



Youth Entrepreneurship Practices in Rural Areas (Asturias)

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ASTURIAS IN FIGURES

Population: 1.058.976 inhabitants.

Area: 10.603,57 sq km, 30% of which comprises protected areas.

Borders on: The Bay of Biscay (Cantabrian Sea) to the north, while to south the Cantabrian Mountains separate the Principality from Castile and León. The estuaries of the Rivers Eo and Deva respectively mark the boundary with the neighbouring regions of Galicia and Cantabria.

Capital: Oviedo

Major cities: Avilés, Gijón and Oviedo.

Administrative division: Boroughs. Asturias has 78 boroughs or municipalities.

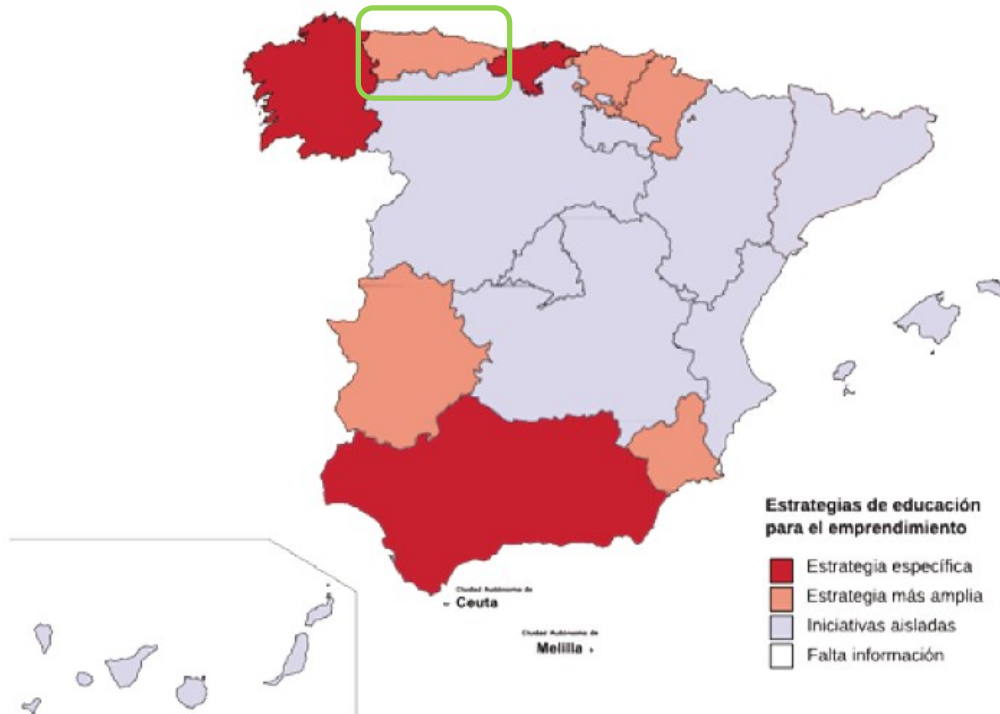


cross-cutting policy support for entrepreneurship



EE strategies: regional level

Gráfico 1. Estrategias de educación para el emprendimiento



Fuente: elaboración propia.

