



Nordplus Adult 2016 (09/2016 - 08/2017) (NPAD-2016/10040)

Project „Service design know-how for rural SMEs strengthening the link between adult learning and working life in rural SME local food sector”.

Due to changing work environment and market trends, the link between adult learning and working life in rural SME sector in Nordic and Baltic countries has become insufficient. To stay in the market, rural SMEs in local food sector need to diversify their activities and go beyond just production. Their ability to find innovative ways of continuing and expanding their business is closely related with rural development issues in the context of keeping rural areas populated, job and employment creation and improving the quality of life of rural communities.

Today customers want not only to buy food produce in a farm shop, but to receive a well designed, attractive good quality service. Local food production shall be combined with hospitality service elements allowing customers to enjoy rural experience as an innovative service design product. A considerable gap of the required skills and knowledge is observed in rural SME sector. Due to busy and secluded life style rural SMEs cannot keep up with the dynamic changes in trends. They learn by doing, and this

process involves mistakes. The problem can be solved offering an on-line training tool with printable handbook version for reading and reference „Service design know-how for rural SMEs”. It will be based on best practice lessons sourced from case studies and interpreted in a format that is relevant for the needs of adult learning. It will be used by adults to help fill in the skill gaps, and will also serve as a reference material in formal training.

Results

The key deliverable product of the project is the on-line training tool with printable handbook version for reading and reference (On-line Training) „Service design know-how for rural food SMEs”. The Online Training will be available in LV, NO, EE languages. The On-line Training content structure (titles of chapters and sub-chapters) will be available in English to serve dissemination purposes as a framework for nationally specific learning contents.

Results on participant organisation level:

The participant organisations will make the On-line Training available to SMEs - members of their organisations and recipients of regular mailing lists:

~4000 recipients in LV,

~ 200 recipients in EE,

~460 recipients in Norway

As a result, SMEs will receive a work-life based on-line training tool with printable handbook version for reading and reference providing an opportunity to improve their know-how in designing tourism products that are based on rural experiences.

Results on sectoral level:

- trainers and training institutions will receive a reference material to incorporate in their training curricula and training seminar programs.

Indirect results:

- training contents/the On-line Training is an indirect input into sustainable long term rural development. It helps to follow the present trend of developing rural and local food based experiences and services rather than just selling the local produce. It helps to open the countryside for visitors and make the rural environment more pleasant, improving the quality of life.