



YOUNG FRIENDS OF THE COUNTRYSIDE  
PRESENT

# 2020 FAMIGRO

## Award for Entrepreneurship

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Application Guide

# What is the FAMIGRO Award

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- Created by Mr Karl Grotenfelt in 2013 and aimed to reward the best European rural entrepreneurship project of the year.
- The FAMIGRO Award rewards each year an innovative entrepreneurial project.
- Thanks to the initiative of Mr Grotenfelt, the YFCS can support every year a start-up project that answers to the current challenges of the rural sector.
- Entrepreneurial projects contribute to the evolution of our rural countryside, while the respect of the environmental and social responsibility is endorsed by each rural entrepreneur.
- The aim of the FAMIGRO Award is to increase the chances of this kind of valuable projects to succeed and grow, letting them benefit from the support of the network of the Friends and Young Friends of the Countryside.

# Why a FAMIGRO Award for Entrepreneurship

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Raise Awareness  
on the  
importance of a  
sustainable,  
economic and  
dynamic  
countryside

Promote the  
continuation of  
family  
enterprises

Encourage new  
investments in  
rural  
communities

Promote  
entrepreneurial  
spirit

Foster the  
development of  
innovative  
solutions

Provide the  
opportunity and  
support needed  
to successfully  
start up business  
projects

# About the prize



€5,000 and  
Diploma of recognition



## Communication

- YFCS, FCS and ELO Channels
- Article in the Countryside Magazine



## Presentation

- Forum for Countryside Entrepreneurship
- FCS & YFCS General Assembly

# Eligibility

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## **The applicant shall:**

- Be a European citizen or permanent resident, or
- A group of Europeans represented by one person
- Between the age of 18 and 40
- Never have been awarded this prize
- Re apply if previously unsuccessful

## **The business should:**

- Be a for-profit business
- Be registered and have its head office in the EU

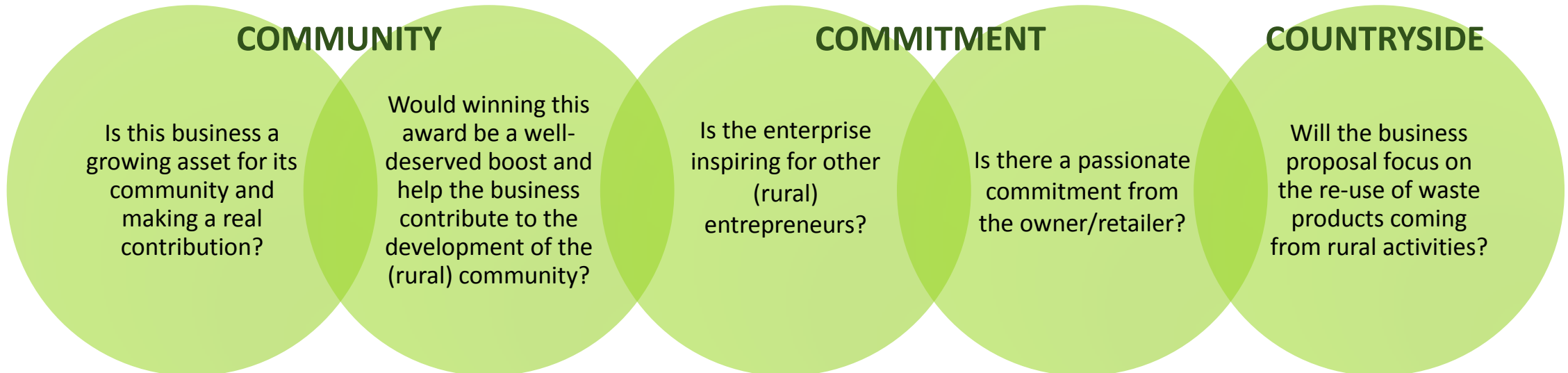
## **The project:**

- Is already being implemented or has a solid business plan for the near future
- Has a long-term scope and aims at future developments
- The business plan shows the development of one or more activities aiming at generating financial funds ensuring the continuity of the private enterprise
- Aims at developing innovative solutions for the creation and conservation of local economic development and fostering business opportunities
- Is an example of good practice to other (rural) communities and is scalable and adaptable to different rural contexts

# Selection criteria

## The jury will take into consideration:

- Best practices and replicability
- Long-term vision of the project
- Novel and innovative ideas
- Projects that are scalable
- Solutions that favour the development of rural economies and foster business opportunities
- Projects that contribute to improve the environment



