

UNIT 6.4

EVALUATION OF REGIONAL POTENTIAL IN RURAL AREAS FOR ENTREPRENEURS

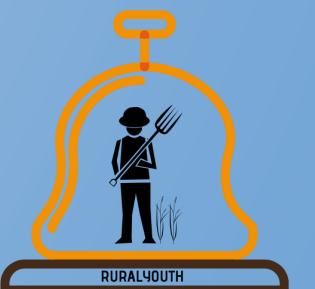
MODULE 6: RURAL ALLIANCE FOR ENTREPRENEURS

OBJECTIVES

In Unit 6.4, you will learn how crucial is to properly evaluate rural areas for entrepreneurs, and what kind of methods can be used for this type of evaluation.

Keywords:

- Evaluation angles
- Regional potential
- Investment attraction
- Evaluation method



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the importance of regional evaluation



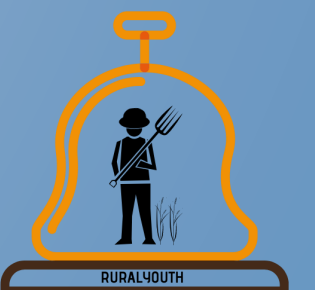
Understand how rural evaluation can inspire the entrepreneurs



Learn the evaluation methods for rural areas



Understand the advantages of evaluation of renewable energy sources in rural areas





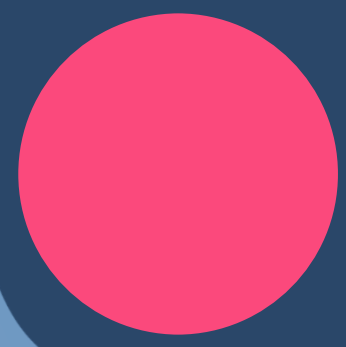
TOPICS

1. Importance of the evaluation of regional potential
2. Topics and methods of rural evaluation
3. Evaluation of renewable energy sources

Importance of the Evaluation of Regional Potential



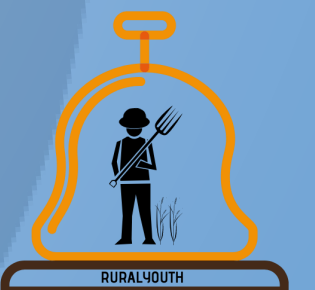
Created by Luiz Carvalho
from Noun Project



- Making a detailed analysis of a region can help to spot the major issues and the best opportunities for entrepreneurs.
- Especially in developing countries, making these evaluations, detecting deficiencies and opportunities, and informing investors and entrepreneurs about the region leads the process into a regional development.
- Therefore, this kind of evaluations need to be done as much as possible to help rural areas to keep up with the world in terms of technological progress and investments.



Created by DC Icons
from Noun Project

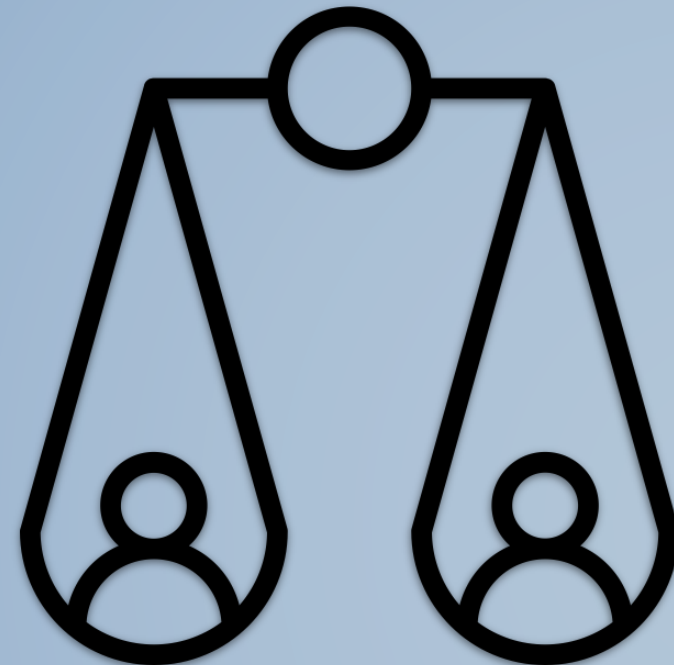


The process of evaluation can be summarized into the following steps:



