

HobIT

«In a Hole in the Ground there Lived a Hobbit»
(THE HOBBIT; J.R.R. Tolkien, 1937)

New entrepreneurship



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Was Bilbo Baggins an Entrepreneur?

- Well, perhaps not, but according to (at the time) #2 Wizard, Gandalf the Grey, Bilbo was an extraordinary person in his community:
 - Interested in what lay beyond Hobbiton's borders
 - From a family who 'asked questions' and 'took action' based on the answers
- Still – he needed some powerful nudging to give up his *peace, pipe and passions* to embark on his epic Journey
- But – from then on he never really looked back, rather faced the (insurmountable) challenges thrown against him with the sound logic of an practical and down-to-earth person

“Well, do we want to be Entrepreneurical!”

From Idea to a Activity

But – being it on a regular, daily basis?!?

The goal:

- To identify, explore, reflect upon and bring into being a usable and handy way of
 - ✓ learning about and making use of our local resources
 - ✓ create possibilities and nurse them come to life
- Together with our mates, neighbours, fellow citizens, local crafts- and handymen – as well as schools, NGOs and local authorities
- In order to become entrepreneurial, and create activities that benefit one another and ourselves, as well as train us to become better citizens and wiser villagers

«What if»

- What if we caught Sparrows
- Dipped them in Yellow paint
- And sold them as Canaries!



What is needed for Development to happen?

- ✓ Understanding it is a common strength, best flourishing if we together aim to make it happen.
 - But deminishing if we try to outperform eachother by doing it single-handedly
- ✓ Skills in how to plan, set up, initiate and sustain development processes
- ✓ See development as a (community) process – as is Entrepreneurship
 - It is constantly unfolding – the only thing certain is we will never reach the 'end' – as the end-goals will keep growing, changing and challenging us as we learn more and get to the next levels (dynamic structures)
- ✓ Thus it is in a state of becoming, rather than just getting there:
 - always to use where we have gotten to get us further on

