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2. Office of the Marshal of the Warminsko-Mazurskie Voivodship, Poland
3. Institute for Economic Development of Ourense Province (INORDE), Spain
4. Östergötland County Administrative Board, Sweden
5. Perugia Province, Italy
6. Regional Committee for Tourism Development of Auvergne, France
7. Cyngor Sir Powys County Council, United Kingdom
8. Gran Paradis Foundation, Italy
9. Development Association of Alto Tamega Region, Portugal
10. Veliko Tarnovo Municipality, Bulgaria
11. Local Development Center Pivka, Slovenia

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The total amount of the project is € 1.954.465,93
 The European Regional Development Fund contribution is € 1.551.364,68

BUSINESS TO NATURE B2N

Interregional Approach to SMEs and Entrepreneurship in Natural Areas

www.business2nature.eu



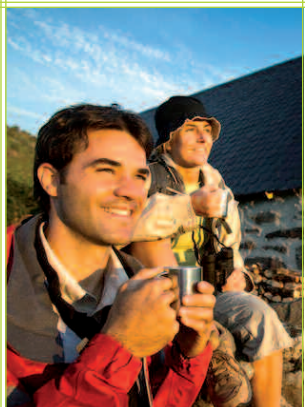
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Project summary

The BUSINESS TO NATURE (B2N) project (Interregional Approach to SMEs and Entrepreneurship in Natural Areas) is a new initiative co-financed under the INTERREG IVC programme. B2N aims to contribute to the development of European regions by **promoting entrepreneurship, building on local skills and preserving the attractiveness of the natural environment**. To achieve this aim the project will identify and share best practice in entrepreneurial initiatives that have already been successful.



Comité Régional de Développement Touristique d'Auvergne, Pierre SOUSSONS

- B2N is running from January 2010 until December 2012.
- The partnership consists of 11 public institutions from 9 countries (Bulgaria, France, Italy, Poland, Portugal, Slovenia, Spain, Sweden, the United Kingdom).
- The B2N project will result in the development of strategic documents with good practices and policy recommendations which will help European policy makers to better respond to the challenge of reconciling economic development with environmental protection.

Project content

How to balance the need of stimulating economic development against the need to preserve outstanding natural areas?
How different European regions are dealing with entrepreneurship development in natural areas?
What lessons can be learnt? What mistakes should be avoided?

In order to give a response to all these questions, the B2N project involves a series of activities which will be divided into three main phases:

- Phase 1: Review and evaluation of SMEs policies with regards to environmental requirements and constraints (January – December 2010)
- Phase 2: Collection, analysis and identification of good practices (January - December 2011)
- Phase 3: Preparation for transfer of good practices and policy recommendations (January – December 2012)

In each phase of the project partners will organise study visits and workshops, accompanied by strong dissemination effort to communicate project results inside and outside partner's regions.



Comité Régional de Développement Touristique d'Auvergne, David FROBERT



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Expected results

B2N will generate decision-making frameworks with good practices and policy recommendations to regional and local authorities. An important part of the project is the preparation of strategic documents for each partner which will define all necessary policy tools and adjustments of policies needed to implement newly-identified good practices.

As a result, at policy level, the B2N's goal is that the SMEs and entrepreneurship policies will be improved in all partners' regions and, in later stages, the results of the project will contribute as a model of SMEs development in natural areas to EU-wide stakeholders. This will enable the creation of more and better jobs by supporting the development of new and existing businesses, enhancing innovative SMEs, promoting higher added value services and improving business skills.

In this way, the B2N project will contribute to achieve the objectives of the Lisbon and Gothenburg agendas.



Tourist farm Pri Andrejčevih, Slovenia