

A scenic photograph of a rural landscape at sunset or sunrise. In the foreground, a grassy field is enclosed by a wooden fence, with several sheep grazing. The background features rolling hills and a sky with soft, golden light. The image is framed by large, abstract geometric shapes in shades of yellow, green, and blue.

The RUBIZMO Virtual Library

New inspiration for rural businesses

Bénédicte Julliard, Greenovate! Europe

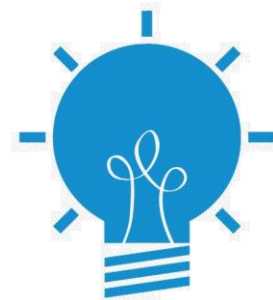


This project has received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement N°773621.



What is the objective?

Provide **inspiration** to support the
Europe-wide deployment of innovative
business models in rural areas





Who are the end-users?

➤ Rural entrepreneurs

AND ALSO:

- Future entrepreneurs (students, employees, etc.)
- Rural advisors
- Investors at national / European / international level
- Networks and support actors
- Policy makers (regional, national, European)
- Media platforms
- Research community / Students
- Citizens (living or not in rural areas)





How to address their needs?

The idea: a database with a general screening system

- ✓ Allows end-users to **filter business cases / models** according to their interest
- ✓ But also to have an **overview of the whole database** (70-80 business cases and 10-20 business models)



End-user consultation process

- **Objective:** Adapt the virtual library towards the needs of its end-users
- **The process:** Consultation of various stakeholders across 11 countries using
 - Presentation in meetings (physical or online) in each country
 - Discussions around draft example layout / example business case
 - Dedicated questionnaire for feedback





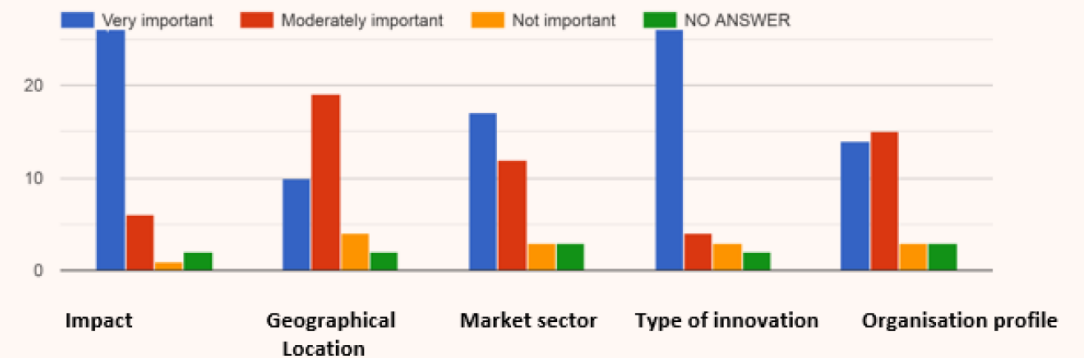
End-user consultation process

The results

- **Profile of end-users:**

- SME: 14%
- Networks / cooperatives: 25%
- Public authorities: 14%
- Research institutions: 17%

When looking for business ideas, what is the most important for you?



- **What matters the most when looking for a business idea?**

- Impact & Type of innovation +++
- Market sector & geographical location ++

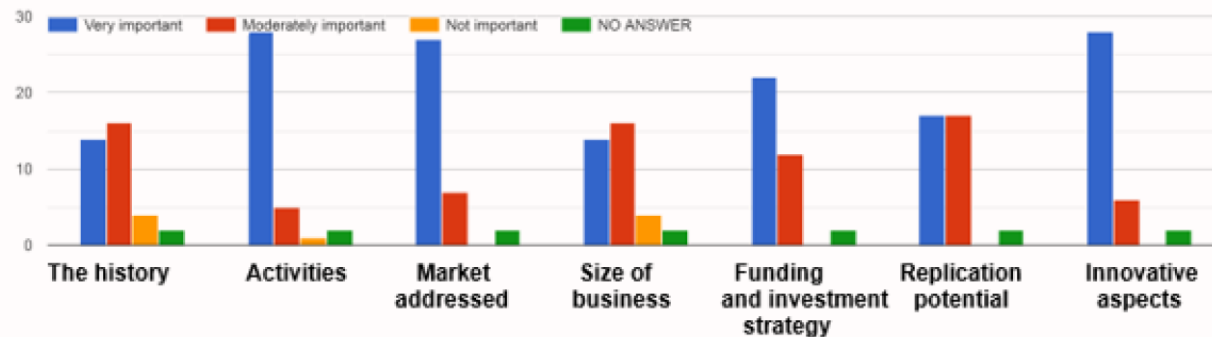


End-user consultation process

The results

- What do end-user expect to find?
 - Practical examples for inspiration
 - Generic business models for replication
- Main areas of interest
 - Activities and market
 - Innovative aspects
 - Funding and investment strategy
 - Business environment and replicability

What are the most important aspects you would like to know about when looking at a business idea?