Created by ic2icon
from Noun Project

Gathering data about
region



Created by LAFS
from Noun Project

Comparative analysis
of the gathered data



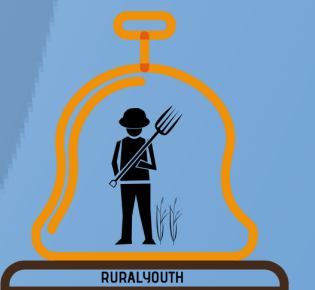
Created by luicv Fish

Spotting the shortages
and opportunities



Created by Vectors Point
from Noun Project

Conducting projects
attracting investors and
inspiring entrepreneurs



RURAL4YOUTH

- Taking timely precautions requires constant observation of the region having been being focused on.
- These precautions are significant not only to hold the line, but they also are crucial to leverage the competitiveness as well as the investment attractiveness of the region.
- The possible perspectives for evaluating a region could be stated as follows:



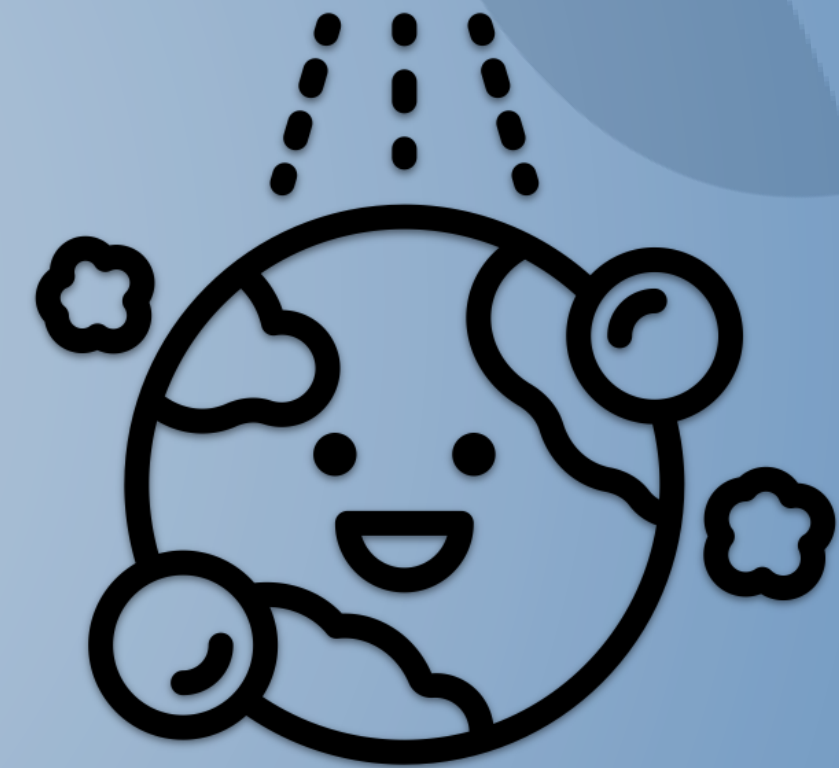
Created by Eucalyp
from Noun Project

Social Development



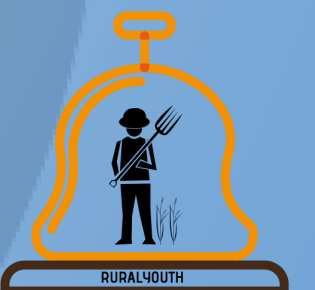
Created by Thuy Nguyen
from Noun Project

Economic Advance



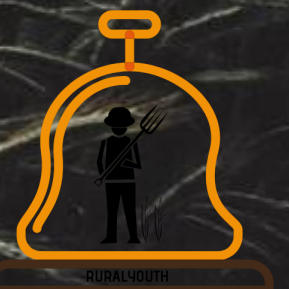
Created by Llisole
from Noun Project

Environmental Protection



EvalForward project can be very helpful for you to understand the importance of rural evaluation. Let's watch this video to have a better idea on this topic!

Evaluation for Food Security, Agriculture and Rural Development

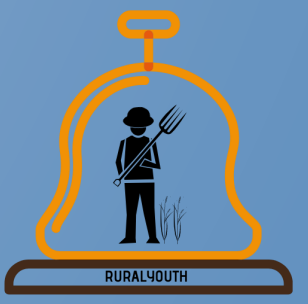


RURALYOUTH



If you cannot measure it, you cannot control it.