La Educación para
el Emprendimiento
en el sistema educativo
español. Año 2015

Ministerio
de Educación, Cultura
y Deporte
COLECCIÓN
EURYDICE ESPAÑA-REDIE

Redie

Regional Action Plan for Entrepreneurship



**PROGRAMA INTEGRAL PARA EL FOMENTO DE
LA CULTURA EMPRENDEDORA 2013-2015**



Acuerdo por el Empleo y el
Progreso de Asturias 2013-2015



GOBIERNO DEL PRINCIPADO DE ASTURIAS
CONSEJERÍA DE ECONOMÍA Y EMPLEO

Interministerial

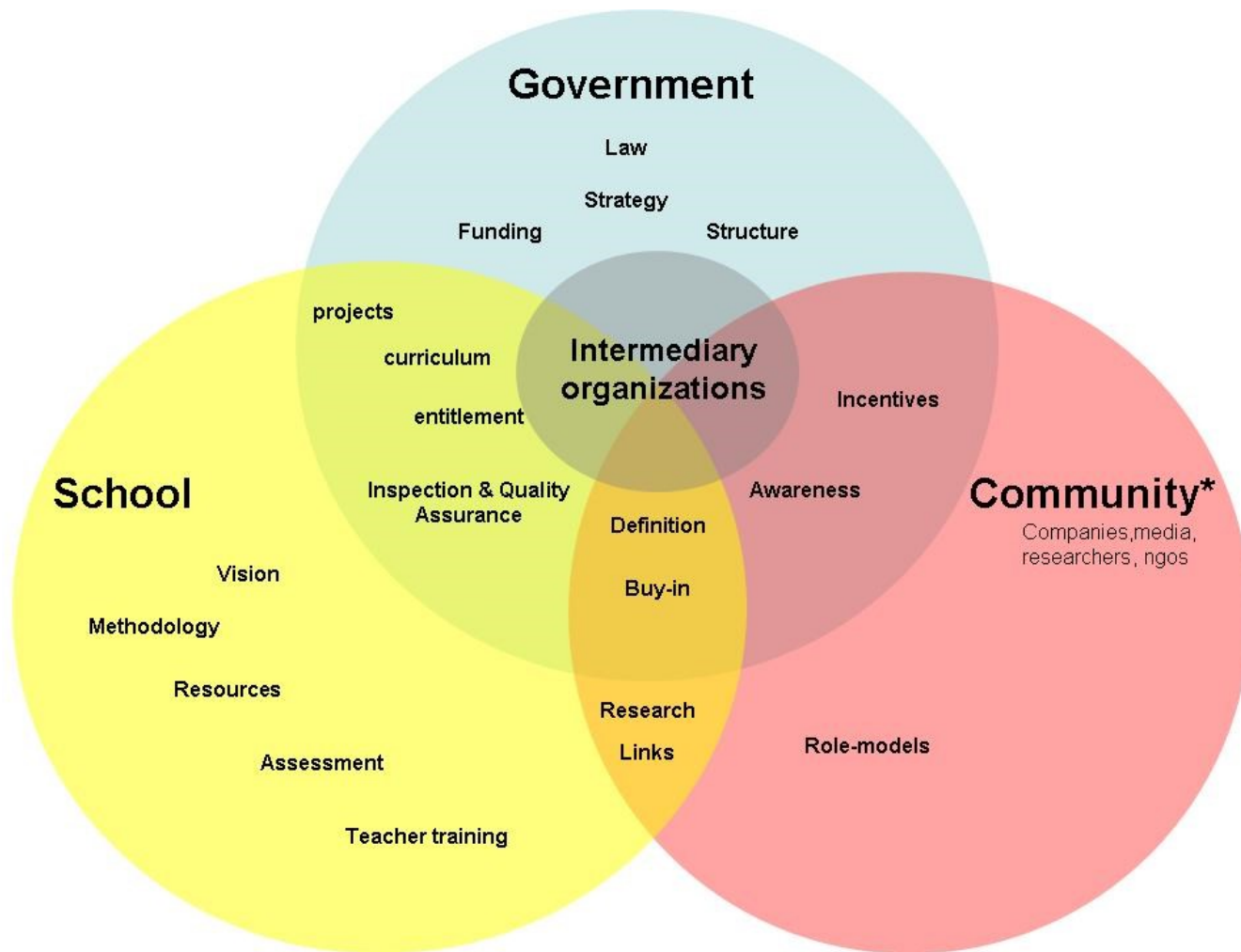
- **Industry & Employment.**
- **Education**

3 strategic axis

- Entrepreneurial culture and talent.
- Start-up support (business/social)
- Impact and dissemination



