



Co-funded by
the European Union

Erasmus+ KA210-YOU Small-scale partnerships in youth

YOUth Roots

Nurturing Rural Entrepreneurship



Nurturing Rural Entrepreneurship

Miro-Based Toolkit for Youth

PROJECT CODE: 2024-1-CY01-KA210-YOU-000252533

DURATION: 01-10-2024 - 30-06-2026





Index

About the YouthRoots Project.....	3
What is Miro?.....	5
Purpose of the YouthRoots Miro Toolkit.....	10
Structure of the Miro Toolkit, Sessions and Links.....	14





About the YouthRoots Project

The **YouthRoots project – Nurturing Rural Entrepreneurship** is an Erasmus+ KA210-YOU initiative aimed at empowering young people in rural areas to develop sustainable business ideas and entrepreneurial skills. Through this project, youth workers, trainers, and community facilitators are equipped with practical tools and methodologies to mentor youth in the creation, development, and implementation of rural enterprises.

The project brings together partners from multiple countries, combining expertise in youth education, non-formal learning (NFL), and rural business development. The initiative runs from **October 2024 to March 2026**, under project code **2024-1-CY01-KA210-YOU-000252533**, and is co-funded by the **European Union**.

Project Aim

YouthRoots seeks to:

- Enable young people in rural areas to explore and develop entrepreneurial ideas.
- Promote sustainable practices and community engagement in rural business initiatives.
- Foster mentor-led, non-formal education approaches that are interactive, practical, and collaborative.
- Support the creation of resilient rural businesses that contribute to local economies and social innovation.

Target Groups

The project supports multiple audiences:

- **Mentors and youth workers:** To facilitate structured, interactive learning sessions and guide youth through practical rural business development.
- **Young people and aspiring rural entrepreneurs:** To explore ideas, develop business models, plan marketing, understand financial and funding aspects, and prepare actionable business plans.
- **Trainers and partner organizations:** To deliver coherent, practical, and adaptable entrepreneurship learning activities.
- **Community facilitators and NGOs:** To promote youth-led initiatives and empower rural communities through entrepreneurial action.





Non-Formal Education Approach

YouthRoots emphasizes **learning by doing**, where participants:

- Engage in practical exercises rather than only theoretical learning.
- Collaborate in groups, fostering peer learning.
- Reflect on their ideas and outputs.
- Connect entrepreneurship activities to local community resources, challenges, and opportunities.
- Produce tangible outputs at every step, such as business models, marketing strategies, financial plans, and action roadmaps.

Outputs of the Project

As part of the YouthRoots initiative, the following key resources have been developed:

- **R1 Handbook:** A comprehensive guide for youth workers, trainers, and participants that covers six thematic modules of rural entrepreneurship.
- **R2 Miro Toolkit:** A virtual, interactive toolkit for mentor-led sessions, structured across three boards:
 - Board 1 – Guidelines & Navigation Overview
 - Board 2 – Visual & Supporting Materials (Live Session Workspace)
 - Board 3 – Toolkit Resources & Downloadable Content

These outputs provide an integrated system for delivering rural entrepreneurship training that is interactive, practical, and adaptable for various national contexts.

Project Impact

The YouthRoots project aims to:

- Increase youth employability and entrepreneurial skills in rural areas.
- Promote sustainable business practices aligned with local community needs.
- Facilitate cross-border exchange of good practices among partner organizations.
- Strengthen the capacity of youth workers and mentors to support rural entrepreneurship initiatives.





What is Miro?

Miro is an online collaborative workspace that allows people to work together visually, even when they are not in the same physical location. It functions like a digital whiteboard where users can add sticky notes, text, shapes, images, diagrams, templates, links, files, and comments. It is especially useful for workshops, mentoring sessions, brainstorming, planning, mapping ideas, and developing projects collaboratively. Miro's official whiteboard description highlights support for sticky notes, text, drawings, diagrams, and different file types such as images, documents, sheets, and PDFs.

For the **YouthRoots Miro Toolkit**, Miro is used as a virtual learning and mentoring space where young people, youth workers, trainers, and mentors can explore rural entrepreneurship in an interactive and practical way. Instead of only reading information or listening to presentations, participants can actively contribute ideas, complete templates, discuss challenges, and produce visible outputs during each session.



Why Miro is Used in the YouthRoots Toolkit

The YouthRoots project focuses on practical, mentor-led rural entrepreneurship learning. Miro supports this approach because it allows the toolkit to be **visual, participatory, flexible, and easy to adapt** to different learning contexts.

