



INNOVATION PATHWAYS TO SUCCESS IN RURAL AREAS

PRACTICE ABSTRACT 7

Authors:

Annie Roos and Anna Alexandersson (*Linnaeus University*); Helen Ahl (*Jönköping University*)

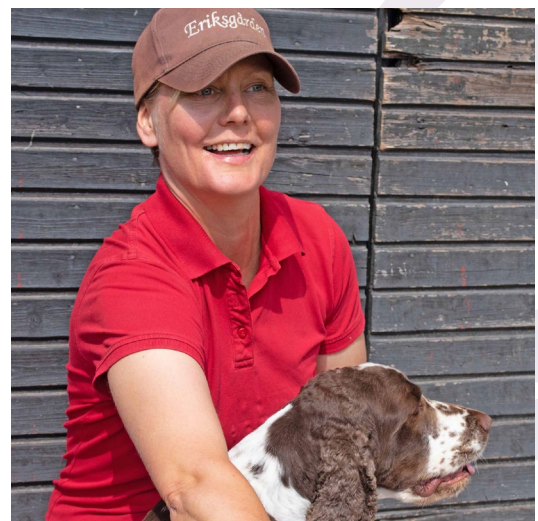
Website: www.fliara.eu

Insights from FLIARA's case study comparative analysis show that women innovators in rural areas use many different pathways and practices to success and there are no clear patterns. The women build their required knowledge and secure financial means step by step, but the nature and scope of these steps varied widely. Three successful strategies for realizing innovations in rural areas:

Creative strategies for funding. The women innovators in rural areas use creative strategies to fund their projects because public funding and venture capital is often difficult to obtain. Most support systems are geared towards large, STEM-focused businesses, often excluding non-profit organizations and non-economic activities, as well as social enterprises. Instead, the women use a combination of community funding, family support, volunteering and personal funds to sustain their projects. External financial support is typically sought later to expand existing activities.

Networking. Networks play a crucial role in connecting women innovators with stakeholders and spreading awareness about their projects. Engaging in networks enables the women to access resources, knowledge, and build trust, helping them to overcome gender and cultural conventions. These networks help foster a sense of community and support the provision of local services to advance their projects.

High tech and low tech. Some women innovators have developed innovative technological solutions tailored to their specific contexts. On the other hand, some women prefer to rely on technological innovations and use low-tech solutions. However, all women innovators use digital technology in their innovations as most women have well-designed websites and social media pages for marketing and expanding networks, targeting both local and international audiences.



Annelies Svensson, Eriksgården, Sweden.



Evelien Kamphuis, Springt Design, The Netherlands.

Useful links:

- See the experience of: <https://fliara.eu/innovator/evelien-kamphuis/>
- Working with volunteers: <https://fliara.eu/innovator/petra-matos/>
- Focusing on a low-tech solution: <https://fliara.eu/innovator/annelies-svensson/>



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.