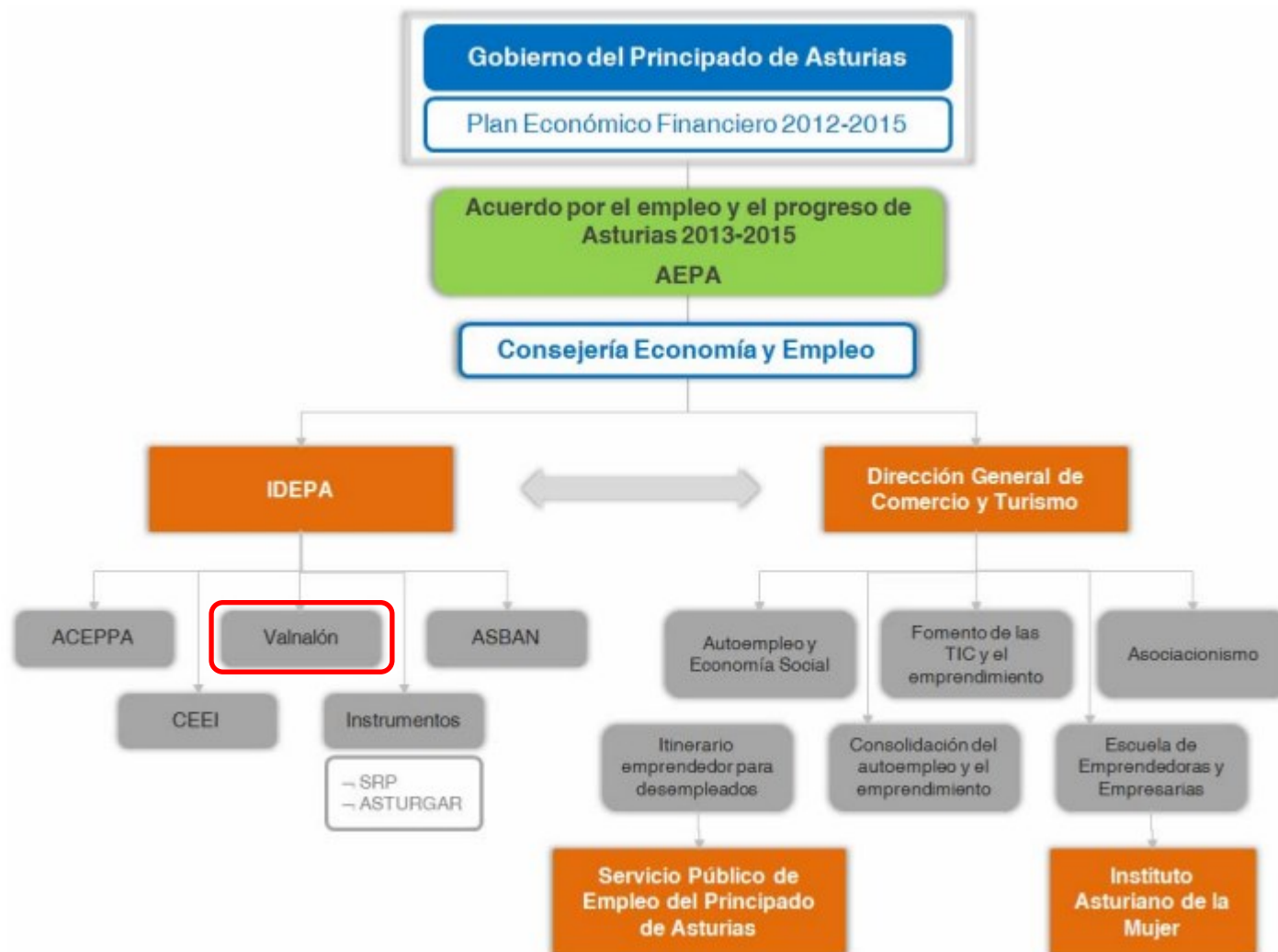
the entrepreneurship education ecosystem



Valnalón...who are we?







two core areas of work



**entrepreneurship
education**



start-up support



entrepreneurship education



Inicio



Blogs proyectos

[Convenio entre Redyser y Valnalón 2014-2015 Agreement between Redyser and Valnalón 2014-2015](#)
Proyecto EJE (15-04-2015)

[Las cooperativas de Mallorca solicitan el permiso de venta en el Ayuntamiento de Palma.](#)
Proyecto EME (09-04-2015)

[Las cooperativas de Ibiza solicitan el permiso de venta en el Ayuntamiento](#)
Proyecto EME (09-04-2015)

[Acercándonos al I Encuentro de Asociaciones Educativas](#)
Proyecto JES (07-04-2015)

Agenda

[Solicitud del permiso venta de las cooperativas y asociaciones en el Ayuntamiento de Siero. Programa EME](#)
Programa EME Lunes, 27 de Abril de 2015

[Solicitud del permiso venta de las cooperativas y asociaciones en el Ayuntamiento de Siero. Programa EMC](#)
Programa EMC Lunes, 27 de Abril de 2015

Proyectos



Acknowledging and Developing
Entrepreneurial Practice in Teacher Training



Start-up support





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Red de Semilleros de Proyectos

Bienvenid@ a **valnaloncrea**, una herramienta diseñada por **Valnalón** para impulsar los sueños de las personas emprendedoras.

A través de los Semilleros y Centros de Empresas de **valnaloncrea** encontrarás la oportunidad que buscas para que tu idea de empresa o de organización social crezca y se consolide.