– LORD KELVIN



Topics and Methods of Regional Evaluation

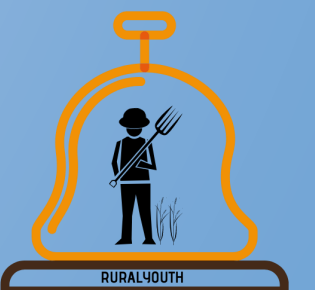


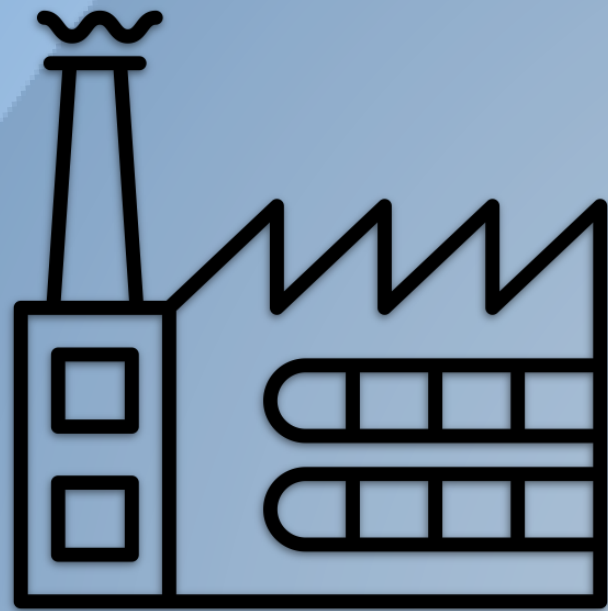
Created by Luiz Carvalho
from Noun Project

- A region's wealth can be determined by a combination of several capabilities such as production, innovation, economy, infrastructure, entrepreneurial activity and human potential.
- Thus, taking the region's whole wealth into consideration, the regional potential can be determined & used while developing the region.



Created by WEBTECHOPS LLP
from Noun Project





Created by Vectors Point
from Noun Project

Production



Entrepreneurial
Activity



Created by Eucalyp
from Noun Project

Infrastructure

Innovation



Created by Cole Casper
from Noun Project

Economy

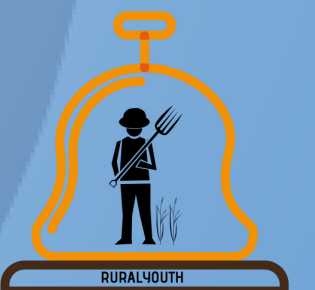


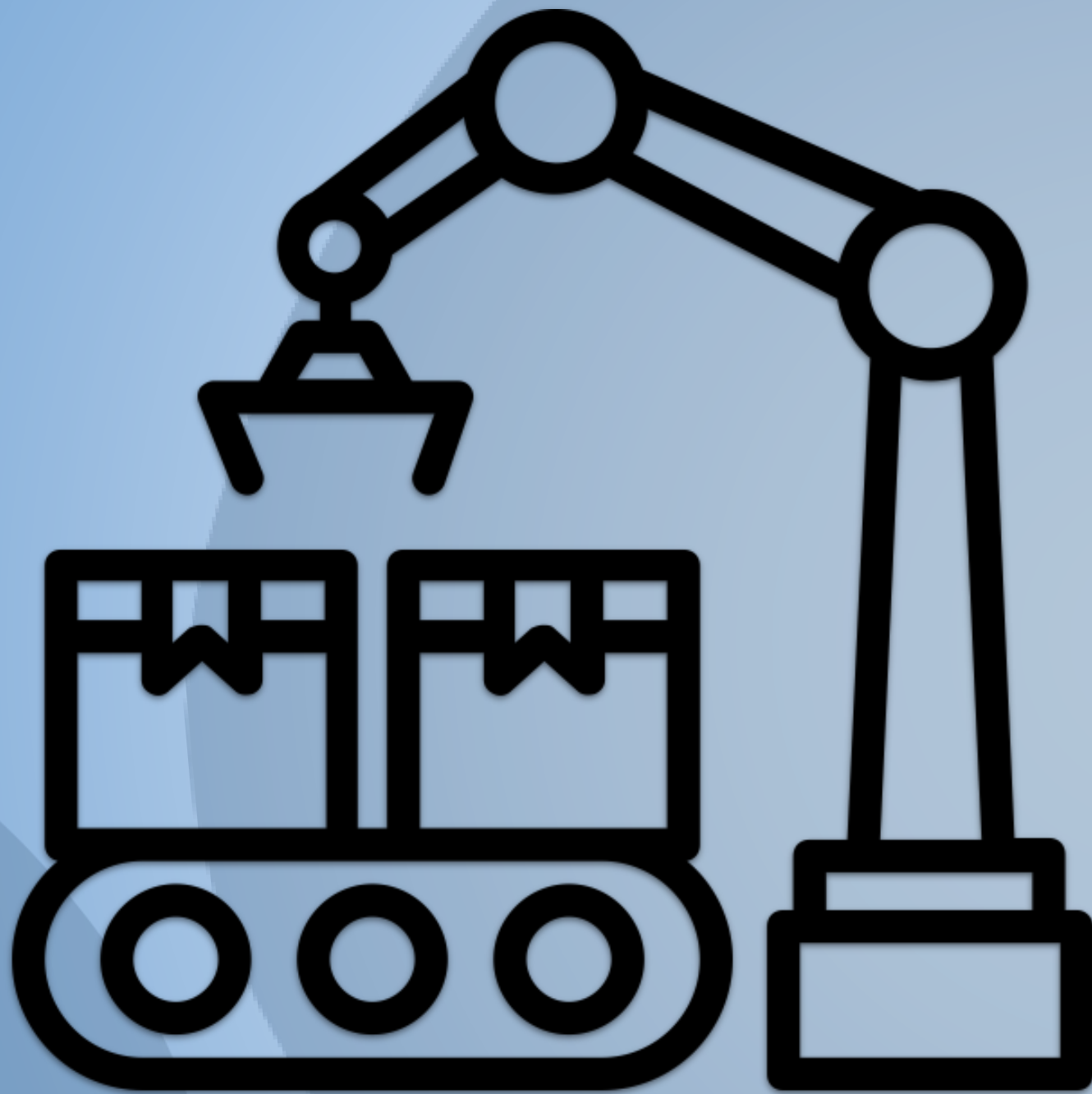
Created by Aldric Rodríguez
from Noun Project

