

# NATURAL gym

entrepreneurship for the reassessment of rural areas...



boss or leader?

water initiative

impact on society

economy

pollution

# OUR TEAM



## RURAL AREAS



A rural area is a countryside with population densities less than 500 people per square mile and places with fewer than 2,500 people

Most rural communities' main industry is agriculture. On farms or ranches, the majority of people reside or work. Small towns, villages, hamlets, and other localities are found inside or close to rural areas.

Because there are less people and structures in rural regions than in cities, wildlife can be spotted there more regularly. Rural locations are frequently referred to as the country because residents may see and engage with the local fauna.

Throughout the world more people live in rural areas than in urban ones, this has been changing rapidly since the world is becoming more urbanized.



# Difficulties in rural areas

Even if certain rural regions may have a lot of potential, it's not always easy to recognize it and act on it.

Since young generations frequently choose to go to big cities for education or to obtain the finest career possibilities, these communities are typically losing population and lacking in young generations.

Additionally, those who are unable to leave their rural communities may occasionally feel trapped and lack the will or initiative to improve the situation.

This could occur because it's challenging to have a long-term perspective, because they believe their ideas are unworthy, because they need to look for work or invest money, but most importantly because they need to be risk-takers and open-minded.

# ENTREPRENEURS

## ENTREPRENEURSHIP (definition)

It is the activity of setting up a business or businesses, taking on financial risks in the hope of profit.

## ACTIVE ENTREPRENEUR

It is someone, perhaps YOU, who yearns for more life outside of their business. Someone who has a strong passion for something. Anything that makes their heart sing—gardening, painting, singing, research—they want THAT to be a part of their life just as much as their career. They want to nourish that aspect of themselves .

## ENTREPRENEURS

An entrepreneur is a person who spots a market opportunity, carefully weighs the risks, and launches a firm to meet customers' requirements while making a profit.

## INITIATIVE/INNOVATION

For a better understanding of the topic, it could be useful to emphasise on two different fundamental concepts of entrepreneurship.

Despite of their similarities, they are somehow different, but still connected- initiative and innovation.

**Initiative-** The capacity to act and seek opportunities without waiting for guidance from another person. To find and seize on fresh business chances, entrepreneurs need to be highly self-motivated.

**Innovation-** ideas or solutions that are unique from those already in use. Since it enables business owners to develop novel goods, services, and business models that upend established markets and open up fresh prospects, innovation is a crucial element of entrepreneurship.

## BOSS VS LEADER

In order to have a business that succeeds you have to create a healthy space work and knowing how to be a good leader and not only a boss.

Infact, there is a big difference between the two concepts.

While a boss just manages their employees, a leader inspires them to innovate, think creatively, and strive for perfection.

Basically, a boss dictates and a leader collaborates.



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## DIFFERENT TYPES OF ENTREPRENEURS

### **TECHNOLOGICAL:**

A tech entrepreneur is someone who uses technology to solve problems more effectively or develops novel solutions to problems that affect humanity on a regular basis.

### **RURAL:**

Establishing industrial and business units in rural areas—connected to fields, using the environment responsibly, and engaging in active tourism—is referred to as rural entrepreneurship.

### **ECONOMIC**

To thrive in the highly competitive business climate, one needs a solid understanding of economic fundamentals and market dynamics.





### **SOCIAL**

Social entrepreneurship refers to businesspeople who use their goods and services to address social issues.

Their principal objective is to improve the planet. They don't work to amass significant money or profits.



### **IMITATOR**

Imitators are entrepreneurs who get inspiration from other people's ideas while also trying to improve on them.

They strive to improve and increase the profitability of particular goods and services.

## INITIATIVES

As was previously discussed, you should be aware of the possibilities of your territory before implementing a rural area business.

If you want to make better use of your surroundings, you might choose to concentrate on various natural resources.

Because of this, we choose to present two proposals for each of these three initiatives:

- a) Land initiatives
- b) Air initiatives
- c) Water initiatives

# LAND INITIATIVES

## MOUNTAIN BIKE COMPETITION

### Strengths:

**1. Natural Terrain:** Rural areas often boast diverse and challenging terrains, including mountains, forests, and rugged trails. These natural features provide an excellent backdrop for a mountain bike competition, offering unique and thrilling experiences for participants and spectators alike.

