



Heritage, Natural
Resources for Green
Entrepreneurship



A FREE online course for everyone living in rural areas

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Lifelong
Learning
Programme

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Henge Project Promoter



Europe 2020

Europe 2020 is the EU's growth strategy for the coming decade. The strategy means countries working together to achieve a smart economy and a society based on strong European values.

- It concerns the sustainable growth of a green economy and environmental protection
- It promotes the creation of employment in general and in rural areas
- It promotes smart growth based on knowledge and innovation



The HENGE Project Aims

The Henge Project supports and reinforces these values.

- It engenders cooperation by sharing experience and knowledge learnt, transferring best practices in rural diversification, from Spain and the UK to the innovation importing countries.
- It focuses on rural communities, encouraging the sustainable use of natural and cultural heritage to create new types of employment and diversify.
- It supports vocational training by providing access to training for those who have no formal qualifications and face socio-economic disadvantages
- It fosters European values and a sense of identity.



The target group

It is directed at people with little or no business experience and little formal education

- Young people
- Women
- Older people
- The disadvantaged

The project facilitates access to basic knowledge through self learning





Opportunities in Rural Areas

- People in the rural environment have a tendency to underestimate the resources around them
- They think there are no opportunities available to them

The HENGE programme shows the type of resources and opportunities they could consider to create self employment



The Transnational Partnership

- The partnership brought together organizations across Europe
- Partners from Scotland, Northern Ireland, Spain, Lithuania, Bulgaria, Romania and Turkey took an active role in all aspects of the project. Each one was assigned tasks and responsibilities according to their expertise.





What is Henge?

A training course which provides rural dwellers with the necessary skills to assess their natural and heritage resources and boosts their prospects of employment. It gives them useful and practical ideas on how to make use of the resources available both on their personal property and in their areas.

HENGE shows the basics of starting up a small rural business: planning, finance, funding, legal requirements, marketing.

HENGE fosters green practices and emphasizes the importance of family and community

HENGE helps to identify the long term viability of a business idea. (Longer term sustainability)

The training course is available online or computer-based, in English, Spanish, Romanian, Bulgarian, Lithuanian and Turkish.



Sustainability

What impact has HENGE had in the 4 innovation importing countries since it finished just 12 months ago?

- In **Romania** HENGE is being used in ESF courses in rural areas in Transylvania.
- Henge has enriched the curricula of existing training courses on entrepreneurship, including the study cases from different countries
- In Bistrita Nasaud County there is an increased awareness of potential opportunities in rural areas due to several HENGE initiatives organized with different stakeholders, mainly local administration and the public employment service.



Sustainability

What impact has HENGE had in the 4 innovation importing countries since it finished just 12 months ago?

- In **Bulgaria** the course has been implemented successfully by 4 VET centres in the Sofia district.
- 3 out of the learners who took the course have introduced elements of HENGE in their self-employed small companies. (Herb Picking, Organic farming, Environmental guest house)
- In the forthcoming school year another 8 VET centres are offering the HENGE course on their timetable



Sustainability

What impact has HENGE had in the 4 innovation importing countries since it finished just 12 months ago?

- In **Lithuania** the HENGE online learning material was used in seminars in the Alytus region. 125 people from 11 rural communities who were interested in starting a rural business took part in the seminars.
- Attending events such as seminars provides an ideal opportunity to enhance fruitful contacts. This is essentially a process of networking with all relevant stakeholders.



Sustainability

What impact has HENGE had in the 4 innovation importing countries since it finished just 12 months ago?

- In **Turkey** the Tarsus Public Education Centre organized an entrepreneurship training course using HENGE
- The HENGE material was used as a module in the 2 entrepreneurship courses organized by the Tarsus Chamber of Commerce



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● Choose your language

Change text size: A⁻ A⁺

● Click on E-learning



E-learning

If you are thinking about setting up a rural business you need to identify opportunities in your local area and you also need some basic business knowledge. This course will help you with both things.

You will learn to recognise the natural, built and cultural heritage in your local area and how this could be used to develop a new enterprise. Understanding how to conserve and use these resources can help you to decide what type of enterprise you could set up or, if you already have a rural business, how to diversify and expand it.

The course also emphasizes the importance of family and community. Their involvement and support are not only extremely useful in developing a new help to support the local environment and economy.

Apart from providing ideas on how to make sustainable use of local heritage resources, the course also offers guidance on the basic aspects of starting up a business, such as planning, finance and funding, legal requirements, and marketing.