Social potential



Created by Adrien Coquet
from Noun Project



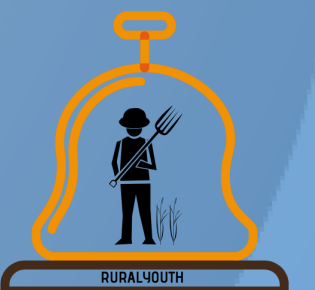


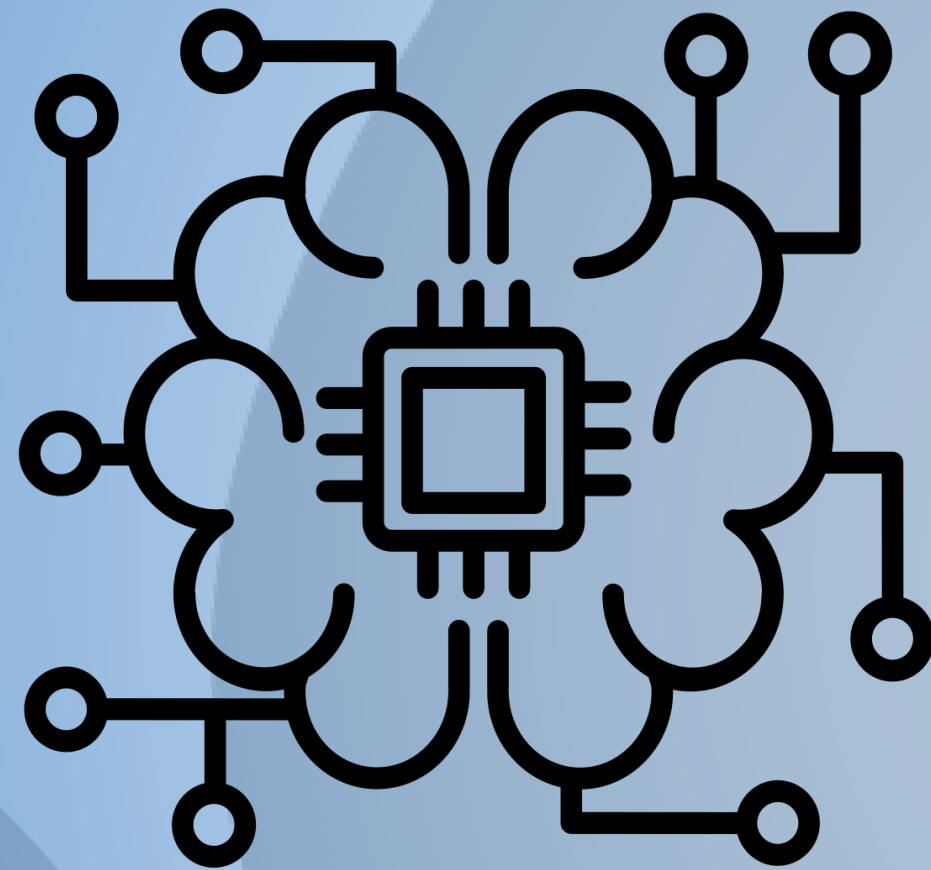
Created by Vectors Market
from Noun Project

PRODUCTION: Innovation capability, technology level and the efficiency of the industry form the industrial potential.

Perpetually growing the production rates and efficiently using the resources at the same time greatly enhance the other economic branches.

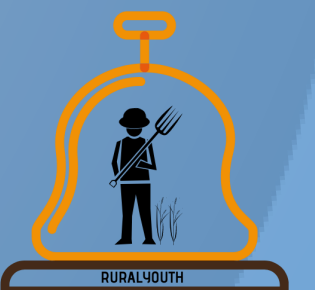
Moreover, it helps to meet the regions' demands much more easily, and enables the industry to make huge exports with high quality goods, too.