Miro is particularly useful for this project because it supports:

Visual learning

Participants can see ideas, business models, maps, timelines, and plans in one shared space.

Collaboration

Mentors and participants can work together in real time using sticky notes, templates, comments, and group workspaces. Miro's sticky note tools allow users to capture, organise, colour-code, and group ideas in a shared digital space.





Mentor-led facilitation

Youth workers and mentors can guide participants through structured activities, explain each step, and support group work during online or hybrid sessions.

Practical output creation

Each activity leads to a concrete result, such as a rural business idea, business model, marketing plan, break-even estimate, funding strategy, or action roadmap.

Remote and hybrid access

Participants can join from different locations, which is important for rural communities where travel, distance, and access to training spaces may be barriers.

How Miro Works in This Toolkit

The YouthRoots Miro Toolkit is organised into **three connected boards**. Each board has a different function.

Board 1 – Guidelines and Navigation Overview

This board explains what the toolkit is, who it is for, how the three boards work, and where users should go next.

Board 2 – Visual and Supporting Materials

This is the main live-session workspace. Mentors use this board during the six entrepreneurship sessions. Participants use it to add sticky notes, complete activities, discuss ideas, and prepare session outputs.

Board 3 – Toolkit Resources and Downloadable Content

This board contains templates, worksheets, checklists, financial tools, funding tools, execution tools, facilitator notes, Handbook links, video links, and other practical materials.

The recommended flow is:

Start with Board 1 → run the sessions in Board 2 → use and download resources from Board 3.





Working with Master Boards

The YouthRoots Miro Toolkit includes master versions of the boards. These master boards should remain clean and reusable.

Before delivering a session, mentors should create their own working copy of the relevant board, especially **Board 2**, which contains the live session workspaces. The uploaded Board 1 draft already includes this instruction clearly: Board 2 should be treated as a master template, duplicated before use, renamed with the organisation name and date, and never edited directly as the master version.

This helps ensure that:

- the original toolkit remains unchanged;
- each mentor or organisation can adapt a copy for their own group;
- participants can work freely without damaging the original version;
- session results can be saved separately for each training group.

Basic Miro Use for Participants

Participants do not need to be advanced Miro users. The toolkit is designed so that they can contribute using simple actions.

During sessions, participants mainly need to:

- open the Miro link shared by the mentor;
- move around the board and zoom in or out;
- add sticky notes;
- write short ideas or answers;
- move sticky notes into the correct activity area;
- duplicate templates when needed;
- avoid deleting or moving other groups' work;
- save or finalise their group output before the session ends.





The Board 1 also includes a basic Miro guide with simple shortcuts such as adding sticky notes, adding rectangles, adding text, creating frames, duplicating elements, locking elements, adding links, zooming to fit the board, and using undo.

Role of the Mentor in Miro

In this toolkit, Miro is not only a storage space for resources. It is a **facilitation environment**.

The mentor's role is to:

- guide participants to the correct session area;
- explain the activity steps;
- support group work;
- keep the session focused and timed;
- help participants use sticky notes and templates;
- encourage discussion and reflection;
- collect or review the final outputs;
- direct participants to Board 3 for downloadable resources and follow-up materials.

Miro allows the mentor to make the learning process more active and visible. Participants can see how their ideas develop from individual thoughts into group outputs, and mentors can quickly identify where participants need more support.

How Miro Supports the YouthRoots Learning Approach

The YouthRoots Miro Toolkit supports non-formal education by making learning practical, collaborative, and learner-centred. Participants are not only receiving information; they are building something throughout the process.

Through Miro, young people can:

- identify rural challenges and opportunities;
- map local resources;
- develop business ideas;
- build business models;





- plan marketing and community engagement;
- estimate costs and break-even points;
- explore grants and funding;
- prepare an execution plan.

By the end of the six-session process, each participant or group should have a clearer rural business concept and a set of practical outputs that can support the next stage of development.





Purpose of the YouthRoots Miro Toolkit

The **YouthRoots Miro Toolkit** was created as a practical digital resource to support mentor-led rural entrepreneurship learning. It is designed to help young people move from ideas and inspiration towards concrete rural business planning.

The toolkit responds to a key need identified within the YouthRoots project: young people in rural areas often have ideas, local knowledge, creativity, and motivation, but they may need structured support to transform those ideas into realistic and sustainable initiatives. Mentors, youth workers, trainers, and community facilitators also need practical tools that can help them guide this process in an interactive and accessible way.

For this reason, the Miro Toolkit provides a shared virtual space where participants can explore rural entrepreneurship step by step, using visual activities, templates, group workspaces, reflection prompts, and practical planning tools.

