

# ABSTRACT SUBMISSION

Abstracts are invited for papers from anyone with an interest in rural entrepreneurship; we encourage contributions from academics and practitioners alike. Please indicate which of the conference themes you think is/are most appropriate and limit your abstract to 400 words.

## Your Details

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Please use the following headings: (boxes will expand as you type)

<b>Title: Rural Alliances – a new model of rural development</b>
<b>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</b> A case study of a 12 partner transnational project, experimenting with a new model of bottom up economic development.
<b>Design/methodology/approach (including limitations if applicable)</b> Rural Alliances was funded by Interreg IVB NWE. It brought entrepreneurs and community members together to engage in place making. Funding from the project enabled the priorities identified collectively to be implemented by those local Alliances. Training and development support was integrated into the project.  Within the Brecon Beacons, the focus was tourism and both enabled local projects to be implemented and explored how entrepreneurs and the community integrate into a wider destination partnership. As tourism deeply impacts on local residents, this feedback mechanism is seen as being important in the development of sustainable tourism model.  Several tools were developed including a Rural Vibrancy Measuring Index, advised by Trinity Saint Davids (UK) and Marburg (DE) Universities.
<b>Findings</b> 70 alliances were established, 12 in the Brecon Beacons. The model was seen as intuitively beneficial locally and members enjoyed the cooperative working it enabled and the capacity building it provided. Tensions between different elements of the community and with core democratic institutions were resolved and Alliances contributed to the management of tourism impacts as well as its promotion and development. The majority of Alliances have survived the closing of the project and continue to contribute to their local area.
<b>Practical implications</b> The concepts behind the project were validated and the model is proposed as beneficial to other practitioners. The tools were found to be helpful and are being promulgated. The key findings are about motivation and excitement backed up by the positive feedback of progress on the ground. Communications are key. Clearly this is easier when a project officer with budget is available but intervention is neither expensive nor unreasonably time consuming.
<b>Policy Implications (if applicable)</b>

<p>This model substantiates the New Rural Paradigm proposed by OECD (2007). This argues for the development of a much more bottom up development model based on a diversified, networked rural economy.</p>
<p><b>What is the originality/value of paper</b></p> <p>This paper adds to evidence that the bottom up approach is of particular value in the rural economy and that networks are key to development. Building social and environmental concerns into the project design through the engagement of community interests is seen as important.</p>
<p><b>Please state if your paper is a:</b></p> <p>Presentation only</p>
<p><b>Please indicate the theme(s) that you consider most appropriate for your paper:</b></p> <p><input type="checkbox"/> Entrepreneurship, farming and the natural environment</p> <p><input type="checkbox"/> Digital Rural Entrepreneurship</p> <p><input type="checkbox"/> International dimensions of rural entrepreneurship</p> <p><input type="checkbox"/> New approaches in rural theory, method and measurement</p> <p><input checked="" type="checkbox"/> Opportunities and challenges for rural development</p> <p><input checked="" type="checkbox"/> Rural Innovation, EU funding and the role of Universities</p> <p><input type="checkbox"/> Rural Social Entrepreneurship</p> <p><input checked="" type="checkbox"/> Rural Place Marketing</p>

**Are you interested in the Early-Career researcher development seminar on the 14<sup>th</sup> June?**

Yes  No

To apply to participate in the Early-Career research development seminar, PhD applicants must submit a short project description (max 4 pages) with name, project title, affiliation, outline of methodology(ies) and a letter of recommendation from their supervisor. Post-doctoral researchers should submit a short description of their current research interest (max 1 page).