who grew up always near his village, who had the opportunity to meet foreigners, to live in a huge city as Bucharest and to understand what he really likes to do.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

My idea appeared in the last month of my faculty. I was in the third year, last month, writing my final paper for university and thinking about my

next steps and future things.

In that moment I decided to open a small adventure and traditional park near the small pension of my father.

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

I think You should be very charismatic, especially in What I do. Working always with people, they expect many things from you, from your place, and you want to sell them as much as possible but see them satisfied. Communication is also very precious because according with your attitude you will get reviews and also the people can recommend you.

Do you consider entrepreneurship easy enough in your context?

My business is not easy. Together with the park we decided to improve the hosting capacity. Starting with this summer we organized first camps for students. We received groups of 30 people, with accommodation, food and activities in the park.

My aim and What I think about a healthy business is that it must work even when you are not there. Unfortunately for me it is impossible now. If I am missing for one week, it is very difficult and we won't have as much clients as usually. We have now one employee for the pension and two part-time for the park.

Why do you regard your Project as sustainable?

We try to keep everything as natural as we can. All the food is eco, we provide traditional products: cheese, vegetables, fish, meat, honey, eggs. Here in the park people can get in touch with the animals, observe our little farm and spent time traditional. We organize from time to time small traditional parties with folk music and traditional costumes.

Could you briefly describe YOUR Project?

Plaiul Castanilor's leisure park is located in Gornovita, near the Tismana Monastery. The park has been open for several years, in the same complex as Plaiul Castanilor pension, a family business, for many years.

The park was developed with both own resources and European funding. The services we can offer are those of accommodation, with a capacity of

about 30 places, which we intend to expand, meals as well as relaxation activities.

Both children and adults can ride, archery and airsoft, zip line, bungee trampoline (or simple, only children's jump), ping pong and darts.

The fee for access to the park is 15 lei, about 3.5 euro, and it includes several activities and increases depending on the desired services.

The accommodation starts at 90 lei for a double room, about 20 euros.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

Recommendations from my side are hard to be done. I am still Young and at the beginning. But I think You must be patient and trust in yourself. Also I think the chances of success may increase when You are doing something which is your passion

If you want to add any other information that you consider relevant, here you can express what you want:

2.4.2. Stupina Godinesti Gorj

Name of the project / company

Stupina Godinesti Gorj

Year in which the project began

In ce an a inceput proiectul : 1998

Economic sector

Sectorul Economic : Apicultura – productie

Link/website:

<https://www.youtube.com/user/GorjDan/videos>

Cum va descrieti si care a fost profesia dumneavoastra inainte de a alege antreprenoriatul?

Ma numesc Sebastian, dar majoritatea oamenilor imi spun si Dan. Sunt apicitor, tata si angajat in acelasi timp. Am lucrat ca DJ, organizator petreceri,

ulterior am lucrat intr.-un magazin pentru telefoane mobile si acum lucrez intr.-un magazin de componente auto, ca si consultant de vanzari.

Cum si cand a aparut idea care v-a impins sa incepeti proiectul de antreprenor?

Pot spune ca 10-15 ani am fost un mic elev. Intotdeauna am avut cativa stupi, pentru a avea miere pentru consumul propriu, pentru familia mea. Am crescut pas cu pas numarul pana la 25. In acel moment am aplicat pentru o sesiune de proiecte, am primit finantare si am crescut numarul pana la 90. In acest moment, detin 55 de stupi si produc intre 1200 si 1500 kg de miere pe an.

Care sunt abilitatile sau competentele pe care un antreprenor trebuie sa le dobandeaza sau dezvolte?

Pentru a fi un bun antreprenor trebuie sa incepi cu o carte, cu studiu despre albine sau despre domeniul pe care il abordezi. Trebuie sa inteliugi sa iubesti acel lucru, sa fii pregatit sa iti petreci timpul facand acest lucru. Asa cum mierea si apicultura depind de vreme, de flori , totate afacerile au o parte relativa si riscanta. Pentru un sezon bun pentru miere, imi pregatesc temele cateva luni pe parcursul anului. Totusi, daca in weekendul dinaintea momentului cheie , va ploua, atunci total este pierdut.

Considerati antreprenoriatul indeajuns de usor in contextul dumneavoastră?

Sa fii apicoltor un este ceva usor si nici ceva care te face sa devi bogat. Foarte multi bani se intorc inapoi in afacere, dar total este despre sentimente si dragostea pentru albine. Sunt un producator traditional si nu ma plang legat de clienti sau profit, desi acest domeniu, un este suficient incurajat. De asemenea la nivel national sunt cam trei vanzatori foarte mari, care astfel fixeaza preturile si totodata realizeaza exportul.

De ce considerati proiectul dumneavostra sustenabil?

Tot ce fac este natural. Nu implica foarte multa tehnologie si nimic artificial. Am grija totodata si de mediu. Albinele fac toata munca imprastierii semintelor si imbunatatirii locurilor. O albina acopera o

suprafata de cca 3km patrati. De asemenea, mut albinele de cateva ori pe an si uneori locuiesc alaturi de ele in mijlocul naturii sau in mijlocul pustietatii puteti spune.

Puteti descrie succint proiectul dumneavostra?

