Irish Rural Link

8th February 2017

**Irish Rural Link launches MICRO website for new exciting Erasmus project**

Irish Rural Link – the national network representing the interest of rural communities have launched the MICRO project website for craft and micro enterprises operating in rural Ireland.

The aim of MICRO is to promote growth and employment in rural areas by leveraging underutilised EU opportunities and promoting participation in the EU single market by Microenterprises. With the onset of Brexit this project is now even more relevant for small enterprises to explore new markets. IRL’s target group includes microenterprises and micro entrepreneurs in rural areas, who wish to explore / develop strategies for their entry to the single EU market.

The objective of MICRO is to develop and deploy Open Educational Resources (open and widely available training content and modules) targeted at micro and craft type enterprises in rural areas to foster their chances of growth and access to the EU single market and EU opportunities to ultimately enhance their competitiveness. All training and modules will be available online so entrepreneurs can complete these in their own time.

We are presently seeking interested micro enterprises and entrepreneurs to complete a short survey designed to gather information on their training requirements which is available by logging onto [www.microsmetraining.eu](http://www.microsmetraining.eu)

BACKGROUND:

MICRO includes 7 partners from 6 countries that ensure a variety of cultural approaches, balancing large and small countries, Northern,Southern and Mediterranean EU. Partner organisations come from different fields of VET and other socio –economic sectors (private and civil society)

Partners:

Lead – **Irish Rural Link** is highly experienced in rural networking, communications and consultations, developing and implementing training/outreach programmes.

**NUI Maynooth** – Dept. of Adult Education is at the forefront of development in adult education practices, research and innovation

**Community Development Institute CDI**, Macedonia – CDI as an NGO training and resource centre and it is a recognised UNESCO club. It is also an info point for the Council of Europe

**Institute de Hauts Formation aux Politiques (IHF asbl)** Belgium - IHF asbl’s mission is to increase awareness about EU integration and offer capacity building opportunities about EU opportunities for transnational collaboration.

**Internet Web Solutions IWS** Spain – IWS is a leading provider of information technology, specialising in Professional web design, E-Learning projects and SEO strategies.

Brainstorming Ltd Greece – Brainstorming GR represents the business advisory service provision from the private sector, providing relevance and adherence with market dynamics of microenterprises for the development of MICRO training.

**Italian Development Partners IDP** – IDP represents the private VET provider of specialised training.

Overall target group:

Micro enterprises, entrepreneurs to be, and the overall ecosystem of MICRO Entrepreneurships in rural areas across Europe.

Ends

**For further information, please contact (anytime):**

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**About Irish Rural Link:**

Irish Rural Link represents the interests of locally based rural groups in disadvantaged and marginalised rural areas by highlighting problems, advocating appropriate policies, sharing experiences and examples of good practice. It has a membership of nearly 500 rural community groups dedicated to sustainable rural development and represents rural communities at a national and international level