Main Purpose of the Toolkit

The main purpose of the YouthRoots Miro Toolkit is to support **mentor-led rural business development by young people**.

It helps mentors and participants work through six practical sessions connected to the development of a rural business idea. These sessions guide users from inspiration to implementation:

1. Rural Business Practices & Inspiration
2. Business Model Development
3. Marketing Strategy & Community Engagement
4. Financial Management & Break-Even Analysis
5. Grants and Funding
6. Execution

Each session is designed to produce a practical output. By the end of the process, participants should have developed a clearer business idea, a basic business model, a marketing and community engagement plan, simple financial assumptions, a funding direction, and an action plan for implementation.





A Practical Companion to the Handbook

The YouthRoots project also includes the **R1 Handbook**, which provides educational content, thematic modules, examples, activities, role model videos, and background knowledge on rural entrepreneurship.

The Miro Toolkit does not replace the Handbook. Instead, it transforms the project's learning approach into an interactive digital format.

The Handbook can be used for reading, preparation, explanation, and deeper understanding. The Miro Toolkit is used for live collaboration, group work, visual mapping, practical planning, and output creation.

Together, the Handbook and Miro Toolkit create a complete learning system:

**The Handbook explains and supports the learning content.
The Miro Toolkit helps participants apply the learning in practice.**

What the Toolkit Helps Users Do

The YouthRoots Miro Toolkit supports users to:

- explore successful rural business examples;
- identify local challenges and opportunities;
- map rural resources, stakeholders, and community assets;
- develop and test business ideas;
- create a rural business model;
- plan marketing and community engagement actions;
- understand basic costs, pricing, and break-even logic;
- explore grants, funding, sponsorship, and community support;
- prepare an execution plan;
- reflect on progress and receive feedback.

The toolkit is therefore not only a digital board collection. It is a guided learning journey that helps young people think, discuss, plan, and take action.





Who the Toolkit Supports

The Miro Toolkit is designed for several user groups.

For mentors and youth workers, it provides a structured framework for facilitating interactive entrepreneurship sessions. It helps them guide participants through each step without needing to create activities from zero.

For young people and aspiring rural entrepreneurs, it offers a practical and accessible space to develop business ideas, collaborate with peers, receive guidance, and create concrete outputs.

For trainers and partner organisations, it offers a reusable educational resource that can be adapted for workshops, mentoring programmes, online training, local youth activities, or hybrid sessions.

For community facilitators and NGOs, it provides tools to support youth-led initiatives that respond to rural challenges and strengthen local communities.

Expected Results for Participants

By using the YouthRoots Miro Toolkit, participants are expected to gradually develop a rural business idea into a more structured and realistic plan.

At the end of the six-session journey, participants should have:

- an identified rural challenge or opportunity;
- an initial rural business idea;
- a simplified business model;
- a value proposition;
- a customer and marketing plan;
- a community engagement map;
- a basic cost and break-even reflection;
- a funding strategy;
- a 30/60/90-day action plan.

These outputs can be used as a starting point for further mentoring, local entrepreneurship activities, project development, grant applications, or community-based initiatives.





Overall Value of the Toolkit

The value of the YouthRoots Miro Toolkit lies in its practical and participatory nature. It helps turn entrepreneurship learning into an active process where young people are not passive learners, but co-creators of ideas and solutions.

Through the toolkit, rural entrepreneurship becomes visible, collaborative, and easier to understand. Young people can see their ideas develop on the board, receive input from others, revise their plans, and leave each session with something concrete.

In this way, the Miro Toolkit supports the wider YouthRoots goal of empowering young people to recognise rural potential, build entrepreneurial confidence, and contribute to more resilient and sustainable rural communities.





Structure of the Miro Toolkit, Sessions and Links

The **YouthRoots Miro Toolkit** is organised into three connected Miro boards. Each board has a clear role, so users can easily understand where to start, where to work during the sessions, and where to find practical resources.

The toolkit should be used in a simple way: **Board 1 explains the toolkit, Board 2 is used for the live sessions, and Board 3 contains the supporting resources and downloadable materials.** This three-board structure is also presented in the Board 1 navigation overview, where the boards are described as guidance, live session workspace, and resource library.

Board	Title	Purpose
Board 1	Guidelines and Navigation Overview	Introduces the toolkit, explains who it is for, shows how the three boards work, and provides the main links.
Board 2	Visual and Supporting Materials	The main live workspace for the six mentor-led sessions. Participants use this board for group work, sticky notes, activities, visual prompts, and final outputs.
Board 3	Toolkit Resources and Downloadable Content	The resource library. It includes templates, worksheets, checklists, financial tools, grant-writing tools, execution tools, Handbook links, videos, and feedback forms.

