

POP-UP SOCIALLY INNOVATIVE RURAL HUBS IN CROATIA

digital
social
impact

POP-UP RURALNI
DRUŠTVENO-INOVATIVNI
HUBOVI

Figure 19: Project logo

Source: <https://vern.hr/o-vernu/projekti/pop-up-ruralni-drustveno-inovativni-hubovi/>

AT A GLANCE

STUDY FIELD:	Entrepreneurship Economics, VERN' University, Zagreb, Croatia
DIGITAL READINESS:	Medium
SOCIAL IMPACT EXPERIENCE:	Medium
LOCATION:	Croatia: Zagreb, Vis, Međimurje county (Štrigova, Mala Subotica)
TARGET GROUP:	Students, rural entrepreneurship ecosystem stakeholders
PARTNER ORGANIZATION:	Local Action Groups, Faculty of organization and informatics
TEACHING METHODS (DURATION):	Service learning
WEBSITE:	LINK / LINK

DETAILED DESCRIPTION

FREQUENCY:



Social Entrepreneurship and Social Innovation course always contains a strong project and service-learning component. In 2018-2020, the course focussed on the rural development through the service-learning project aimed on forming, testing and promotion of pop-up social innovation rural hubs.

SOCIAL IMPACT



The aim of the project was to contribute to the development of rural local communities by initiating socially innovative activities and the local economy and stopping migration from rural to urban areas, especially highly educated young people. The project had a positive effect on the stakeholders who were directly involved in its implementation. The outputs of the activities contributed to a better understanding of the needs and specifics of the community by the project partners. The effects and impact of the project on social entrepreneurship stakeholders and the local community are to be further developed and utilized by the local partners involved in empowerment of social entrepreneurs and social innovators in the rural communities.

STRUCTURE



The project developed, tested, and validated an inclusive and participatory program of service learning in the field of sustainable rural development through the cooperation of higher education institutions, civil society organizations, students, and local population in specific rural communities of Međimurje and Split-Dalmatia counties. The program is described through the methodology, presented in one of the project outputs - the Handbook for rural development through socially innovative pop-up rural hubs. Based on the developed and revised methodology and tools, the project initiated and supported new and existing socio-innovative micro-entrepreneurial ventures, potential generators of socio-economic development of local communities. The impact of the project is shown through the impact on key stakeholders in the project.