INNOVATION: The high prevalence of various types of research & development organizations, aka RDOs, the number of the personnel hired in research and development (R&D) departments, the quality of people with different branches of education in the society, the quality as well as the quantity of R&D tools and devices per researchers are significant factors affecting the overall innovative potential.

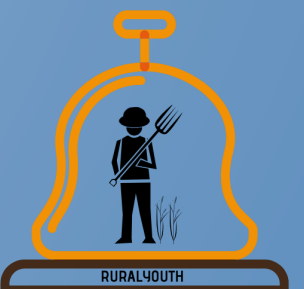
Created by mungang kim
from the Noun Project





The progress of the nations which insist on protecting some traditions or beliefs that are not based on any logical proofs, will be difficult; perhaps it will never occur. Those nations which cannot overcome the restrictions and conditions of their traditions, will not perceive of life as a logic and real occurrence. They are condemned to live under the sovereignty and yoke of those nations who perceive of life philosophy from a wider perspective.

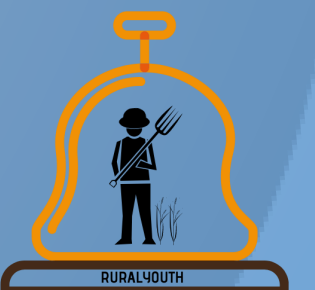
– MUSTAFA KEMAL ATATÜRK (1922)



ENTREPRENEURIAL ACTIVITY: The ratio of the gross product of the region in the total gross domestic product as well as the quantities of produced goods and provided services per each facility, the total amount of businesses established, the average income of businesses and the average employment level of businesses within the region are the values required to evaluate the entrepreneurial activity therein.



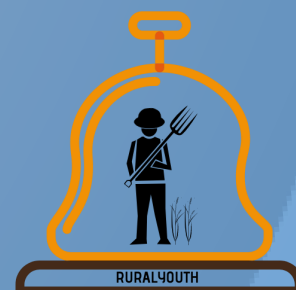
Created by Anzhelika (AngDiz)
from Noun Project





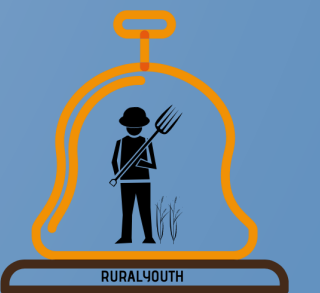
Created by Eucalyp
from Noun Project

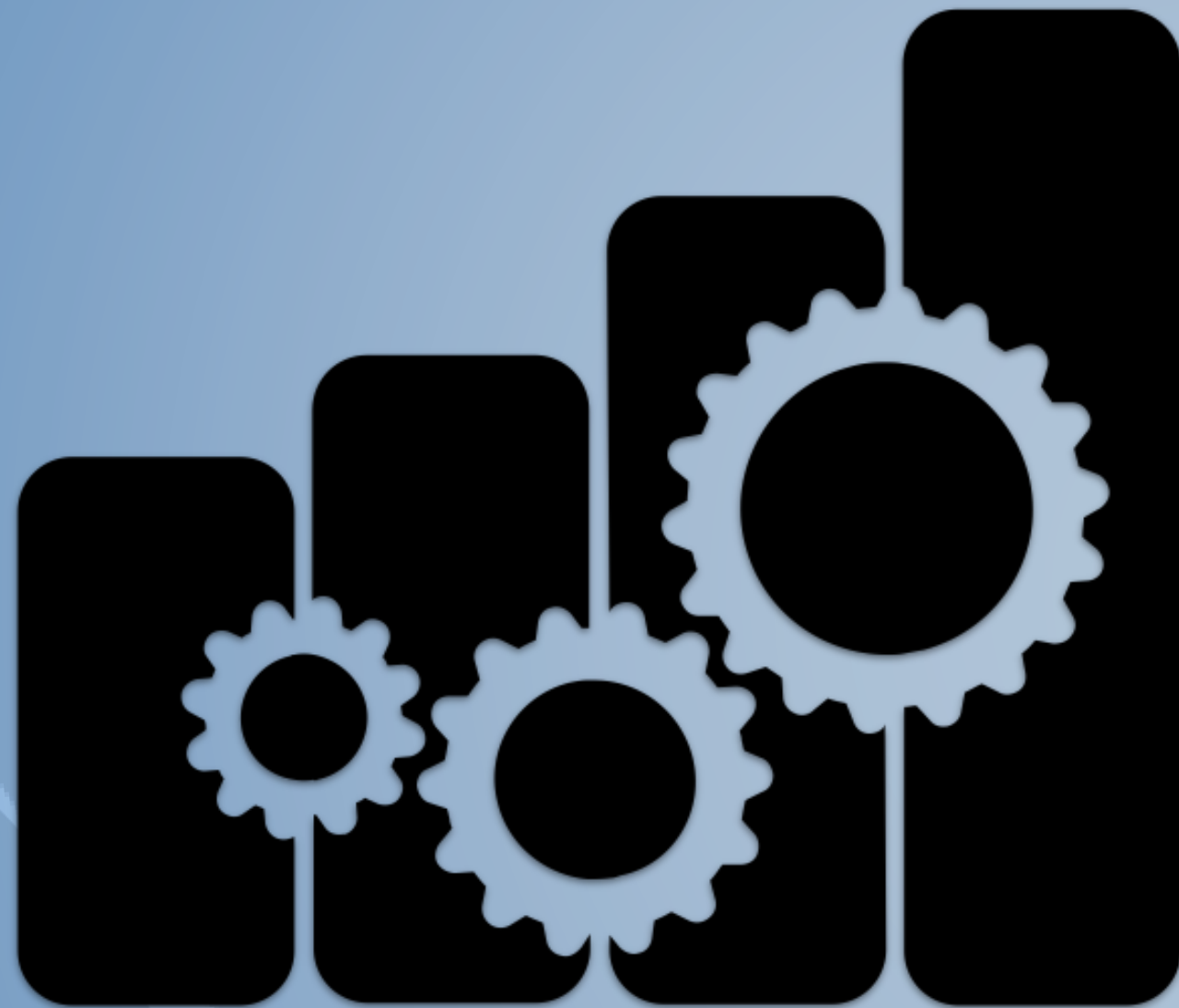
INFRASTRUCTURE: When infrastructure is constructed by assessing factors such as the population living in the region, the density of transportation network and the supply levels of industry, it becomes very crucial to always maintain the sustainability of production lines. Thus, constantly supporting progressive and innovative systems becomes a must.



