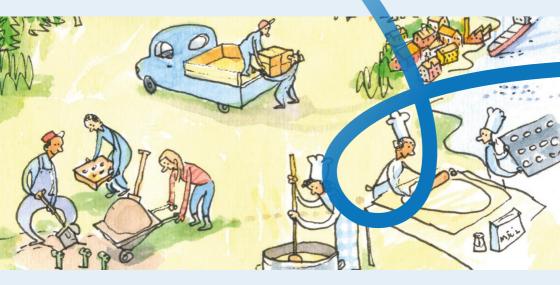




MERSE



MERSE

Business Models Empowering Rural Social Entrepreneurship – voicing the rural norm







WHY MERSE?

The lack of understanding and awareness of the need for innovative business models for Social Entrepreneurship in rural NPA areas inhibits sustainable regional and local development.

The objective of MERSE is to make it easier to start and develop social enterprises (SE) in rural NPA areas

- SE finds difficulties in balancing social value creation and long-term financial sustainability.
- New business models for SE are needed.
- The knowledge and understanding of the SE entrepreneurial ecosystem is sparse.
- The support for SE in rural areas is limited in many countries.







HOW DO WE WORK

TRANSNATIONAL LEARNING AND SHARING NETWORK CLUSTERS

- Research and comparing of conditions for SE in NPA regions
- Best practice identification of social enterprises and municipalitycommunity-partnerships
- Support structures with networking, webinars, meetings, tailored training of SE leaders, workshops, internships, digital platforms, peer-support for SEs
- Research of models and methods for SE start-ups and scaling

RESULTS

ORGANISATIONS COOPERATING ACROSS BORDERS

- Transnational project partnership
- Online training platform
- Impact measurement tool
- · Leadership training programme
- Social enterprise support
- New Peer-to-peer leadership learning concept
- Better knowledge about SE in NPA areas





Contact:

Professor Yvonne von Friedrichs, Mid Sweden University yvonne.vonfriedrichs@miun.se interreg-npa.eu/projects/merse/home/







































