



ardent

entrepreneurship education
for rural development



ARDENT Project

Unlocking the potential of rural entrepreneurship

Welcome to **ARDENT!**

Entrepreneurship actions which might have an impact on rural communities are embedded in broader agricultural, rural, or structural policies at the European level. Still, there is a general lack of rural strategies focused on entrepreneurship, particularly in ageing and depopulated rural areas. To reach new horizons in pursuit of economic growth and innovation, entrepreneurship needs to be given greater recognition as a means to revitalize rural areas. European education institutions need to ignite an entrepreneurial spirit among adult learners and to integrate them into a process where they need to generate creative solutions to real-life challenges of rural communities.

Our Erasmus+ funded project **Advancing Rural Development through Entrepreneurship Education for Adults** (ARDENT, project number 2019-1-DE02-KA204-006491) has been developed with a clear goal: to unlock the potential of rural entrepreneurship. ARDENT will equip Higher Education Institutions (HEIs) with knowledge and tools to develop an attractive learning offer for adult learners in rural

areas by focusing on the development of their entrepreneurial skills. In this way, the university can engage with society and achieve synergies through lifelong learning in the form of entrepreneurship to promote rural development. These features make ARDENT a unique pan-European pilot initiative with high impact potentials on the transfer of competences from HEIs to the adult communities in rural areas, to seed in them the basis to become job creators and not job seekers.

Münster University of Applied Sciences is proud to be leading the ARDENT partner consortium and strongly believes in initiatives like this. By joining forces on this project, we will be able to leverage a much greater understanding of the needs and solutions for rural regions than could be achieved on our own, thus producing much more relevant, high quality, and sustainable learning resources. We will do our best to make ARDENT a source of inspiration for those who want to start similar initiatives and are keen to foster entrepreneurial thinking in rural communities.

Yours,
Thorsten Kliewe



Prof. Dr. Thorsten Kliewe

Deputy Managing Director & Research

Director at S2B Marketing Research Centre

Project Director

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OUR APPROACH

Community - Based Learning

Through a wide variety of teaching methods following the methodology of CBL the project will aim to foster meaningful community service responding to real-life needs, elevate the importance of glocal citizenship and instil adult learners with civic responsibility.

Science-to-Society Focus

The project brings together HEIs, adult learners, rural businesses communities, public authorities, and citizens around the table to investigate problems, generate solutions, and implement findings together.

Design Thinking

ARDENT takes a human-centred management process basing its methodology on the following design thinking principles: Attention to User Needs (*Urban-Rural Community Building Stage*); Observation (*The Rural Consultation Event*); Visualisation and prototyping (Rural Entrepreneurship Adult Teaching & Training Programme); Testing (Community-based learning projects).

OUR OBJECTIVES



Foster the development of entrepreneurship skills among rural adult learners



Assist in implementation of innovative solutions to rural pressing challenges



Boost attractiveness of rural regions among youth and urban communities



Increase HEIs' engagement with their rural environment



Widely disseminate the results to bolster integration and collaboration practices at universities

WE AIM TO **DEVELOP**

RURAL COUNCIL BUILDING TOOL-BOX

Serves as a guideline for creating rural councils, unifying the region and enabling cross-institutional collaboration

RURAL CONSULTATION ROADMAP & NEEDS ANALYSIS REPORTS

Highlights rural needs and assists in bridging the divide between the HEI and its regional community through regional consultation events that require innovative solutions

RURAL ENTREPRENEURSHIP COMMUNITY-BASED LEARNING PACK

The basis for a two-semester training course, which develops relevant entrepreneurial skills through hands-on projects addressing societal and business challenges.

ARDENT WILL IMPACT

Adult learners & Rural residents	The project will foster the development of an entrepreneurial mindset of the adult learners, while rural residents will grow to be more connected with their local communities, being part of the Rural Councils. The student projects will contribute to the rural citizens' quality of life through improving educational, health, or recreational services.
HEI lecturers & HEIs	The HEI staff benefit through gaining skills and knowledge on entrepreneurial teaching, business models, and hands-on social and business development projects. The project will add value to the civic engagement role of the HEIs by establishing links to their rural communities and increasing relevance of their educational provision.
Rural businesses	Rural businesses will see the impact through the increase in their activities, due to expansion of their network with urban counterparts, better visibility, recruitment of high-quality graduates, and the entrepreneurial mindset they developed during the project.
Adult education organisations	Adult education organisations will benefit through the possibility to improve their educational offerings to adult learners, by aligning those with the needs of the market and the population and utilising the open-access teaching resources, created within the project's lifetime.
Rural public authorities	The project will raise the awareness of the local and regional rural authorities on the rural community needs, and relevance of rural-urban collaboration for the development of business activities, and quality social service provisions.

“European education institutions need to ignite an entrepreneurial spirit among adult learners and to inspire them to generate creative solutions to real-life challenges of rural communities”

OUR CONSORTIUM

**The University Industry
Innovation Network**
The Netherlands

**Münster University of
Applied Sciences**
Germany

Univations GmbH
Germany

**Cracow University of
Economics**
Poland

**University of Osijek, Faculty
of Economics**
Croatia

**Polytechnic Institute of
Viana do Castelo**
Portugal

ARDENT PARTNERS

The ARDENT project unites 6 partners from HEIs, research centres and networks from 5 countries in Europe. Their expertise and experience provide an ideal foundation to achieve the project's objectives.

Additionally, 2 associated partners will support the project.



FH MÜNSTER
University of Applied Sciences



univations



Instituto Politécnico
de Viana do Castelo

UIN
University Industry
Innovation Network

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