# The Jury

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- President of the Jury: Karl Grotenfelt
- The ELO & FCS Secretary General: Thierry de l'Escaille
- The YFCS President: Marie-Christine Gräfin von Schönborn
  - The YFCS Vice-President: Heinrich Prinz von Croÿ
  - YFCS Board Member: Jean d'Aspremont

# Application form

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- Complete the **application form** with your personal details, pitch of the project, outlines, business model and a letter of motivation
- All the documents must be submitted in English
- Applicants may be requested further details during the evaluation phase



# Calendar

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## Deadline

Extended until **March 1, 2020**

## Forum for Countryside Entrepreneurship

Date and Location **TBC**

For more information: [alberto.hermosel@yfcs.eu](mailto:alberto.hermosel@yfcs.eu)

## Friends of the Countryside & YFCS General Assembly

Córdoba (Spain), June 4-7, 2019

For more information: [alberto.hermosel@yfcs.eu](mailto:alberto.hermosel@yfcs.eu)

# 2016 FAMIGRO Award Winner



**WIGNAC**  
CIDRE NATUREL

Cider matured in the French Ardennes

[www.wignac.com](http://www.wignac.com)





# 2017 FAMIGRO Award Winner

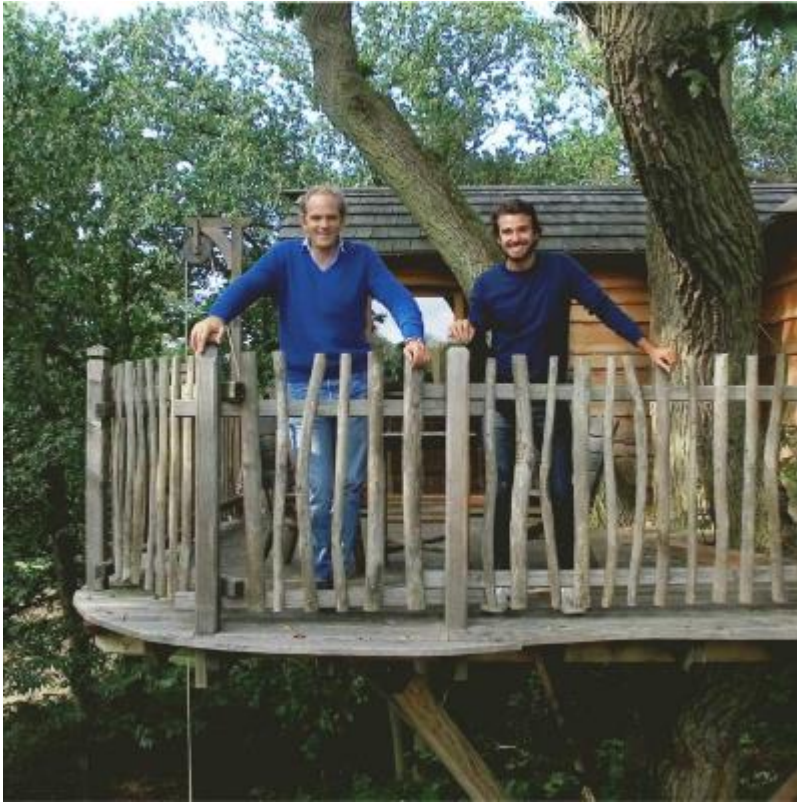


Wilderness is your way back to basics  
[www.wilderness.be](http://www.wilderness.be)



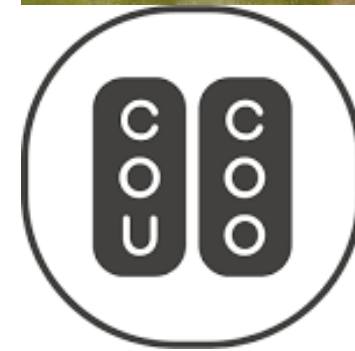


# 2018 FAMIGRO Award Winner



Coucoco - Grands Chênes, le luxe à  
l'état sauvage

[www.coucoco.com](http://www.coucoco.com)



Grands  
Chênes

# 2019 FAMIGRO Award

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Diploma for Outstanding Developments to:

- [Baron Island Falconry Experience](#)
- Finca Rincón del Rosario
- Fumal
- [SeedForward GmbH](#)
- [SIRPLUS GmbH](#)

# Contact

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Please send your application by email to:

[alberto.hermosel@yfcs.eu](mailto:alberto.hermosel@yfcs.eu)



# Encouragement

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*“Winners never quit and quitters never win” – Vince Lombardi*

*“Genius is 1% inspiration, and 99% perspiration” – Thomas Edison*

**We are looking forward to receiving your application.**

**The YFCS team.**