**2. Community Support:** Rural areas often have tight-knit communities that rally behind local events.

Organizing a mountain bike competition in a rural area can garner strong support from the local residents, who may volunteer, participate, or provide resources and facilities for the event.

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## **Weaknesses:**

**1. Limited Infrastructure:** Rural areas may have limited infrastructure in terms of well-maintained trails, proper signage, and amenities required for hosting a large-scale mountain bike competition. Organizers may need to invest time and resources in preparing and upgrading the infrastructure.

**2. Technical Support:** Rural areas might have limited access to technical support and services required for organizing a mountain bike competition, such as bike mechanics, medical facilities, or emergency services. Adequate planning and coordination are necessary to address these potential weaknesses.

## **Opportunities:**

**1. Local Business Engagement:** The competition can provide an avenue for local businesses, such as bike shops, accommodations, restaurants, and souvenir stores, to benefit from increased foot traffic and visitor spending.

**2. Community Development:** The event can foster community pride, collaboration, and engagement. It can encourage local businesses and organizations to work together, leading to the development of sustainable partnerships and initiatives.

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**Impact on Society:** Mountain biking competitions promote an active and healthy lifestyle, encouraging individuals to engage in outdoor physical activities.

The competition can inspire participation and motivate people of all ages to take up mountain biking as a recreational or competitive sport.

**Impact on the Economy:** Mountain bike competitions can generate revenue through registration fees, ticket sales, merchandise, and sponsorship. The economic impact extends beyond the immediate event, as participants and visitors may spend money on accommodations, food, transportation, and other local services

## **Threats:**

- 1. Environmental Impact:** Hosting a mountain bike competition in a rural area requires careful consideration of environmental impact and conservation efforts. Ensuring that the competition is conducted in an eco-friendly manner and minimizing any potential damage to natural habitats is essential.
- 2. Competitor Attraction:** Rural areas may face difficulties attracting top-level competitors due to their remoteness or lack of reputation as a mountain biking hotspot. Offering enticing prize incentives, well-designed courses, and quality facilities can help mitigate this threat.

## **WHERE AND WHY?**

## WINE TOUR

### Weaknesses:

**Seasonal Employment:** Wine production is often seasonal, resulting in temporary employment and potential economic fluctuations.

**Regulatory and Legal Challenges:** Compliance with regulations and laws related to wine production, distribution, and sales can be complex and burdensome for rural producers.

**Limited Infrastructure:** Rural areas may lack adequate infrastructure, including transportation networks and storage facilities, which can affect the efficiency of wine production and distribution.

### Strengths:

**Tourism and Hospitality:** Wine regions attract tourists, leading to increased tourism and the development of related industries such as hotels and restaurants.

**Regional Identity and Branding:** Wine production contributes to a region's identity, branding, and marketing efforts, resulting in increased recognition and demand for local wines.

### Opportunities

**Cultural Exchange:** Wine tours facilitate cultural exchange between visitors and local communities. Tourists can learn about the region's winemaking traditions, taste local wines, and engage with the local culture and customs. This promotes understanding and appreciation of different cultures.

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## Threats

**Environmental Impact:** Wine tourism can have negative impacts on the environment, such as soil erosion, water pollution, and habitat destruction. This can result from the use of agrochemicals in vineyards, excessive water consumption, and overdevelopment of tourist infrastructure.

## Impact on society

**Cultural Impact:** Wine tours can help preserve local culture and heritage by promoting traditional winemaking practices, culinary traditions, and local customs.

## Impact on economy

**Tourism Revenue:** Wine tours attract visitors from near and far, resulting in increased tourism revenue for the region.



## AIR INITIATIVES

### drone competitions

#### Strengths

- 1. Collaboration with Local Organizations:** Drone competitions in rural areas can foster collaboration with local organizations such as schools, clubs, or community centers. This partnership can provide access to facilities, resources, and expertise, enhancing the quality and reach of the event.
- 2. Natural Obstacles and Challenges:** Rural areas often offer diverse natural obstacles and challenges for drone competitions. Participants can navigate through forests, maneuver around hills or bodies of water, or perform intricate maneuvers in unique terrains, adding excitement and complexity to the competition.