The main elements of economic development, in other words, roads, railroads, seaports, land and sea transportation vessels, are the physical and political blood veins of the nation's presence.

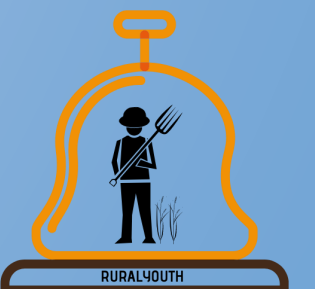
– MUSTAFA KEMAL ATATÜRK (1930) (AFET İNAN, ABOUT ATATÜRK H.B., P. 266)





ECONOMY: The economic potential of a region reveals the rate of precedence tasks during the process of scientific and innovative development by computing the share of investments in an environment with a fixed capital of industry.

Created by HeadsOfBirds
from Noun Project



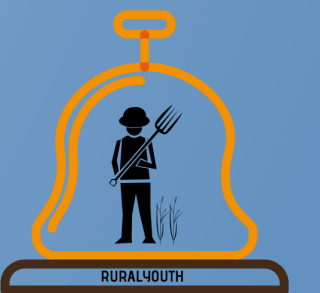
SOCIAL POTENTIAL

Human potential can be evaluated by the education level of the workforce as well as the attractiveness of scientific and innovative fields for employees.



I never give orders for tasks in the field of science, especially social science. I would like scientists to enlighten me in these fields. Thus, if you have confidence in your knowledge of science, culture, do tell me about it and show me the constructive sides of social sciences and I will pursue them.

– MUSTAFA KEMAL ATATÜRK (1923)