 **Valnalón, un lugar para emprender desde 1987.**



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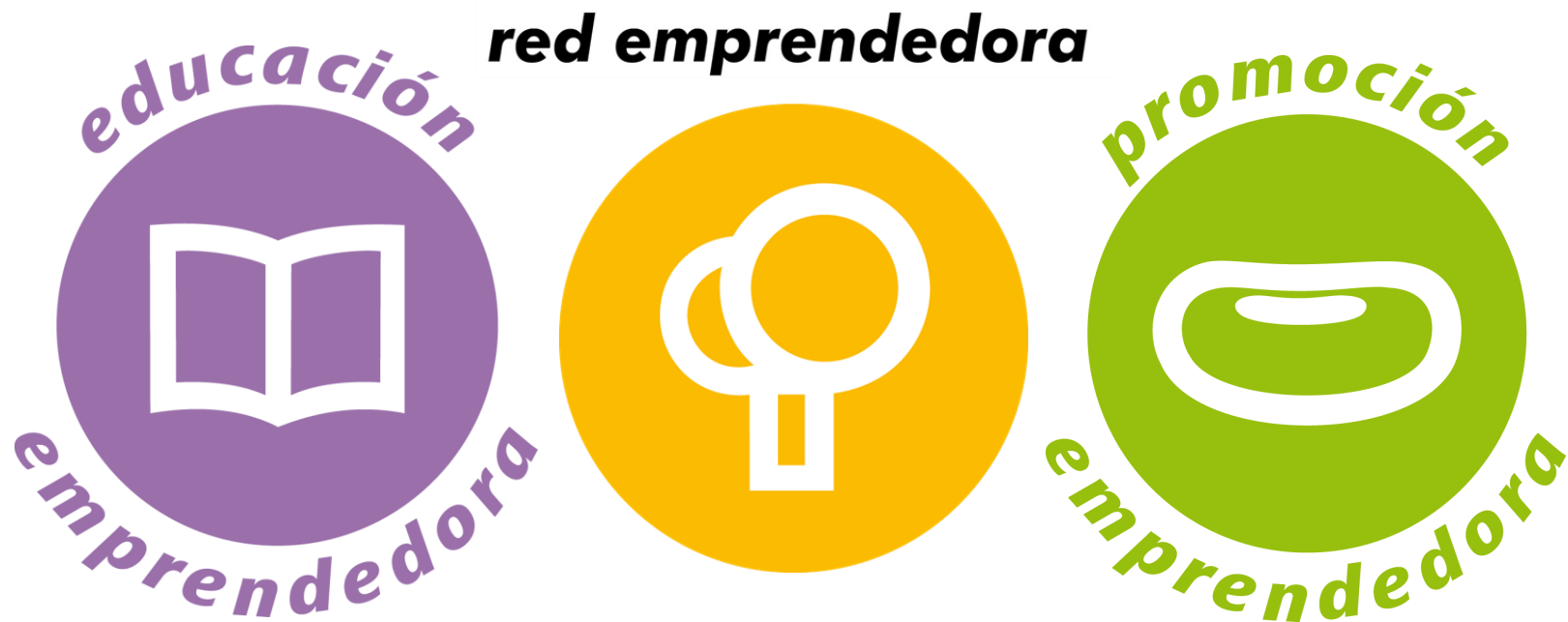
Ciudad Industrial Valle del Nalón, S.A.U. - C/ Hornos Altos, s/n - 33930 Langreo (Asturias) - 985 692 227 - valnalon@valnalon.com

by Izertis

Semilleros asociados a **valnaloncrea**



Bringing these 2 worlds together



Youth Entrepreneurship Practices in Rural Areas

Some practices



#youth #perceptions
#ruralareas #research #TV

Estudio de pensamiento de la
juventud rural y urbana sobre
la realidad del mundo rural



#youth #entrepreneurship
#opportunities #networking #training
#ruralareas



#start-up support #youth
#entrepreneurship #ruralareas



Yo Soy Rural

Demography is key piece of the "puzzle" of rural development.

It has a significant positive impact on employment, quality of life and maintenance of the traditional landscape



Actions aimed at reverting rural population decline by focusing on changing perceptions among society, and especially youth :

- Create a collective awareness of the virtues of the rural environment
- Raising awareness of the landscape and cultural potential of the territory in which they live
- Promote awareness and participation in rural policies that affect them
- Promote associationism and cooperativism as a basis for the establishment of the entrepreneurial mindset



Yo Soy Rural – Research report

What's young people's perception of rural areas?

Are they perceived differently by youngsters living in urban vs rural areas?

Estudio de pensamiento de la juventud rural y urbana sobre la realidad del mundo rural