#### Weaknesses

- 1. Limited Local Market:** Rural areas may have a smaller local market with fewer potential participants or sponsors compared to urban areas. This limitation may require organizers to invest more effort into attracting participants and securing financial support from outside the local area.
- 2. Transportation and Accessibility:** Rural areas may have limited transportation options and accessibility, making it more challenging for participants and spectators to reach the event location. This can result in lower attendance and increased logistical complexities for both organizers and attendees.



## Opportunities

**1. Education and Youth Engagement:** Drone competitions in rural areas can provide educational opportunities for local schools and youth organizations. Offering workshops, training sessions, or drone racing leagues can engage young people and inspire their interest in STEM fields and drone technology.

**2. Collaboration with Local Events:** Rural areas often host various local events or festivals that attract visitors. Collaborating with these events can provide cross-promotional opportunities and introduce drone competitions to a broader audience, increasing visibility and participation.

## Threats:

**1. Noise and Disturbance:** Drone competitions, especially in quiet rural areas, may generate noise and disturb the tranquility of the surroundings. This can lead to complaints from local residents and authorities, potentially jeopardizing the continuity of the event.

**2. Limited Resources and Support:** Rural areas may have limited resources and support systems for organizing large-scale events. Insufficient infrastructure, lack of experienced personnel, or limited emergency services can pose challenges in ensuring the smooth operation and safety of the drone competition.

## **Social impact**

- 1. Awareness and Education:** Drone competitions provide a platform for showcasing the capabilities and potential applications of drone technology. They can increase public awareness and understanding of drones, their capabilities, and their safe and responsible use.
- 2. Inspiration and Aspiration:** Drone competitions often feature skilled and talented participants who demonstrate exceptional piloting abilities.

## **Economic impact**

- 1. Technology and Innovation:** Drone competitions provide a platform for participants to showcase their skills and technological advancements in drone technology.
- 2. Equipment and Drone Sales:** Drone competitions often generate increased interest in drones among participants and spectators. This heightened demand can lead to a boost in sales for drone manufacturers, retailers, and distributors.

## AIR BALLOONS

### Where and why

Rural areas of European countries (Italy, Spain, Greece etc.) to admire the surrounding countryside and the nature (hills, rivers, lakes...)

### Strengths

- 1. Unique Experience:** Air balloons offer a one-of-a-kind experience of floating in the sky, providing passengers with breathtaking views and a sense of adventure. This unique experience sets them apart from other modes of transportation.
- 2. Eco-Friendly:** Air balloons are environmentally friendly as they do not produce emissions or noise pollution. They rely on the natural forces of wind and heat to propel and steer them, making them a sustainable option for aerial travel.

### Weaknesses

- 1. Weather Dependency:** Air balloons are highly dependent on weather conditions. Wind speed, direction, and weather patterns play a crucial role in determining whether a flight can take place. Unfavorable weather conditions, such as strong winds or storms, can result in flight cancellations or delays, limiting the reliability and flexibility of air balloon operations.
- 2. Limited Control:** Unlike other aircraft, air balloons have limited maneuverability and control over their flight path. Pilots rely on wind currents to navigate, making it challenging to control the exact direction or destination of the balloon. This lack of control may limit the precision and predictability of air balloon journeys.

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## Threats

**1. Safety Concerns:** While air balloon flights are generally considered safe, there are inherent risks associated with any form of aviation. Accidents, equipment failures, or human errors can pose a threat to the safety of passengers and crew. Ensuring strict adherence to safety regulations and proper maintenance is essential to mitigate these risks.

**2. Cost and Accessibility:** Air balloon rides can be relatively expensive, limiting accessibility for some individuals or groups. The cost of acquiring and maintaining air balloon equipment, as well as obtaining necessary licenses and insurance, can be a significant barrier to entry for businesses or individuals interested in operating air balloon services.