BEFORE YOU BEGIN

Before you begin the course, make sure that your computer and internet connection are correctly configured, and that your browser allows pop-ups.

Also make sure you have read the General Course Instructions below.


There is also a link below to the Help Guide for navigation and exercises, which you can also access from within the course by clicking on the Help button

[CLICK HERE FOR GENERAL COURSE INSTRUCTIONS](#)

[CLICK HERE FOR HELP WITH NAVIGATION AND EXERCISES](#)

[CLICK HERE TO GO DIRECT TO THE COURSE CONTENTS](#)




 Before you begin



 Read the instructions



 Go to the course content



 Help with Navigation and Exercises



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You are not logged in.

Login



A FREE online course for everyone living in rural areas

English (en)

Returning to this web site?

Login here using your username and password
(Cookies must be enabled in your browser) ?

Username

henge01*

Password

Login

Some courses may allow guest access

Login as a guest









Forgotten your username or password?

Yes, help me log in



The Course Structure


● 8 modules each one with 3 units

- | | |
|---|---|
| 1 |  01. EVALUATION OF RESOURCES - PART 1 |
| 2 |  02. EVALUATION OF RESOURCES - PART 2 |
| 3 |  03. HERITAGE CONSERVATION |
| 4 |  04. CONSERVATION, RESOURCES & SUSTAINABLE DEVELOPMENT |
| 5 |  05. GREEN SKILLS FOR RURAL BUSINESS |
| 6 |  06. PLANNING YOUR RURAL BUSINESS |
| 7 |  07. FINANCE AND MARKETING |
| 8 |  08. LEGISLATION AND LIABILITY |

01. EVALUATION OF RESOURCES - PART 1

U0 Introduction

U1 Self Assessment

U2 Evaluating Assets - Land 

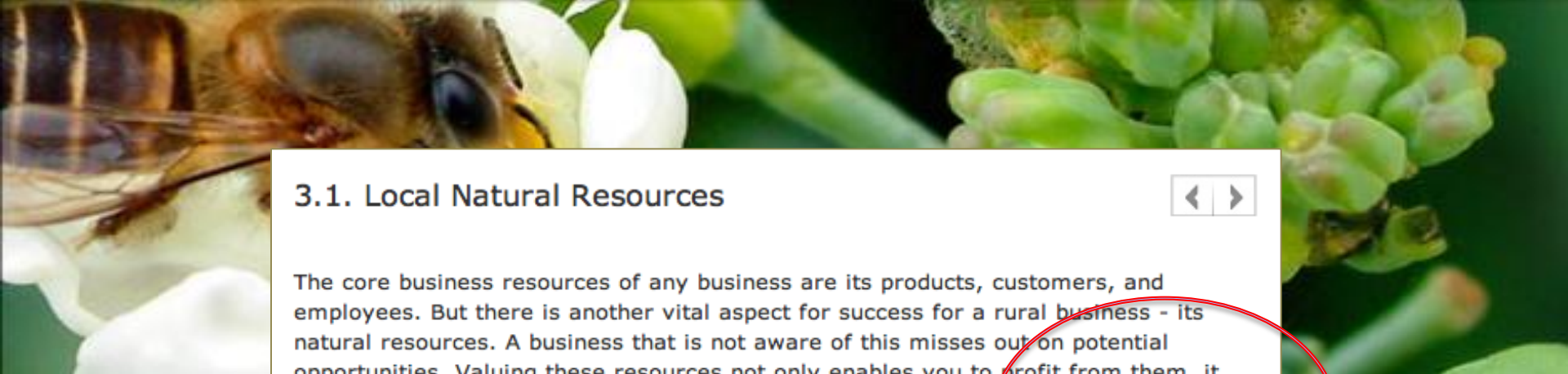
U3 Evaluating Assets - Natural Resources

U4 Case Study: Family Hotel in Bulgaria

U5 Summary

UAE Alternative Enterprises: Bulgaria

UWL Web Links



3.1. Local Natural Resources



The core business resources of any business are its products, customers, and employees. But there is another vital aspect for success for a rural business - its natural resources. A business that is not aware of this misses out on potential opportunities. Valuing these resources not only enables you to profit from them, it also makes it possible for your business to contribute to the solution to **biodiversity** loss by integrating measures for the sustainable use of natural resources into your business strategies.