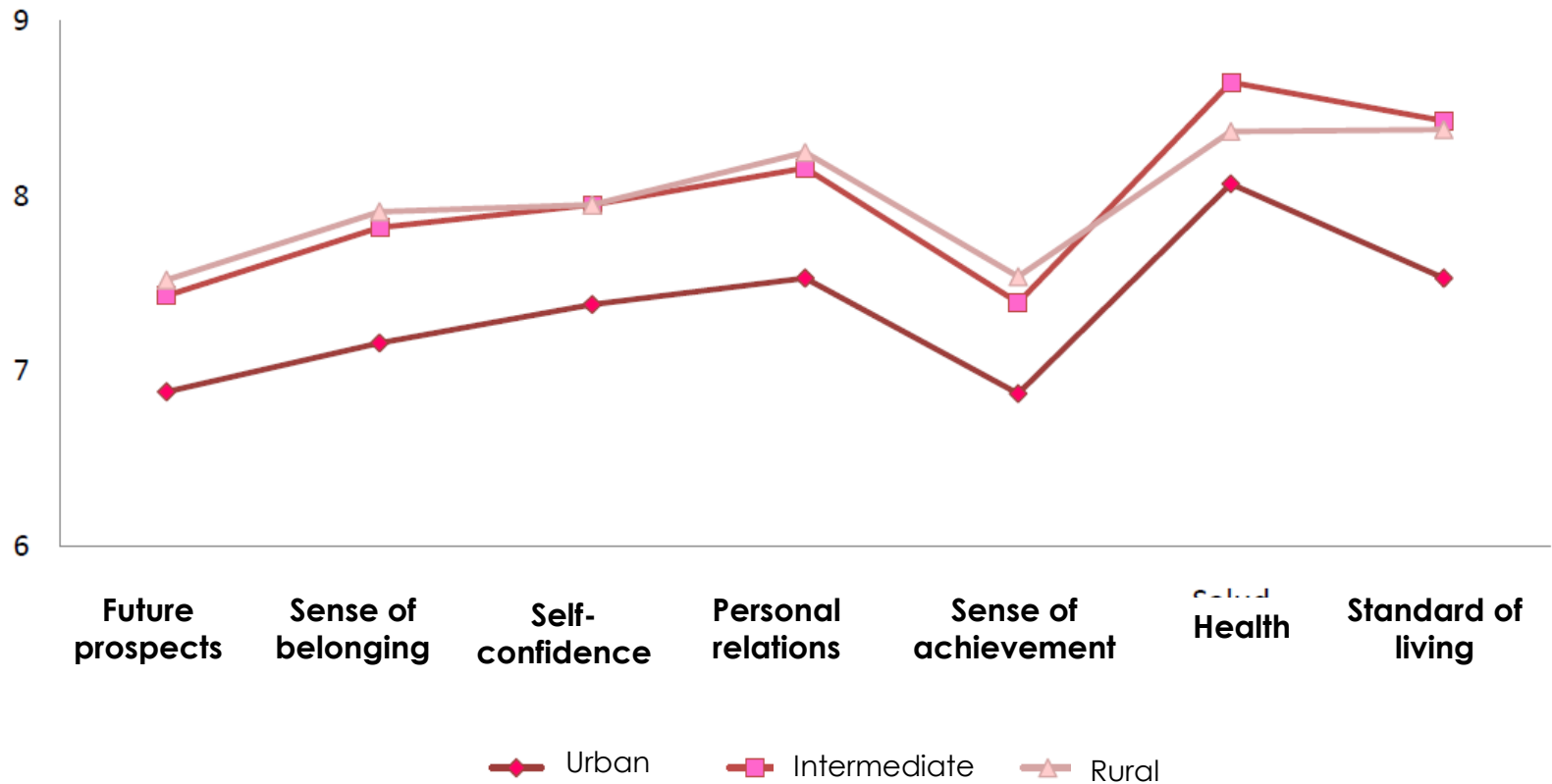
yosoyrural 



1.

