



## MERSE

# Business Models Empowering Rural Social Entrepreneurship – voicing the rural norm



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INNOVATION

# 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 municipality-community-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





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