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## **Impact on society**

**Opening your mind:** Air balloons have the peculiarity of being an experience in another world, floating freely in the air. This means discovering a new sense of freedom and, for the users, seeing the surroundings from a different point of view, an overall view detached from the ground, immersed in the silence and in the calm of the air and slowing down for some time.

## **Impact on economy:**

**New opportunities for rural areas:** to live an air balloon experience, rural areas are the best choice. In fact, it is difficult to really enjoy this activity and the views in an urban area, surrounded by buildings: the most suitable here is an area without too much human trace. These places are often poor and without many opportunities: installing air balloons from here is another way of seeing and take advantage of this regions.



## WATER INITIATIVES

swimming with dolphins

One of the water initiatives that can be implemented is swimming with dolphins. This is an activity that can bring happiness and benefits to the users, as well as a positive economic impact.

**Social impact:** it is known how positive can be for humans to be in contact with nature and animals, to live a better life in both physical and mental health.

**Economic impact:** as mentioned before, the attractiveness of this initiative would increase the number of tourists in disadvantaged or poorer sea areas.

### **Strenghts:**

1. It is no wonder that the biggest strength is the appeal of spending close time with dolphins, a once in the lifetime experience that many people would like to try.
2. Swimming with such a sweet animal is a boost of positivity, good for the mental health and, with the right measures, good for children.

## Weaknesses:

1. Dolphins don't live everywhere: it is necessary to find the right locations where these animals live and swim in the waters nearby.
2. It is necessary to prepare the animals to live in contact with humans, because it can be impactful for them.

## Opportunities:

1. **Economic:** an initiative such as this could completely renovate a touristic spot in decline, it should just host dolphins in its seas and the tourists could finally re-evaluate it and help it grow again.
2. Swimming with dolphins can be a really good advertising to visit the place for the tourists, as a symbol of a clean and healthy sea.

## Threats:

1. **The dolphins' health:** not everyone can behave with animals and we don't know if the human presence can be hurtful after sometime, especially when tourists forget about the importance of respecting the animals.
2. **Some associations could complain about the treatment of the dolphins:** it is obvious that the main point of the initiative is to treat them in the best way as possible and provide of everything they need for a healthy life.

## INFLATABLE PARK

An inflatable park, also known as a bounce house or inflatable playground, offers various opportunities and strengths that make it an appealing recreational and entertainment option.

### Strengths:

- 1. Versatility:** Inflatable parks offer a wide range of activities and attractions, making them suitable for people of all ages and interests.
- 2. Accessibility:** Inflatable parks provide an accessible and inclusive environment for people of different abilities. They offer activities that can be enjoyed by individuals with various physical capabilities, allowing for a more inclusive recreational experience.

### Weaknesses:

- 1. Weather Dependence:** Inflatable parks are susceptible to weather conditions.
- 2. Maintenance and Repair:** Inflatable parks require regular maintenance and inspection to ensure their structural integrity and safety.

### Opportunities:

- 1. Fun and Engaging:** Inflatable parks provide a unique and enjoyable experience for individuals of all ages.
- 2. Business Opportunities:** Inflatable parks present a lucrative business opportunity for entrepreneurs. With a growing demand for unique recreational activities, owning and operating an inflatable park can be a profitable venture.



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## Impact on society

**Community Engagement:** Inflatable parks often serve as community gathering spaces, bringing people together for recreational activities and events.

**Physical Fitness and Well-being:** Inflatable parks promote physical activity and fitness, especially among children and youth.

**Tourism and Destination Appeal:** Inflatable parks can act as tourist attractions, drawing visitors from outside the immediate area.

## Impact on economy

**Job Creation:** Inflatable parks require a workforce to operate and manage them effectively.

**Tourism and Visitor Spending:** Inflatable parks can attract visitors from both local areas and neighboring regions, especially during weekends and holiday periods.

**Local Business Support:** Inflatable parks can serve as a catalyst for local.

**Environmental Considerations:** While inflatable parks bring many benefits, it's important to consider their environmental impact. Inflatable structures require electricity to power the blowers that keep them inflated. Sustainable practices, such as using energy-efficient equipment, exploring renewable energy sources, and implementing waste management strategies, can help minimize the environmental footprint of inflatable parks.