Board 1 is the starting point. It helps users understand the purpose of the toolkit and how to navigate between all materials.

Board 2 is the practical workshop space. This is where mentors and participants work together during the six sessions.

Board 3 supports the learning process by providing clean templates and downloadable resources that can be used before, during, or after the sessions.





Six-Session Structure

The toolkit is built around **six mentor-led sessions**. Each session supports one step in developing a rural business idea. The sessions begin with inspiration and end with a practical execution plan.

Session	Title	Main Focus	Main Output
1	Rural Business Practices & Inspiration	Explore rural business examples, local challenges, and opportunities.	Initial rural business idea
2	Business Model Development	Turn the idea into a practical business model.	Rural Business Model Canvas
3	Marketing Strategy & Community Engagement	Plan how to reach customers and engage the community.	Marketing and community plan
4	Financial Management & Break-Even Analysis	Understand costs, pricing, revenue, and break-even point.	Basic financial estimate
5	Grants and Funding	Explore grants, sponsorships, crowdfunding, and other funding routes.	Funding strategy
6	Execution	Prepare the first steps for implementation.	30/60/90-day action plan

Each session in **Board 2** follows the same basic structure: **Inspiration** → **Exploration** → **Activity** → **Output** → **Reflection**. This makes the board easy to use, because participants follow the same rhythm in every session. For each session, **Board 3** provides related templates and downloadable materials, while the Handbook can be used when additional explanation or background is needed.

In the following pages you will find a brief overview of about each sessions and how to engage effectively during these sessions via Miro Board.





Session 1 – Rural Business Practices & Inspiration

In this session, the mentor introduces participants to the idea of rural entrepreneurship through inspiring examples, role model videos, and local business practices. The session should begin with a short discussion on what makes rural communities unique, including local resources, traditions, skills, challenges, and opportunities. Participants then work in Board 2 to identify problems or needs in their own rural areas, such as limited services, unused land, lack of youth opportunities, environmental challenges, or underused cultural heritage. Using sticky notes, they list local challenges and connect them with possible business ideas. The mentor can guide participants to group similar ideas together and choose one opportunity that feels realistic, useful, and connected to the local community. By the end of the session, each participant or group should have an initial rural business idea that can be developed further in the following sessions. Board 3 can be used to access inspiration materials and related worksheets, while the Handbook and role model videos can support the session with real examples of rural entrepreneurship. This fits the toolkit's overall six-session structure, where Session 1 focuses on exploring rural business examples, local challenges, and opportunities, with the main output being an initial rural business idea.

Session 2 – Business Model Development

In this session, the mentor helps participants take the initial rural business idea developed in Session 1 and turn it into a more structured and practical business model. The session can begin with a short explanation of what a business model is: how an idea creates value, who it serves, what resources it needs, and how it can become financially and practically realistic. Participants then work in Board 2 using the Rural Business Model Canvas or similar visual template. They should identify their target customers, the problem they are solving, the value they offer, possible local partners, key resources, main activities, costs, and possible income sources. The mentor should encourage participants to stay realistic and connect their answers to their rural context, local resources, community needs, and available support. By the end of the session, each participant or group should have a completed draft of a Rural Business Model Canvas, which can later be improved through the following sessions on marketing, finance, funding, and execution. Board 3 can be used to access clean business model templates and worksheets, while the Handbook can be used as an additional reference where more explanation is needed. This supports the toolkit's session structure, where Session 2 focuses on turning a rural business idea into a practical business model, with the main output being a Rural Business Model Canvas.





Session 3 – Marketing Strategy & Community Engagement

In this session, the mentor guides participants to think about how their rural business idea can reach the right people and build trust within the local community. The session can begin with a short discussion on who the customers are, where they are located, what they need, and how they usually receive information, for example through social media, local events, word of mouth, schools, markets, community centres, or local organisations. Participants then work in Board 2 to create a simple customer profile and identify the most suitable communication channels for their idea. The mentor should also encourage participants to think beyond selling and consider how the business can involve, benefit, or collaborate with the local community. Using sticky notes and mapping activities, participants can identify key community actors such as local producers, youth groups, municipalities, NGOs, schools, tourism actors, or local businesses. By the end of the session, each participant or group should have a basic marketing and community engagement plan, including their target audience, key message, communication channels, and possible community partners. Board 3 can be used for customer persona templates, marketing planning tools, and stakeholder mapping resources, while the Handbook can provide additional support from the marketing and community engagement modules. This reflects the toolkit's six-session structure, where Session 3 focuses on planning how to reach customers and engage the community, with the main output being a marketing and community plan.