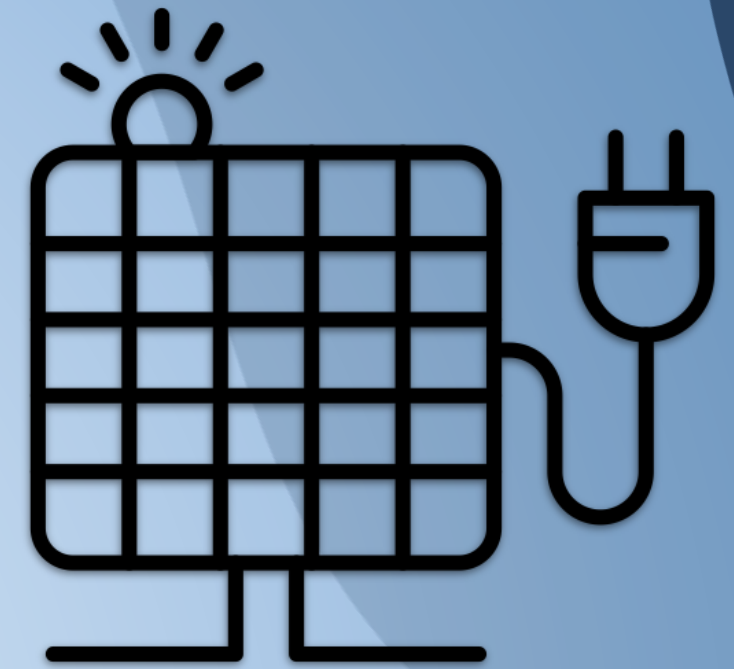


Evaluation of Renewable Energy Sources



Created by Luiz Carvalho
from Noun Project

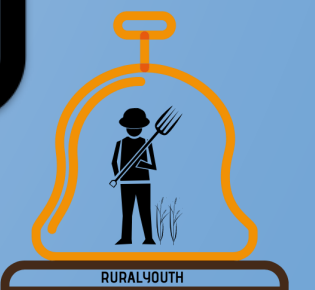
- Renewable energy systems become more popular day by day.
- The lack of knowledge on renewables and their overall profitability discourages some of the entrepreneurs.
- However, promoting investments on renewable energy systems and increasing the awareness on renewable energy would eventually turn the investors' attention to establish such feasible facilities.
- Also, conducting new researches to improve the overall energy harvesting efficiency of the renewable energy systems can encourage entrepreneurial activities upon renewable energy.



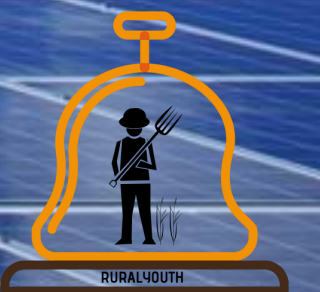
Created by Flatart
from Noun Project



Created by Iconiqu
from Noun Project



Establishing renewable energy facilities generally requires a wide open land that can be easily found in rural areas. Carrying out enough research and evaluation, such areas that are suitable for establishing renewable energy facilities could be found. These facilities are to become one of the best options for the entrepreneurs seeking investments in rural areas.



Evaluating the renewable energy potential within the rural areas could grant various advantages. For example:



Created by Becris from Noun Project

Renewable energy can support the economy greatly.



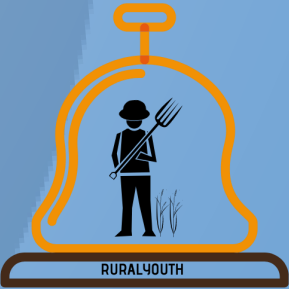
Created by Kmg Design from Noun Project

Increasing the use of renewable energy systems is a pretty good example of establishing eco-friendly environments.



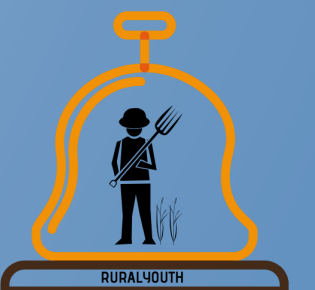
Created by Adrien Coquet from Noun Project

Using renewables instead of fossil fuels reduce pollution in air, water and soil.



Solar power is not about fashion, it's about survival.

– SIR NORMAN FOSTER





**SURF
TO FIND OUT
MORE**

- 👉 You can download a pdf of an article about evaluation process!
- 👉 This video is about evaluating food insecurity.
- 👉 You can access this article about an example in Russia!
- 👉 Here is a Tedxtalk about revealing the rural potential by Alexander Katzung.
- 👉 If you want to learn more about researches on renewable energy, read this article!
- 👉 You can learn a lot about the importance of evaluation in rural areas on the website EvalForward.
- 👉 Here you can find a very interesting article about effects of agricultural production.
- 👉 Here you can watch a video about the effect of evaluation on climate change.

MATCH THE TOPICS WITH THEIR DEFINITIONS



Production

Disposition of the industry to innovation, productivity of industry and the yield potential of the industry

Innovation

prevalence of various types of R&D organizations, and personnel working in R&D departments

Economy

rate of precedence tasks during the process of scientific and innovative development by computing the share of investments

Infrastructure

factors such as the density of transportation network and the supply levels of industry

Entrepreneurial Activity

the total amount of businesses established, average income of businesses & average employment level of businesses in the region

Social Potential

education level of the workforce

MATCH THE PARAGRAPHS!



Evaluating the renewable energy potential of rural areas can be ...

... as well as the attractiveness of scientific and innovative fields for employees.

Human potential can be evaluated by the education level of the workforce ...

... greatly enhances the other economic branches

Perpetually growing the production rates, and efficiently using the resources at the same time ...

...social development, economic advance and environmental protection.

Topics of the evaluation of regional potential are...

... beneficial for the environment.

TEST YOUR KNOWLEDGE!



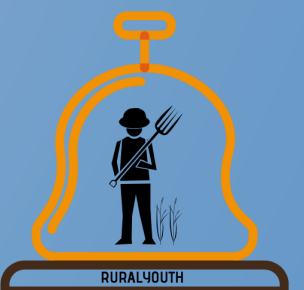
- 1.Social Development
- 2.Economic advance
- 3.Environmental protection

Which of the options above are relevant topics for evaluation of a region?