CHANGE IS THE ONLY CONSTANT

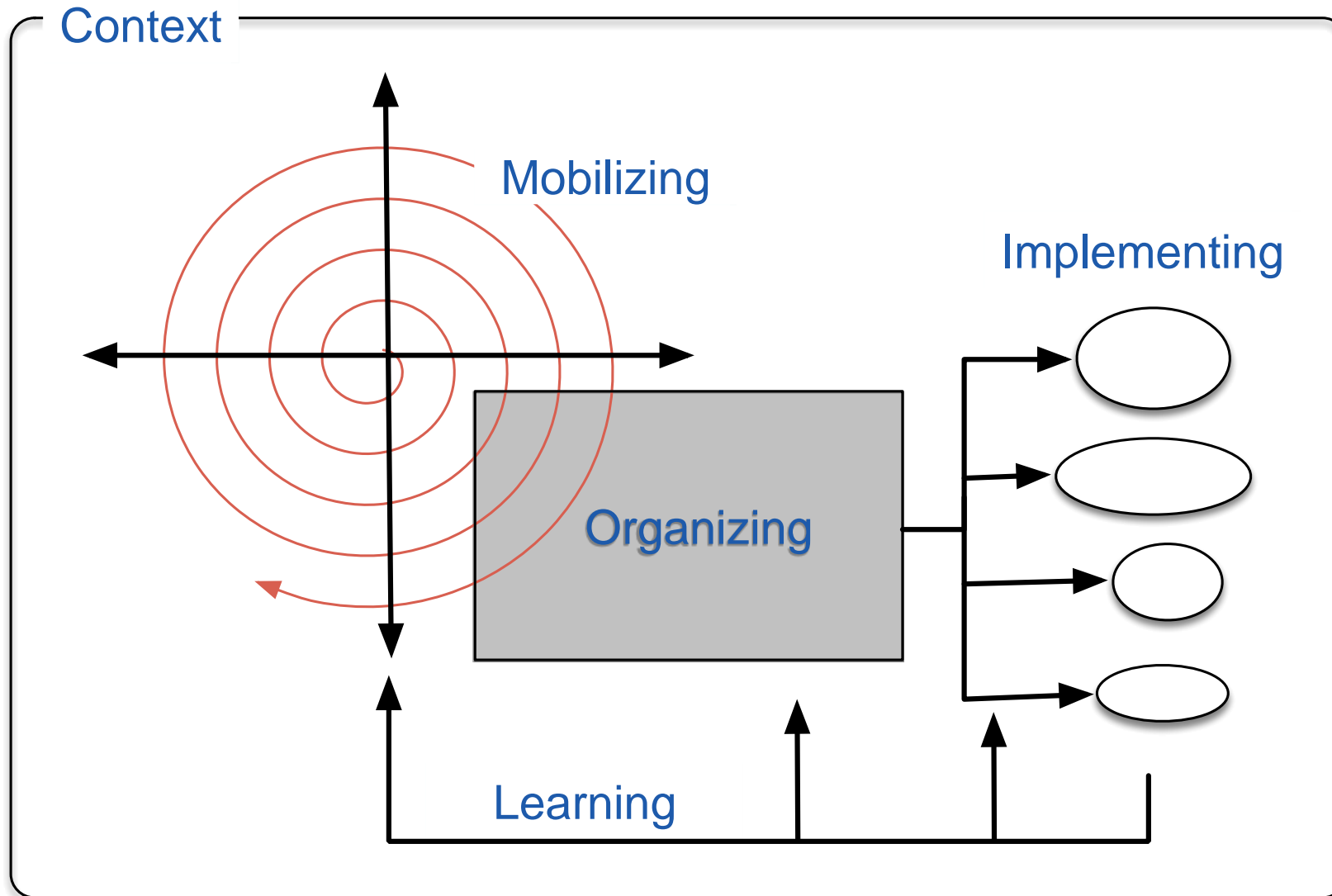
Central concepts to understand

- **Community:** as development in entrepreneurship is relational, you will need to rely on others than yourself – and how can that be accomplished??
- **Assets:** you need to know what you have to ‘work your wonders with’
- **Development:** understanding how development happens – or rather can be happening
- **Action:** Stuff don’t just come floating into your lap. You need to work (often) both long and hard, and still you run the danger of failing
- **Entrepreneurship:** learn how to be entrepreneurial. That is how to know and take advantage of who you are, where you are, whom you are with and how you can put it all together into a package

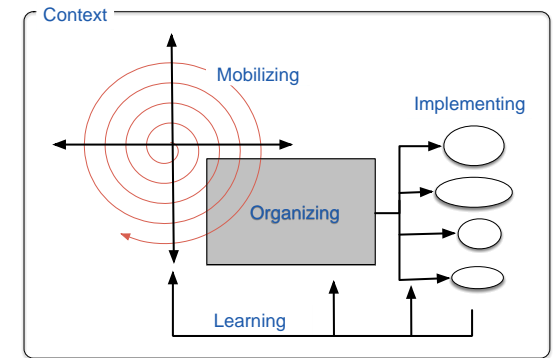
You need tools like...

- Mapping tools (community mapping technique)
- Tools for cooperation – on different levels, issues and challenges
- The Dugnad Method (the collaborate cooperation method)
- Dialog Methods
- Canvas Method (when you need to build your business plan basics)

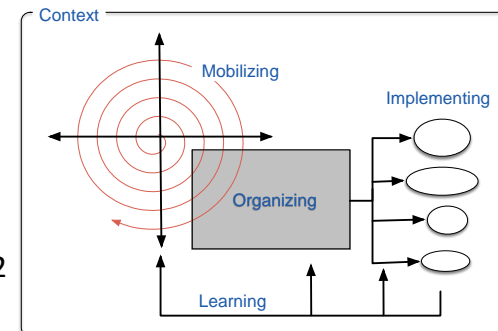
The Dugnad Method



- **Mobilization** How to render yourself and others willing and able to engage
- **Organisation** The structure
- **Implementation** Doing what needs to be done
- **Evaluation** Learning, improving or even growing
- **Contextual** Describe and understand your ‘surroundings’



- **Mobilization** Keeping it 'always cooking'; we'll never have enough or even be finished. Must keep at it again and again and ...
- **Organisation** As a 'boundary object'; «it feels like **this** to me, even if it seems like **that** for you»
- **Implementation** With focus on the BENEFITS; which values do we think we will obtain from it
- **Evaluation** In order to grow and go further; we need to reflect and think about what we are doing – all of the time!!
- **Contextual** To know where and how you are – but remember also that will be always changing



This all goes to show:

If we thus agree to engage ourselves, communities and others into our processes, we must be willing to:

- **Keep the flame burning!** – we will (probably) never get there but we must constantly aim to get closer
 - If we do get there – we will be somewhere else then we had envisioned when we started!
- **Work hard** to always learn how to adapt and engage within changing conditions
- Ensure we are closer now than last time we checked
- Pursue sustainability