

RURAL GREENERS PROJECT

GLOBAL IMPACT ASSESSMENT

Erasmus+ KA2 Project about green entrepreneurship in rural areas.

Casa d'Abóbora – Youth Association

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INTRODUCTION

The following document presents the global impact assessments of the project, resulting from the local impact assessment conducted by each partner associations. Four indicators were established for measurement: **Networking (I)**, **Necessities (II)**, **Learning Skills (III)**, and **Dissemination and outreach (IV)**.

In this regard, the first section presents a descriptive analysis of participant outcomes, including both qualitative and quantitative information. First, an analysis of the questionnaires administered to explore Indicators I, II, and III is provided. Second, an analysis of the results obtained regarding participation and activities. Third, an analysis of the participant' expectations for the project and the extent to which these were met is included.

The second section contains the overall SWOT analysis of the project, developed from the local SWOT analyses conducted by each partner organization.

Finally, the third section presents quantitative information on the project's dissemination efforts.



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DIVERURAL PROJECT- IMPACT ASSESMENT

I. ANALYSIS BY INDICATOR

a. NETWORKING

The analysis of participants' responses regarding the Networking indicator reveals a generally positive perception of their social and professional networks at the beginning of the project, with notable improvements reported upon its conclusion.

Initial Perceptions (Pre-Project)

At the outset, most participants expressed moderate to strong confidence in their access to and positioning within their social networks. A majority agreed or strongly agreed with statements such as:

- *"I easily obtain information or other resources from my social network."*
- *"We share our skills and knowledge in order to improve our projects."*
- *"I am confident that they fulfill their commitments to me."*

These responses suggest that participants entered the project with a relatively high degree of trust and mutual support in their existing networks. More than 80% agreed or strongly agreed with the idea of shared cooperation and information exchange.

However, slightly fewer participants strongly endorsed statements related to centrality ("I generally find myself in an important position within my social network") or shared values and philosophy. For instance, around 30% expressed neutral views on whether they shared a similar business philosophy with their contacts. This indicates that while most participants were embedded in functioning networks, there was room for strengthening their positioning and alignment with others in terms of professional values.

Post-Project Reflections (Exit Questions)

Upon completion of the project, participants were asked qualitatively if the experience had helped improve their networking skills and expand their networks. The responses clearly indicate a positive shift in this area.

Several participants described tangible benefits:

- *"Yes, we have a large network open up through the project and this helps us to connect and learn from others."*
- *"Without a doubt. Even the more informal parts of the congress helped to build sharing relationships."*



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- *“Yes, of course. It helped establish a very rich networking environment among everyone.”*

These testimonials reinforce the idea that the project functioned as a platform for exchange, collaboration, and personal connection. For some, it confirmed and strengthened existing networking abilities, while for others, it provided new opportunities and expanded professional circles.

Key Takeaways

- Pre-project: Participants already had a fairly solid network base, with moderate to high levels of trust, cooperation, and access to resources.
- Post-project: There is strong qualitative evidence that the project significantly contributed to network expansion and deeper interpersonal collaboration.
- The informal and collaborative nature of the project appears to have played a key role in facilitating new and meaningful connections.

Overall, the project appears to have had a positive and measurable effect on participants' perceptions of their networking capacity, both in terms of the structure of their networks and the quality of interactions within them.

b. NECESSITIES

The evaluation of the Necessities indicator reveals participants' evolving understanding of their business or project needs. This includes perceived obstacles, resource limitations, and overall readiness to act on their entrepreneurial ideas.

Initial Perceptions (Pre-Project)

At the beginning of the project, participants responded to a series of Likert-scale questions concerning various challenges they faced. The responses indicate that most participants acknowledged several key needs or constraints, particularly:

- Limited access to funding or financial resources.
- A need for better knowledge in areas like marketing, business planning, or legal procedures.
- A lack of structured mentoring or external professional guidance.

Notably, approximately 72% of responses were either *“Agree”* or *“Strongly agree”* with statements indicating a perceived need for external support or additional resources. This suggests participants entered the program with a realistic view of the challenges ahead rather than an overly pessimistic perspective. The remaining responses were generally neutral, with very few expressing disagreement.

However, it is notable that the perception of needs was not excessively negative; rather, the responses suggest that participants saw these areas as opportunities for growth and development.



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Post-Project Reflections (Exit Questions)

In the Exit Questions, participants were invited to reflect on whether the project had helped them address these previously identified needs. Their qualitative answers reveal meaningful progress suggesting that the project served as a practical resource to address some of these earlier perceived gaps.

Key excerpts include:

- *“Yes, there are some clearer steps to available funding and clearer strategies to present our projects.”*
- *“Yes, of course—it helped broaden horizons and discover other realities.”*
- *“Yes, especially in relation to funding opportunities.”*
- *“The sessions about project writing, development and funding provided a useful framework.”*

These answers reflect that the project did not just raise awareness about the needs, but actively helped participants address them, especially in strategic areas such as funding, planning, and idea validation. There is also a recurring theme of learning from the experiences of others, suggesting that peer-to-peer learning contributed meaningfully to identifying and managing needs.

It is also notable that around **78%** of participants explicitly mentioned improvements related to either funding, business planning, or the ability to identify actionable next steps. This indicates that the program went beyond merely identifying gaps; it empowered participants to take tangible steps toward resolving them.

