

KNOWLEDGE AREA

# Rural Development

## A living countryside with profitable enterprise

In the Rural Development knowledge area, the Agricultural Society works with the goal of creating profitable enterprise by strengthening existing companies and supporting the development of new ones.

### Examples of projects

**FOOD AS A FORCE FOR DEVELOPMENT.** A project that stimulates small-scale food processing. The target group encompasses potential producers.

**NETWORK FOR SMALL ENTERPRISES.** Through inventories and information, rural entrepreneurs are brought together to increase co-operation and enhance competitive power. Typical areas include small-scale sawmills, tourism enterprise, design companies etc.

**LONG LIVE RURAL ENTERPRISE!** The aim is to support farmers in developing business ideas alongside conventional production.

### We have three workplaces

At the kitchen table we meet the individual, the person behind a concept that can be developed. In the rural community centre we meet groups of people who come together and collaborate on a specific issue. In the municipal hall we take part in the meetings between different rural entrepreneurs and the relevant authorities.



### We play three roles

Our first role is to prepare the ground, to pave the way for developments by stimulating people, forming groups and ensuring work gets under way. As a catalyst we provide support and availability, as well as analysing business ideas, financing and investment requirements and the need for expertise. In our role as interpreter/intermediary we convey and cement contacts between individuals and authorities, organisations, banks etc.

Our work is often conducted in project form, whereby our consultants act as project managers. Also involved are the municipal and county councils, the county administrative board and others, who are co-financiers. Some kind of EU support is also often involved. It is therefore usually public bodies that are the ordering parties for the projects. However, the individual always remains in focus.

### CONTACT US!

Sweden's Agricultural Societies are independent organisations based on a membership structure that is open to everyone. In Sweden our organisations have approximately 800 coworkers, with expertise in areas such as Agriculture, Environment, Food, Rural Development, Horticulture, Economics, Fishing and Tourism. We look forward to hearing from you!

The Rural Economy and Agricultural Societies • [www.hush.se](http://www.hush.se) • [info@hush.se](mailto:info@hush.se)

