

GOOD PRACTICES

Bisnes Lande

THE LOCAL ACTION GROUP (GAL) VIISARI, PROMOTES YOUTH ENTREPRENEURSHIP THROUGH BOLD EXPERIMENTS AND NEW INITIATIVES THAT A POSITIVE HOME IMAGE OF THE TERRITORY AS A PLACE THAT OFFERS A MEANINGFUL OPPORTUNITY TO LIVE AND WORK .

1 Context: Finland



- Young people in rural environments have not received training in entrepreneurship.
- Nor have they successfully developed their transversal competencies.

2 Target group



Young people under 29 years of age with ties to the Saarijärvi-Viitasaari region and public and private actors that help generate support networks.

3 Goal: Generation of business climate in the networked territory.



Increasing young people's entrepreneurial skills and broadening their business prospects through internationalization, thus creating a more positive business climate. Helping to make their skills visible and building networks between young people, companies and different experts.

4 Innovation training & networking activities



1. Entrepreneurship training through the most attractive digital channels for young people. (Hub Avatars, Online Camps, Videos).
2. Networking actions (Events, Workshops...)

5 Collaborative methodology



It promotes a positive attitude towards rural habitats through a collaborative methodology that affects the creation of networks among young people at different levels; regional, national and international, and helps them identify future opportunities in their locations and turning them into strengths. One of the objectives of this project is to develop conditions in which young people are seen as potential agents of change and have equal opportunities to become enthusiastic about entrepreneurship and implement their own business idea in their territory without the need to migrate to urban areas.

6 Results since 2021



- 225 young participants
- Networking
- Increase of positive attitude towards the possibilities of the territory



The Viisari Local Action Group (LAG), established in 2000, operates in central Finland. Its objective is to work for development in rural areas by financing local rural development projects and supporting local businesses.

 www.keskisuomenmaaseutu.fi/leadertoiminta/leader_viisari/in_english