- A) Only 1 B) 1 and 2 C) 2 and 3 **D) All**

Which one below is not as important as the others when evaluating a region?

- A) The success rate of new businesses in the area.
B) The fashion of the year in the region.
C) Employees' tendency to be interested in research and development.
D) Access rate to electricity in the region.



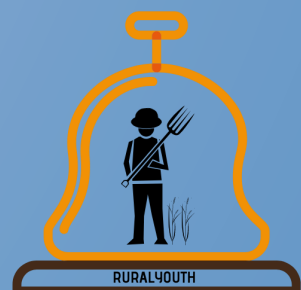


3- Which data can be used to evaluate a region's innovation potential?

- A.) The density of transportation
- B.) The portion of the gross product of the evaluated region in the gross domestic product
- C.) The yield potential of the industry
- D.) The number of personnel working in R&D departments**

4- Which one below is not an advantage for the evaluation of renewable energy sources?

- A.) Increase on entrepreneurial activity
- B.) Environmental benefit
- C.) Increase on the education level of people**
- D.) None of above



5- Making a detailed analysis of a region can help to spot major issues in rural areas.

(**True/False**)

6- Establishing renewable energy farms doesn't require a very wide land.

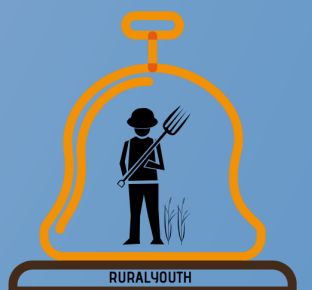
(**True/False**)

7- Taking timely precautions is crucial not only to maintain obtained position, but also to elevate competitiveness and investment attractiveness of the region.

(**True/False**)

8- Regional potential can be identified as a region's wealth that can be used to develop the region.

(**True/False**)



9- Innovation potential is the number of personnel working in departments of the industries and transport networks.

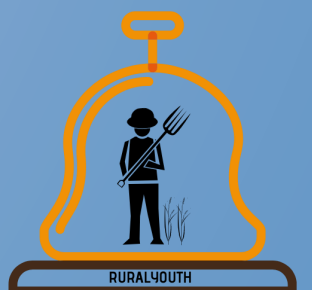
(True/**False**)

10- The values of total amount of businesses and average income of businesses are important for the evaluation of social potential.

(True/**False**)

11- Innovation capability, technology level and the efficiency of the industry form the industrial potential.

(**True**/False)

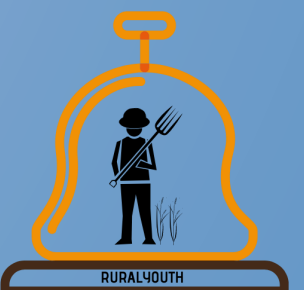




..... systems become more popular day by day. The lack of knowledge on renewables and their overall profitability discourages some of the However, promoting investments on renewable energy systems and increasing the awareness on renewable energy would eventually turn the investors' attention to establish such facilities. Also, conducting new researches to improve the overall of the renewable energy systems can entrepreneurial activities upon renewable energy.

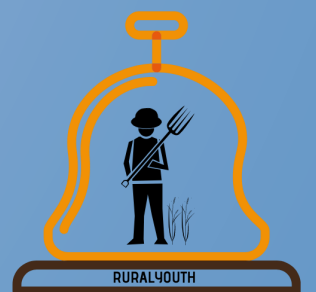
Fill the blanks with appropriate words.

- 1- Renewable energy
- 2- Entrepreneurs
- 3- Feasible
- 4- Energy Harvesting Efficiency
- 5- Encourage



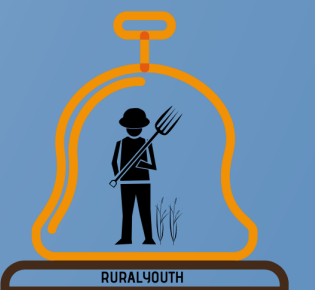
DISCUSSION

1. Do the topics in this presentation explain regional evaluation enough? What other perspectives can be used while evaluating a region's potential?
2. How the results of a regional evaluation can be used to increase entrepreneurial activity on that region?



*Evaluation is creation: hear it, you creators!
Evaluating is itself the most valuable treasure of all
that we value. It is only through evaluation that
value exists: and without evaluation the nut of
existence would be hollow. Hear it, you creators!*

– FRIEDRICH NIETZSCHE



SUMMARY

- In this unit, you have learned about how regional evaluation and local development are bound to each other.
- You have also learned main evaluation titles and correct regional evaluation methods.

