



# Rubizmo

## Studying and sharing the secrets of business success in modern rural areas

Tools to identify and  
understand proven  
**business models**

Free to access  
**coaching and  
training resources**

Unlock creative  
**collaborations and  
support networks**

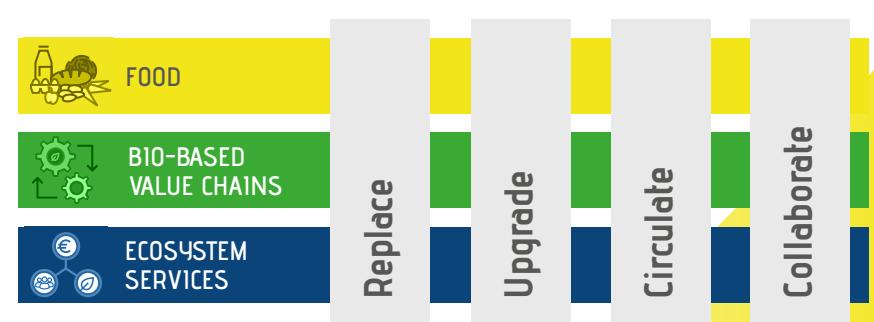
Clarify opportunities  
for sustainable jobs  
and growth



A new set of social, environmental and technological dynamics means modern rural economies are ripe for change.

RUBIZMO experts from across Europe will **analyse business model successes - and failures** - from 100's of previous European and nationally funded initiatives. By examining these in context of their collaboration and support networks, we will identify 'hot spots' of business success and **share their secrets** to be recreated elsewhere. Special focus will be given to **generating benefits** for the **economy**, **environment** and **society** in equal measure - turning areas of shared value into operational business cases.

RUBIZMO's matrix approach identifies multiple ways for rural entrepreneurs to develop and enhance their business models - from full-scale re-invention to quick win modifications



## 3 Sectors of intervention

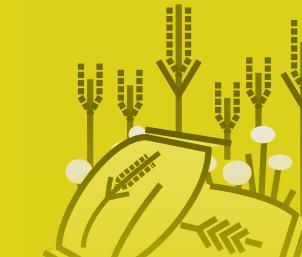
Three complementary and interlinked sectors have been chosen for analysis because of their commercial potential, prospects for sustainable job creation and social value to rural communities

### FOOD

New opportunities for the sustainable provision of nutrition



New science & technology in agriculture



Crop diversification and use of marginal land



Managing a sustainable balance between water, energy and food

### BIO-BASED VALUE CHAINS

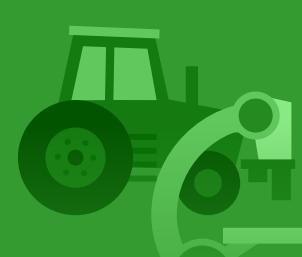
Optimising natural resources and creating new value



Development of biocommodities based on side streams



New materials and products like polymers, composites



Cross-discipline ownership and collaboration

### ECOSYSTEM SERVICES

Connecting communities, the economy and our environment



Tourism & sports



Conservation & environmental protection



Education & culture OR health & transportation

## Tools & resources to guide you



### Virtual library

Access an extensive library of proven business models according to your needs and find interactive material and practical examples to understand how to implement them



### Recommendations

Pinpoint favourable conditions for innovative business ideas and models: for regions, policy-makers, innovation agencies and support actors but also investors and entrepreneurs



### Transformation support tool

Understand which business model is the best fit for you and receive personalised advice, training and resources to implement your ideas



### Cooperation toolkit

Learn how to structure and access vital cooperation, clustering and networking support with an online tool that gives tailor made advice according to business model type



Analysis of 100's of innovative business cases



Practical business models and collaboration tools



Capacity building training and resources for entrepreneurs

## Partners



WROCLAW UNIVERSITY OF ENVIRONMENTAL AND LIFE SCIENCES



ALMA MATER STUDIORUM UNIVERSITA DI BOLOGNA

## Follow our journey !

We share insights from an international team of business innovators, investor gateways, researchers and NGOs working to identify and analyse the best opportunities for rural jobs and growth



@rubizmo



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