Local natural resources are all the things that make up the natural environment in your local area. This means all living things: the wild animals - mammals, reptiles, amphibians, birds, fish and invertebrates; the wild plants: trees, shrubs, flowers, grasses, ferns mosses and lichens. Many people are becoming more interested in this biodiversity, and tourists often spend time learning more about their surroundings in areas that they visit, about the **habitats** and wildlife that they contain.

Another part of the local natural environment is the non-living things: rocks and rock formations such as mountains and cliffs and the landforms that have been sculpted and formed by the natural forces of rivers, glaciers, the sea and the wind. Together with soils these natural resources are known as **geodiversity**. It is interesting for visitors to understand the story of how the landscapes surrounding them were formed, and some features may be suitable for outdoor activities such as climbing, hiking, winter sports, mountain biking, or landscape painting and photography.

Another natural resource that may be important in your local area is water, in the form of lakes, rivers, streams, the sea, estuaries, or wetland areas such as marshes, swamps, fens and bogs. Water and wetland areas could be important for wildlife, hunting and fishing, water sports and outdoor activities, walking, or inspiration for art.



GLOSSARY

Course

Heritage, Natural Resources for
Green Entrepreneurship



Biodiversity

Literally the diversity of life. Biodiversity refers to all the plants and animals in an area. In conservation, biodiversity usually refers to plants and animals that are native to an area, not introduced by people – wildflowers, wild grasses and wild birds and animals.

Geodiversity

The diversity of rocks, landforms, fossils and soils that make up the land around us.

Habitats

Different areas dominated by different vegetation types providing homes for different types of wildlife. For example grassland, woodland, wetland, upland, hedgerows, coastland.

Archaeology

Physical evidence of human activity in the past. There may be evidence of Greek, Roman or other past civilisations in your region, and in many parts of Europe there are prehistoric remains.

Heritage

All the different things that together make an area unique. Heritage will include: Natural Heritage, Built Heritage and Cultural Heritage. Heritage includes all the things and practices that a community has inherited from the past, the things and practices that a community lives with today and the things that the community will leave to future generations.

Romanian Case Study



4.2. Heritage Resources Used and Service & Products Provided

The case highlights how cultural resources can be evaluated and used to develop a rural business. Virginia Linul has become one of the most famous Romanian artisans, and is now using the natural resources of the area to include agro tourism in the business. She runs a guesthouse where she also offers traditional evenings. The guesthouse is included in a tour of Romanian and foreign choreographers and dancers trained in the field of Romanian dances.

Virginia uses offline and on-line marketing tools: word of mouth, international fairs, promotional materials such as business cards and flyers, and networking through different associations. Her business was one of the first in the field of crafts that had its own website. She has both a personal account and a business page on Facebook. In this way she managed to be known for her work and to capture the attention of the prestigious designers.

4.3. Customer Groups

Initially the business attracted Romanian folk groups, as well as actors, singers, cultural centres and foreign and Romanian tourists. Today, however, the clientele has expanded to include well-known international haute couture designers.



Ideas for Alternative Enterprises - Romania

Alpina Blazna

This is a tourist complex located in the Rodna Mountains at 1100m altitude. The complex is equipped with Dacian baths, swimming pool and spa. In winter visitors can enjoy a generous 1500 meters ski slope.

<http://www.alpinablazna.ro/>

Agro-Ardeal

This is a meat processing company started in 1995, with a diverse offer aimed at leading companies in Romania and abroad.

<http://www.agro-ardeal.ro/>

Carmo-Lact Prod Company Ltd

Carmo-Lact Prod Company Ltd, founded in 1992, collects and processes milk, and has grown to be one of the largest producers of dairy products in the country, a brand recognized and appreciated by customers, partners and consumers.

<http://www.monor.ro/>

Est Non Woven

This company, founded in 2001, supplies non-woven textiles, processed exactly as the customer wants them, in over 50 colours from stock in 24/48 hours, anywhere in the country or abroad.

<http://estnonwoven.ro/companie?lang=ro>

Prisma Prod SRL

One of the main activities of PRISMA PROD SRL, founded in 1993, is exterior wood processing. The company places great importance on quality with minimum impact on the environment.

http://www.prismaprod.ro/en/completed_projects_sieu_magherus_expo.php

1.3.1. Activity



How much money do you need now and for what purpose?

These three basic types of costs can be defined and classified in greater detail and sometimes it can be debatable whether an item is, for example, a fixed or variable cost. As a business owner you do not necessarily need to understand all the technical details and definitions of costs (that is part of an accountant's job), but it is useful to realise that not all costs are the same.