The personal well-being of rural youth is higher than that of urban youth

Personal wellbeing

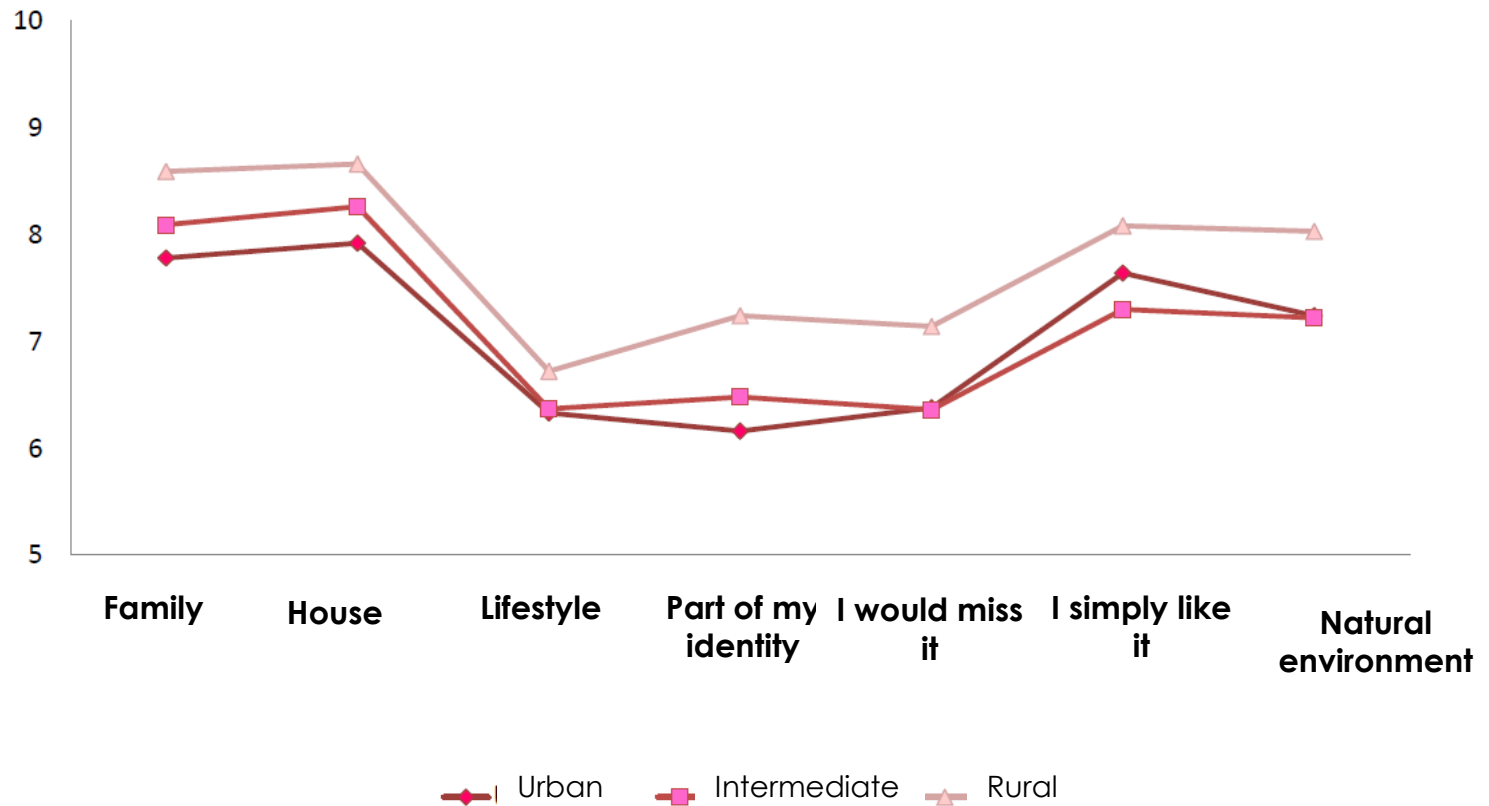




2.

