



PRACTICE ABSTRACT

Digital technology

September, 2020

LA ERA RURAL: REVITALISING RURAL AREAS THROUGH YOUTH LEADERSHIP AND ENTREPRENEURSHIP

Javier Sancho, Sarga

The Rural Era (La Era Rural) is a support network for youth entrepreneurship and leadership in the rural areas of Aragon, Spain.

The initiative is based on an online platform that offers virtual services to businesses run by young people, as well as face-to-face actions to support and boost entrepreneurship and innovation.

The interactive website's key function is to help promote and connect the initiatives and businesses created by young people from the rural areas of Aragon. In addition, through this digital space, the initiative organises activities to enhance the capacities and skills of young entrepreneurs through networking and collaboration. In particular, the platform includes a membership area featuring a repository of information and opportunities, free e-learning and training, access to advice and support, and further assistance for the implementation of ideas and projects.

The project includes a mobile application that notifies users of each publication and facilitates the uploading of information without the need for a computer.

This initiative is supported through a collaboration of 13 LEADER Local Action Groups (LAGs) within the framework of a greater territorial initiative called '[Jovenes Dinamizadores Rurales](#)' that has been active now for more than nine years. By August 2020, the platform will feature more than 100 initiatives and 10 co-working spaces. The implementation of this digital technology has enabled a supportive community and ecosystem to be built for young entrepreneurs that is boosting dynamism, revitalising rural areas both socially and economically, and providing them with access to several services.

Application scenario

Knowledge exchange to promote and support local economy through youth entrepreneurship and leadership

Digital technologies

Web interface to access services (such as e-learning), mobile app and social media

Socio-economic impact

- Economic: Risk management prevention, resilience, marketing, cooperation
- Social: Individual skills, learning, identity, access ICT, rights autonomy and power
- Governance: Reduce administrative burdens, facilitate participation

More info: <https://laerarural.es/>

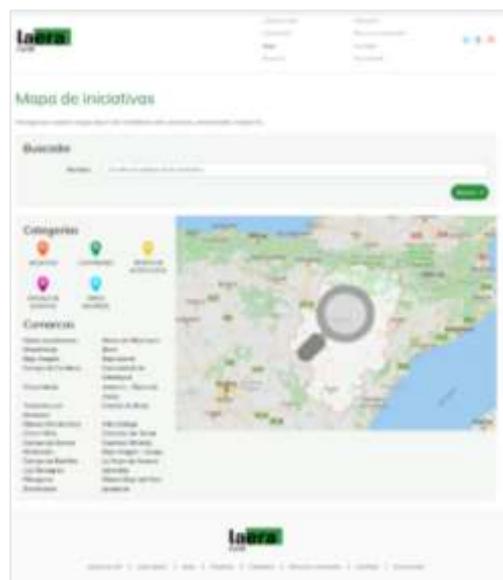


Purpose of the tool

The Rural Era is an initiative to revitalise rural areas of Aragon, in Spain, by boosting and supporting entrepreneurship among the rural youth, and offering services to enhance skills, knowledge and networking opportunities. By joining La Era Rural the users have access to advisory, training, financing and dissemination services, as well as opportunities to launch their ideas and to start their projects.

Description of the tool

The Rural Era is an online platform and virtual space that enhances participation and collective development. It includes a private area and offers online services to participants, and also supports face-to-face actions to boost entrepreneurship and innovation.



Source: La Era Rural

Being part of this online platform, users can benefit from: 1) their own fully-customisable web space; 2) their project/business being displayed on an interactive map that allows geolocation of the different initiatives and services offered; 3) access to a membership area to share information, seek support, and establish synergies and collaboration; 4) access to information and opportunities of interest; 5) access to free intensive and specialised training (training pills), and advice and support in different areas; 6) access to funding opportunities; 7) support for communication, dissemination and branding; 8) networking and shared learning; 9) access to collaboration opportunities and service provision; 10) 'Rural on-tour' inspirational visits to companies, initiatives or ventures, both inside and outside the Aragon region; 11) internships in companies, enterprises, or initiatives to learn through practice; 12) an e-learning and training platform; and 13) a marketplace where they can sell products and/or services.

The project includes a mobile application that notifies users of each publication and facilitates the uploading of information to the platform without using a computer.

Areas of socio-economic impacts

Social	Boosted capacity, knowledge and skills of young people to help them create their own business in a rural area through improved access to ICT.
Economic	Supported more than 100 businesses set-up by young people.
Governance	Reduced administrative burden of operationalising entrepreneurship.