The library

Virtual Library

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Are you looking for fresh ideas to create or boost your business? In 2019, you will have access to the resources you need through our extensive library of proven business models and practical cases. Finding the content you need will be easy: thanks to an advanced search function, you will be able to browse through business models and cases corresponding to the criteria of your choice. And to better understand how to recreate economic success at home, the virtual library will also feature interactive material, including short videos and explanatory infographics

[Virtual library user guide](#)

Select the criteria of your choice in the boxes below and corresponding business cases and models will appear below. Click on the idea of your choice to discover more, or press reset to change selection criteria

Sector

☐ Profile

☐ Innovative aspects


☐ Country

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Due Papaveri

Finding a suitable farm and gathering






The filters

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Select the criteria of your choice in the boxes below and corresponding business cases and models will appear below. Click on the idea of your choice to discover more, or press reset to change selection criteria

Sector

- ☐ Food
- ☐ Food

☐ Profile

- ☐ Bio-Based Value Chains
- ☐ Energy Production
- ☐ Aquaculture

☐ Innovative aspects

- ☐ Ecosystem Services
- ☐ Tourism
- ☐ Leisure
- ☐ Local Specialities


☐ Country

Search

Reset


Due Papaveri

Finding a suitable farm and gathering



See of your choice to

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The cases

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Due Papaveri

Name of the company : Due Papaveri
 Country : Italy
 Sector : tourism, leisure, local specialties
 Website : www.duepapaveri.com

Business Model
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> History

After many years running a diving boat in Egypt, the owners of Due Papaveri settled down in the beautiful Italian countryside, in the Emilia Romagna region, with the dream to create a unique agri-tourism company. They renovated an old farm to create a facility fully dedicated to agri-tourism activities, including 5 rooms, a small restaurant, as well as special cooking class, and other options for guests looking to discover the region.

> Main activities

14 years after its creation, Due Papaveri is a 5-star rated agri-tourism facility (Agriturismo trademark in Italy), comprising five luxurious guest bedrooms and two separate four-bed apartments. In addition to the well renowned restaurant and the provision of cooking classes, the facility started producing and selling local specialties. The facilities can also be rented for a wide variety of local events, from weddings to professional meetings. The company sell local products harvested and cooked on-site, that are also being served at the restaurant.

> Market

From hotels to rural cottages, there are lots of options available for tourists in Italy; so why do they choose Due Papaveri? Rather than price, a warm welcome for every guest, luxury rooms, original activities such as cooking classes, a gourmet restaurant on-site, as well as relaxation

> Why?

- Winning
- Main and others
- Barriers
- Challenges and solutions
- Funding
- What makes this case innovative?
- Key takeaways / Lessons learnt

Tools & Resource to Guide you

Transformation Support Tool

Cooperation Toolkit

Training Resources

Find Out More About

Food

Bio-Based Value Chains

ECOSYSTEM SERVICES

> What makes this case innovative?

Due Papaveri acted as an early mover in the field of 'luxurious agri-tourism' in Italy. Similar businesses are started to emerge in the region, but keeping the balance between expansion, luxurious facilities, original services, and hospitality is of primary importance to keep guests satisfied and safeguard the company's place on the market. The ability of Due Papaveri to offer all of those services with only two to four employees on-site differentiates the company from larger facilities in the area.

> Key takeaways / Lessons learnt

Besides the location, constant upgrading of facilities and services is needed to keep the place attractive for the guests and maintain the company's ranking in the regional certification scheme for agri-tourism facilities. As the place is nothing like a classic hotel, special attention has to be paid to the way guests are welcomed on site. To this end, seasonal workers receive a special training, enabling them to understand what really makes the difference between a local agri-tourism facility and a classic hotel.

Due Papaveri is an interesting example of business driving on the growing attraction for sustainable tourism to support growth and job creation in rural areas. Their success has already been followed by others in Italy and keeps inspiring future entrepreneurs all over Europe.

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Thank you !



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