**Attachment to place of rural youth
is significantly higher than that of
urban youth**

Place attachment



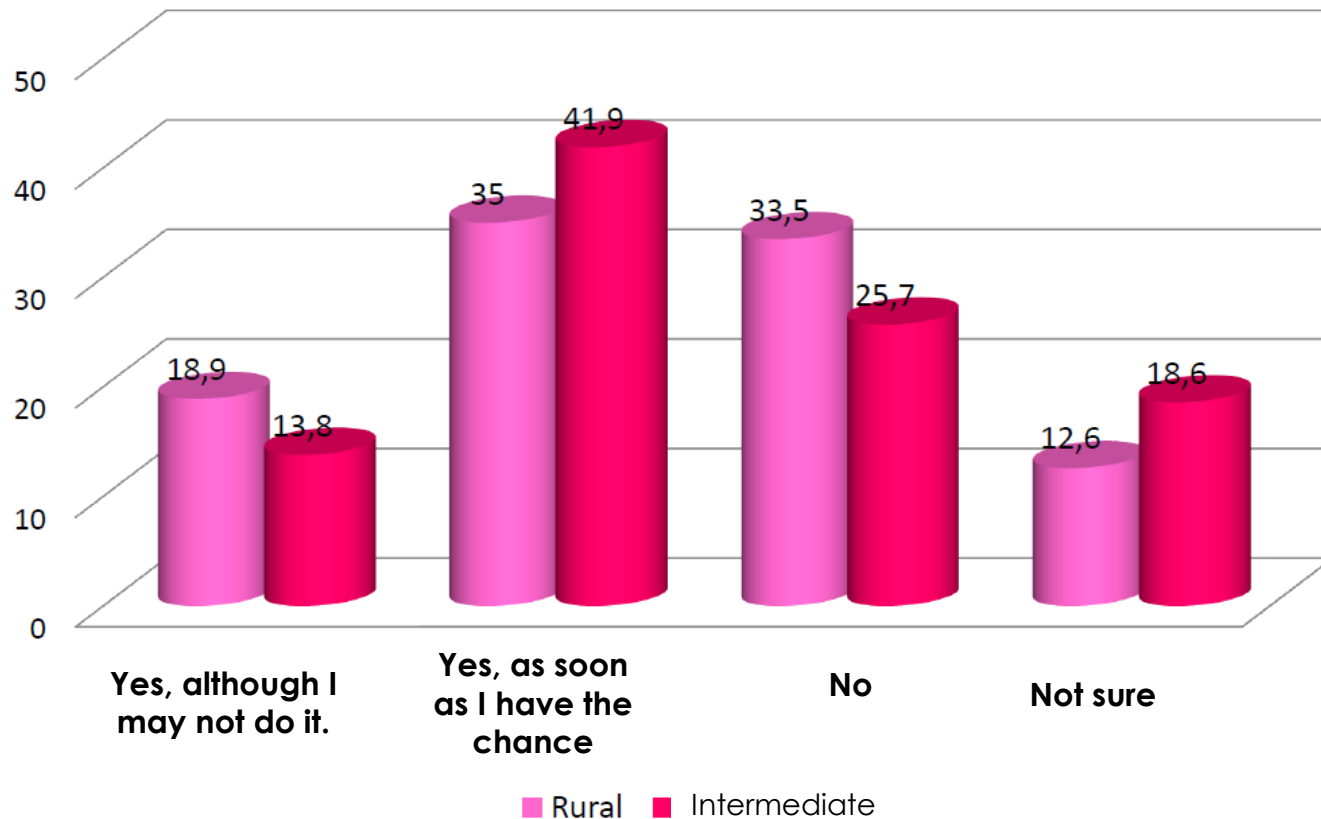


3.

42% of young people from intermediate areas
and 35% of young people from rural areas plan
to move to the city as soon as they can.

j0430522.jpg

Intentions to migrate to urban areas



Focus Groups



Discussion topics

Why do young people move to urban areas? (reasons)

What can rural areas offer to stop or revert this trend? (solutions)

Ways to promote the creation or development of youth associations in rural areas.

QUID



Quédate, Innova y Desarrolla

(Stay, Innovate, Develop)

Development does not depend exclusively on economic factors; it also implies values of territorial identity (sense of belonging, place attachment)

Goal: to encourage young people to become entrepreneurs capable of seizing opportunities in rural areas.



EQUAL Program for the development of strategies that allow economic diversification of rural areas through the use of the culture, traditions and know-how of the rural environment and sustainable development.



Opportunities, networking, local development, entrepreneurship

Focus

ENTREPRENEURIAL OPPS IN RURAL AREA,
Cangas de Narcea,

TOURISM SECTOR, Montaña Central,

ARTISAN SECTOR, Llanes.

Encuentros
de Emprendedores/as
Otoño 2006

QUID



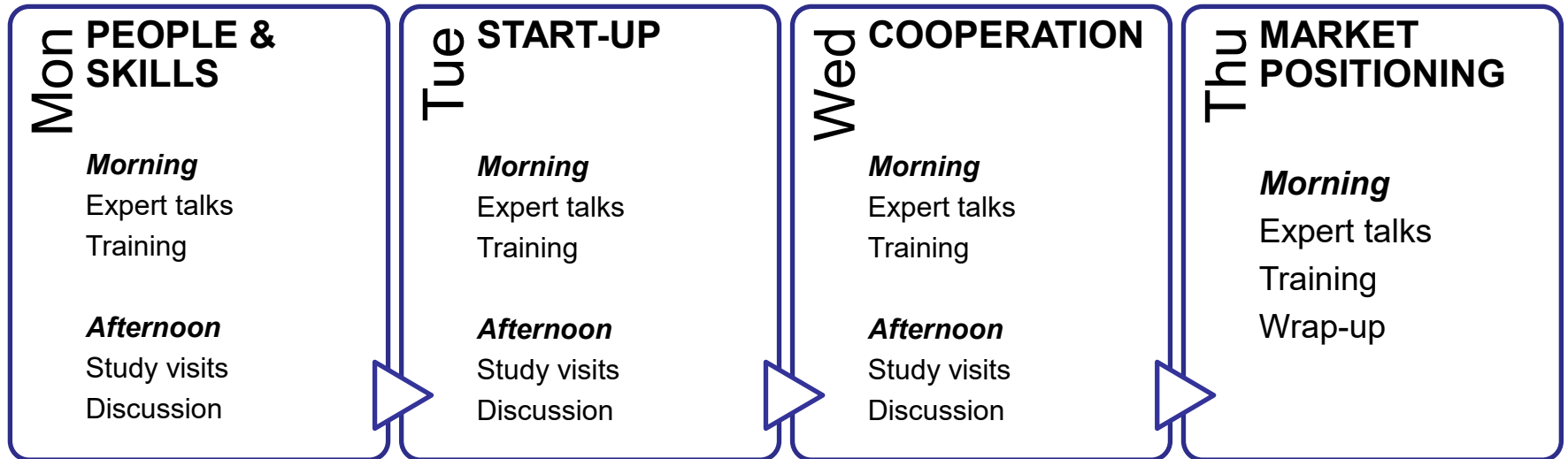
Quédate

Innova

Desarrolla

25-29 de septiembre
Cangas del Narcea. Asturias

A 4-day intensive training programme



KikiriCoop: The Team



Five young people who aspire to live in the countryside and the countryside.

