

Project title: Women in Europe – New Yields of Employment in Rural Areas

Acronym: WE-RUN

Overall objective:

Offer new opportunities and innovative instruments to women living in rural areas for improving their qualifications and thus their levels of employability and integration into the labour market, mainly through entrepreneurship activities related to the New Yields of Employment (NYE) and emerging sectors.

Specific objectives:

- Identify the existing relations between women from rural areas and the NYE and the emerging sectors in each of the European regions covered by the project. The final goal is recognizing the specific sectors with the greatest potential for being developed by rural women through entrepreneurship activities in each of these regions.
- Detect the best practices in business projects developed by rural women related with NYE and the emerging sectors in each of the European regions covered by the project.
- Improve rural women' skills keeping in mind that this must be a process of empowerment that will allow women to get the abilities to undertake and create sustainable economic models from their own work, and to take advantage from the ICTs.
- Create a virtual collaborative network of women entrepreneurs from rural areas dealing with NYE and emerging sectors, with the aim of fostering the networking, the exchange of experiences and expertise at European level. This, not only among new entrepreneurs, but also between them and successful women entrepreneurs already established in the labour market.
- Promote and support the implementation of business projects fostered by rural women who apply business models based on the sustainable management of rural resources related to NYE and emerging sectors.

Activities:

- **Activity 1:** Diagnosis-study on the relation between rural women and NYE and emerging sectors in each of the European regions covered by the project. Main achievements or results will be:
 - The identification of specific sectors with potential for being developed by rural women through models of self-employment and social economy (third sector).
 - The identification of best practices already taking place in the regions covered by the project.
- **Activity 2:** Development of educational content and subsequent implementation of a specific training course in entrepreneurship on NYE for rural women, as well as know-how in the use of ITCs. This course (in principle under the formula of presential classes) will include a common part shared by all the regions covered by the project, and a specific part depending on the nature of each of them (nature of the rural women's problems and the sectors considered with the greatest potential).
- **Activity 3:** Development of a Virtual Community of European rural women and NYE, putting them in contact each other and with successful entrepreneurs in NYE already established in rural areas, in order to share experiences, knowledge, experiences, etc. It will be also uploaded to the site the educational content developed for wide spreading, so as general information about the project and the rest of the activities implemented in its frame.
- **Activity 4:** Piloting. Each partner, in its own territory, will support and accompany the launch of two business projects promoted by rural women related to NYE and emerging sectors. They will be projects which implement business models based on the sustainable management of rural resources and exploring NYE.