Session 4 – Financial Management & Break-Even Analysis

In this session, the mentor helps participants understand whether their rural business idea can be financially realistic. The session should begin with a simple explanation of basic financial concepts, such as start-up costs, fixed costs, variable costs, pricing, revenue, and break-even point. Participants then work in Board 2 to list the main costs connected to their idea, estimate how much they could charge for their product or service, and think about how many sales they would need to cover their costs. The mentor should keep the activity simple and practical, avoiding complex accounting language, and should encourage participants to make realistic assumptions based on their local context. Participants can use sticky notes to separate costs from possible income sources, then use a simple break-even activity to reflect on whether the idea could work financially. By the end of the session, each participant or group should have a basic financial estimate, including expected costs, possible price, revenue assumptions, and a first break-even reflection. Board 3 can be used to access financial planning templates, cost worksheets, and break-even tools. This session supports the toolkit's six-session structure, where Session 4 focuses on understanding costs, pricing, revenue, and break-even point, with the main output being a basic financial estimate.





Session 5 – Grants and Funding

In this session, the mentor supports participants in exploring how their rural business idea could be financed or supported. The session can begin with a simple discussion on different funding possibilities, such as grants, sponsorships, crowdfunding, local business support, community contributions, in-kind support, or partnerships with NGOs and public institutions. Participants then work in Board 2 to identify which funding sources could realistically fit their idea, considering the size of the business, the target group, the community benefit, and the stage of development. The mentor should guide participants to think not only about receiving money, but also about building trust, showing impact, and explaining clearly why their idea deserves support. Participants can use sticky notes to compare possible funders or supporters, then select one main funding route and one backup option. By the end of the session, each participant or group should have a basic funding strategy, including possible funding sources, the reason these sources fit the idea, and the first steps needed to approach them. Board 3 can be used for grant proposal templates, funding checklists, budget tools, and related resources, while the Handbook can provide additional support on grant writing and fundraising. This supports the toolkit's six-session structure, where Session 5 focuses on exploring grants, sponsorships, crowdfunding, and other funding routes, with the main output being a funding strategy.

Session 6 – Execution

In this final session, the mentor helps participants turn their rural business idea into a clear and realistic action plan. The session should begin by briefly reviewing the outputs from the previous sessions: the business idea, business model, marketing and community plan, financial estimate, and funding strategy. Participants then work in Board 2 to identify the first practical steps needed to move from planning to implementation. The mentor can guide them to think about what needs to happen first, who should be involved, what resources are needed, what risks may appear, and what support they still need. Using the execution workspace, participants organise their actions into a simple 30/60/90-day plan, dividing tasks into short-term, medium-term, and longer-term priorities. They can also assign roles, note deadlines, and prepare a basic launch checklist. By the end of the session, each participant or group should have a practical action plan that shows what they will do after the programme ends. Board 3 can be used for execution checklists, action plan templates, and follow-up tools, while the Handbook can support the session where additional guidance on planning, community engagement, or funding is useful. This completes the toolkit's six-session journey, where Session 6 focuses on preparing the first steps for implementation, with the main output being a 30/60/90-day action plan.





Access and Links

The final version of this document should include direct links to all boards and key resources. These links make the document a practical entry point to the full YouthRoots Miro Toolkit.

Resource	Link
Board 1 – Guidelines and Navigation Overview	[Miro Link]
Board 2 – Visual and Supporting Materials	[Miro Link]
Board 3 – Toolkit Resources and Downloadable Content	[Miro Link]
R1 YouthRoots Handbook	[Link]
Role Model Videos	[Link]

Before sharing the toolkit publicly, all links should be checked to make sure they are active and accessible. Board 2 should be treated as a **master template**. Mentors should duplicate it before running sessions with participants, so the original version remains clean and reusable.

Final Note

The YouthRoots Miro Toolkit is designed to be practical, flexible, and easy to use. The three boards work together to support the full learning process: users first understand the toolkit, then participate in live activities, and finally access templates and resources for continued work.

Through the six sessions, young people are guided from rural business inspiration to a concrete action plan. The toolkit helps mentors, youth workers, trainers, and community organisations support rural youth in developing ideas that are realistic, locally rooted, and connected to community needs.





Co-funded by
the European Union



Nurturing Rural Entrepreneurship

DISCLAIMER

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 Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Open Educational Resources