Sergio, computer scientist and cook, creator of the original Asturcilla recipe, has experience in creating other cooperative projects.

Vero, anthropologist and master in Agroecology. Her research area is related to the rural world and she's also a trainer..

Guillaume, cook assistant. He worked and was part of the team of the L'Arcu la Vieya Fair Trade store.

Maria, photographer. Co-author of "Ecology on the table. Recipes for the four seasons."

Íñigo, historian and cook with work experience . And he is also co-author of "Ecology on the table".



Valnalón provided start-up support



VALNALÓN
Ciudad Tecnológica

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Publicidad

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by Izertis

Semilleros asociados a **valnaloncrea**



Products and services



**Asturcilla, a tasty
organic hazelnut
chocolate spread**



**Con-fusion Comidas, an
ecological vegetarian
catering**

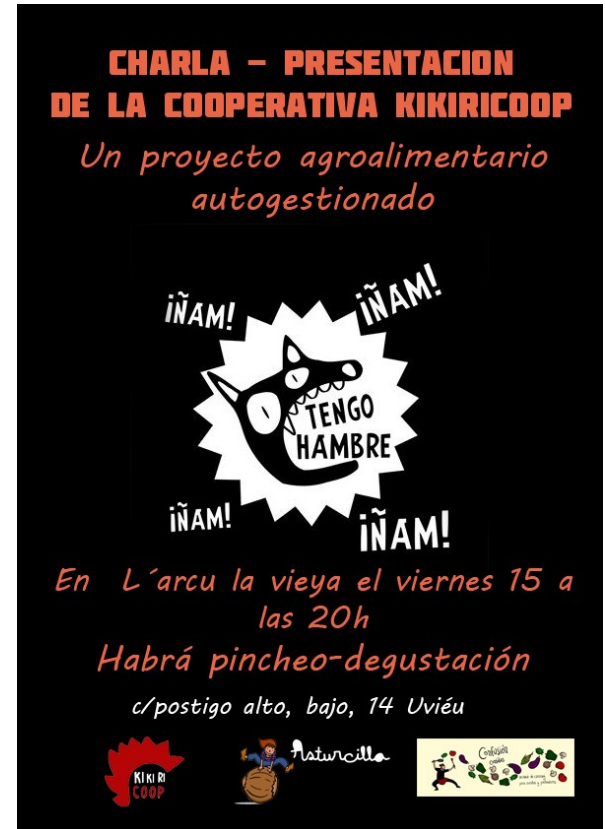


Supply chain and concern for community

Kikiricoop are committed to supporting Fairtrade and sourcing Asturian produce.

Support hazelnut growers and milk producers in the local area.

Provide training on healthy eating, agroecology (e.g. schools)



Crowdfunding

Asturcilla and Con-Fusión Comidas: building alternatives in the rural world

KIKIRICOOP



[Social](#), [Entrepreneurial](#), [Ecological](#)

Share this project

[Cabranes, Asturias, Spain](#)



Project widget

Located at Cabranes Business Centre



VIVERO DE EMPRESAS
CABRANES




To conclude...

EUROPEAN RURAL YOUTH DECLARATION

6 November 2019
Candás, Asturias, Spain

We, more than 70 young professionals from 16 countries, gathered in Candás (Spain) to discuss the most important challenges faced by youth in rural Europe. As a result of various networking activities carried out during the past 2 years, the 2nd European Rural Youth Parliament developed this declaration to improve the life of young people in rural areas. We call on European, national and local decision-makers, rural development organisations, and other stakeholders to respect the needs of the youth and to act accordingly.





Diverse Opportunities for Economic Activities

The gap between rural and urban living and working conditions is increasing. Agriculture and rural tourism are no longer enough to sustain the rural economy. Research and Development, as well as the diversification of the rural economy, have become more urgent. Social exclusion, gender inequality and unemployment are tangible challenges. The situation in marginalised areas is limiting the progress of entrepreneurial initiatives. Lifestyles have changed and with it the structure of villages, jobs, social activities and interpersonal relationships.

1. We want the entrepreneurial capacity and motivation of young people living in rural areas to be increased, through education and training, life-long learning and work exchanges, which encourage social inclusion and ensure the protection of the environment.
2. We ask for an enabling environment for rural businesses, by improving the communication of funding opportunities, creating support schemes for high-risk projects, and fostering cooperation between private and public actors.





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