In this exercise decide whether the items below can be considered as Capital Expenditure, Fixed Costs, or Variable Costs:

	Capital Expenditure	Fixed cost	Variable cost
1. Paper for printing and photocopies	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
2. Rent for premises	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
3. Two new computers	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Renovation of toilets	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
5. Social security contributions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
6. Leasing payments for a delivery van	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
7. Paint and varnish for the handmade pottery you produce	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
8. Replacing the electrical installations to comply with health and safety regulations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Money paid to a plumber for fixing a broken tap	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
10. Money you pay monthly to a self-employed bookkeeper to handle your accounts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Your score is: 9 / 10

print

score



Correct

Wrong

1.4.1. Activity



Joel Bloggs worked for many years as a chef in restaurants. Then his parents died and left him the family farm. He gave up his job in the city to look after the farm but decided to supplement his farm income and maintain his interest in cooking by offering residential cookery courses. The courses take place at the weekend and cost 140€ per person. The price does not include accommodation.

Below you can see Joel's cash-flow forecast for the cookery part of his business.

'Number of Month' refers to January, February, etc.

'Number of People' is the number of people that Joel hopes will attend his courses in a month, at 140€ per head, basing these figures on his market research.

With this information you should be able to fill in the gaps for Joel while he's busy in the kitchen....

Complete this table. Don't forget put a plus (+) or minus (-) sign before the numbers you type.

CASH FLOW FORECAST FOR JOEL'S CORDON BLEU CUISINE COURSES												
Number of Month	1	2	3	4	5	6	7	8	9	10	11	12
Number of People	5	7	8	10	12	12	12	12	12	8	6	5
Total income	+700	+980	+1120		+1680	+1680	+1680	+1680	+1680		+840	+700
Total costs	-950	-900	-850	-800	-750		-750	-750	-800	-850		-600
NET CASH FLOW	-250	+80		+600		+930	+930	+930		+270	+90	+100
OPENING BALANCE	0		-170	+100	+700	+1630	+2560		+4420	+5300	+5570	+5660
CLOSING BALANCE	-250	-170	+100	+700	+1630	+2560		+4420	+5300	+5570	+5660	+5760

score

2.2.1. Activity

To understand the concept of the Unique Selling Point and how to differentiate your business from others, here is an example of two butcher shops that are competing for the same local customers. The sentences that tell the rest of the story have been divided into two parts. Match the half on the right with the half on the left:

Butcher Bill always puts his best produce in the shop window and writes

He has a loyal set of regular customers

Butcher Bob also has an attractive window

Butcher Bob also has a set of regular customers

However, Butcher Bob has a marketing strategy and a

His USP is 'selling the best meat

In order to market his USP he arranges school visits

He gives the children vouchers

He also has a 'farmer of the month' display

So, in addition to his regular and passing-trade customers,

but other people occasionally buy from Bill too.

and a board to show his best offers.

his most tempting offers on a board outside the shop.

for children to visit local farms.

and Bob's shop also attracts occasional customers.

advertising the name of the farmer that the produce comes from.

Unique Selling Point.

Butcher Bob continually expands his customer base.

to take home to their parents.

from the best local farms'.

print

score

2.2.1. Activity

To understand the concept of the Unique Selling Point and how to differentiate your business from others, here is an example of two butcher shops that are competing for the same local customers. The sentences that tell the rest of the story have been divided into two parts. Match the half on the right with the half on the left:

Butcher Bill always puts his best produce in the shop window and writes

his most tempting offers on a board outside the shop.

He has a loyal set of regular customers
but other people occasionally buy from Bill too.

Butcher Bob also has an attractive window and Bob's shop also attracts occasional customers.

Butcher Bob also has a set of regular customers
and a board to show his best offers.

However, Butcher Bob has a marketing strategy and a Unique Selling Point.

His USP is 'selling the best meat from the best local farms'.

In order to market his USP he arranges school visits for children to visit local farms.

He gives the children vouchers to take home to their parents.

He also has a 'farmer of the month' display
advertising the name of the farmer that the produce comes from.

So, in addition to his regular and passing-trade customers,

Butcher Bob continually expands his customer base.

Your score is: 8 / 10

print

score



- The course is usable by individuals with an Internet connection working on their own
- There is a CD version available in English, Spanish, Romanian, Bulgarian, Lithuanian or Turkish for people who don't have a good Internet connection.
- The course comes with a tutor manual to support trainers who may want to use the course for blended learning



www.henge-rural.eu

Please take a moment to enjoy HENGE



Thank you for your attention

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