Asa cum intelegeti si din denumire, stupina se afla in localitatea Godinesti, judetul Gorj, unde detin o proprietate (casa cu gradina) . Totul este amenajat de mine, in timp. Avand mai mereu un job stabil, plus responsabilitatile familiei, acest proiect a crescut treptat, pe fondul pasiunii si implicarii mele. Accesarea unor fonduri m-a ajutat sa cresc mai rapid numarul stupilor. Stupina nu este una in totalitate fixa. Detin o camioneta, adaptata special, care imi permite transportul stupilor in zonele de interes, in diferite perioade ale anului. Astfel in fiecare sezon cald am cateva deplasari, departe de casa, pentru a oferi albinelor cel mai bun mediu pentru hrana lor.

De cativa ani, am inceput sa produc si material pentru canalul de youtube pe care il detin.

Acolo se pot vedea clipuri exclusiv despre apicultura si pregatirea stupilor. Filmarile un sunt doar despre stupina mea ci si altele, detinute de prieteni si colegi.

Cei 55 de stupi au nevoie de o zona sigura, unde sa fie feriti de intemperii, au nevoie de izolare atenta pe timpul iernii dar si de hrana si monitorizare permanenta.

Stupina este o pasiune si va astept cu drag sa v-o prezint.

Ce Sfat ati oferi cuiva care se gandeste sa inceapa un proiect ca antreprenor?

Asa cum spuneam, sfatul meu pentru un incepator este sa fie cu adevarat bine pregatit si implicat cu toata inima acolo. Incurajez tinerii sa inceapa asta. Sa fii un apicoltor este ceva pe cat de dificil pe atat de placut si chiar as oferi un stup sau o familia de albine cuiva care este responsabil si promite ca vine sa invete.

Daca doriti sa adaugati orice alta informatie pe care o considerati



Name of the project / company

Godinesti Gorj Apiary

Year in which the project began

1998

Economic sector

Beekeeping - production

Link/website:

<https://www.youtube.com/user/GorjDan/videos>

How would you define yourself and what was your profession before the choice for the entrepreneurship?

I am Sebastian but a lot of people call me Dan. I am a beekeeper, a father and an employee in the same time. I worked as DJ, organizing parties. After that I worked in a mobile phones shop and now I am working in a car components shop, as a seller consultant.

To become a beekeeper for me is not something new. It's a passion from the age of 16 and I grew up with that.

How and when emerged the idea that boosted you to start up your Project as entrepreneur?

I can say that 10-15 years I was only a little student, learning from old man the secrets. I always had few hives in order to have honey for my family. I increased the number step by step till 25. In that moment I applied for a project and received funds, so I increased to 90. Now I have 55 and I produce like 1,2-1,5 tonnes of honey per year

Which abilities, skills or competences do you believe that an entrepreneur must train or improve?

To be a good entrepreneur you should start with a book, about bees or about the field you approach. You should understand and love it, and be ready for spending all your time doing that. As honey depends on the weather and flowers, all kind of business has a relative and risky part. For a good season for honey I make my homework few months, all year. If in the weekend before the key moment it is raining, all is gone.

Do you consider entrepreneurship easy enough in your context?

To be a beekeeper is not easy and is not something which makes you very rich. A lot of money is coming back inside the business, but it is also about feeling and love for bees. I am a traditional producer and I won't complain about clients or profit but this field is not encouraged enough. Also at the national level there are three en gross sellers and they fix the price and also make export.

Why do you regard your Project as sustainable?

All What I am doing is natural. Not too much technology, nothing artificial. I take care about the environment. Bees are doing all the job of spreading seeds and improving the places. A bee covers an area of 3 square kilometers. I move them few times per year and some period I am leaving with them, in the middle of the nature, or you can say even the middle of nowhere

Could you briefly describe YOUR Project?

As you can see from the name, the apiary is in Godinesti, Gorj county, where I own a house (garden house). Everything is arranged by me in time. Having more stable jobs plus family responsibilities, this project has gradually increased on the background of my passion and involvement. Accessing funds helped me increase the number of hives. The apiary is not entirely fixed. I own a specially adapted pickup truck that takes care of transporting hives in the intersection area at different times of the year. Thus, in every hot season I have a few trips away from home to give the bees the best environment for their food.

For a few years, I've been making materials for the channel I own.

There you can see exclusive videos about beekeeping and preparing hives. Filming is just about my stupa and others, owned by friends and colleagues.

The 55 hives need a safe area where they can be weather-proofed, needing isolation in the winter, but also food and permanent monitoring.

Apiary is a passion and I look forward to presenting you.

Which advice would you give to someone that is thinking of starting up a Project as an entrepreneur?

As I said, my advice for a beginner is to be really well prepared and with all his heart there. I encourage Young people to start this. Being a beekeeper is something as hard as wonderful and I am even offering for free a hive or the bees for somebody who promise to be responsible and come to learn

If you want to add any other information that you consider relevant, here you can express what you want:



This publication is part of the Project "Eco-challenge: Youth Entrepreneurship and Environmental and Intercultural Learning for Sustainability". Within the framework of the Erasmus Plus program, and has been developed with the collaboration of the following organizations:

- Association Intercultura (France)
- Asociatia Tineret si Dezvoltare Regionala (Romania)
- Associazione culturale Link (Italy)
- Asociación Auryn (Spain)