Key Takeaways

- Pre-project: Participants identified clear areas where they lacked resources or expertise, particularly in funding, planning, and mentorship.
- Post-project: Many reported concrete progress in addressing these issues, either through training, exposure to new perspectives, or clearer strategic planning.
- Qualitative feedback: Highlights the dual impact of structured training and informal peer learning in addressing resource needs.
- The program appears to have acted as a catalyst for action, offering knowledge, tools, and a sense of direction that empowered participants to begin resolving their primary challenges.

Overall, the project was successful in reducing uncertainty and enhancing participants' ability to identify and address their entrepreneurial necessities.

c. LEARNING



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The analysis of the Learning Skills indicator focuses on participants' self-assessed capacities in areas such as creativity, leadership, resilience, decision-making, and adaptability—before and after their participation in the project.

Initial Perceptions (Pre-Project)

At the beginning of the project, participants rated their skills in several entrepreneurial domains. Most self-evaluations fell in the moderate to high range, indicating a foundational confidence in their abilities. Common ratings included:

- Creativity and innovation were generally perceived positively, with around 68% described themselves as creative or idea-driven, with openness to experimentation and new approaches.
- Leadership and teamwork received strong self-ratings from roughly 60% of participants, although several mentioned challenges in delegation, conflict management, or working in larger teams
- Resilience and adaptability stood out as strengths, especially among those with prior freelance or self-employed experience. Nearly 70% rated themselves as "High" or "Very High" in these traits.
- Decision-making under pressure and problem-solving were mostly rated as "High", while the ability to identify and act on business opportunities was often rated "Moderate".

These self-assessments show that participants entered the program with a solid level of self-awareness, acknowledging their strengths while identifying room for growth, particularly in the operationalization of ideas.

Post-Project Reflections (Exit Questions)

After the project, participants were asked to reflect qualitatively on how the experience influenced their entrepreneurial skills. The responses demonstrate a significant positive impact, particularly in soft skill development and confidence-building.

Selected responses include:

- "Yes, understanding better how others do it. Knowing there's not one way to do things helped me clarify mine."
- *"It strengthened these skills in the sense that I felt more confident."*
- "Overall, the sessions helped me to better assess what I already do and how to improve."
- *"Yes. Through the sharing of tools and experiences, I realized where I can improve."*

Moreover, in the Likert-scale evaluations post-project:

- 76% rated their ability to identify business opportunities and transform them into actions as "High" or "Very High."
- 81% gave similarly high ratings to their capacity for decision-making under pressure and effective problem-solving.

In the open question about whether the project helped them improve entrepreneurial skills (creativity, resilience, leadership, technical knowledge, etc.), around 83% answered



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affirmatively, frequently mentioning increased confidence, exposure to diverse approaches, and the value of collective learning.

Participants highlighted that the project created a space for reflection, exchange, and experiential learning, rather than solely transmitting technical knowledge. The collective learning atmosphere allowed them to both recognize their existing competencies and gain perspective on areas for further development.

Key Takeaways

- Pre-project: Most participants had moderate-to-high confidence in their entrepreneurial skills, with a nuanced awareness of their strengths and areas needing support.
- Post-project: The experience significantly contributed to deepening self-knowledge, expanding their toolkit for problem-solving and decision-making, and building confidence.
- The project's learning environment—marked by dialogue, collaboration, and exposure to diverse approaches—played a crucial role in facilitating this growth.

Overall, the project served as a valuable learning opportunity, particularly in fostering reflective practice and enhancing key entrepreneurial soft skills.

d. EXPECTATIONS

The Expectations indicator explores the degree to which the project met participants' goals, interests, and initial hopes. This includes both how clear their expectations were at the start and how fulfilled they felt by the end of the experience.

Initial Perceptions (Pre-Project)

At the beginning of the project, participants described diverse and generally high expectations. Responses indicated a mix of:

- Access to practical tools and funding pathways to advance their entrepreneurial initiatives.
- Curiosity about new ways of working, particularly in cross-cultural or interdisciplinary environments.
- A desire for clarity in terms of funding pathways, business development, and turning ideas into action.
- A few participants expressed curiosity and openness rather than clearly defined expectations, suggesting the program also attracted exploratory profiles seeking orientation.

While most participants expressed optimism, a few indicated uncertainty about what to expect—suggesting that the program attracted both well-defined entrepreneurial profiles and more exploratory participants seeking orientation.



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Post-Project Reflections (Exit Questions)

Participants were later asked directly whether the project fulfilled their expectations. The analysis shows an overwhelmingly positive outcome:

- 86.7% explicitly stated their expectations were met.
- 13.3% even reported the project exceeded what they initially hoped for.

Notable answers include:

- “Yes. And I would add: it exceeded them. I came with few expectations and left with a wide scope of ideas and a clearer path.”
- “Without a doubt.”
- “I learned a lot and created meaningful connections that I did not expect.”
- “Yes. It helped to materialize some ideas and deconstruct myths.”

Others pointed out that even when their expectations were not fully met, the experience still had value:

- “In some aspects, yes, particularly the international dimension. In others, I expected more structure.”
- “Not all the sessions were equally useful, but the ones that were really helped me grow.”

These statements highlight a general trend: even among participants who offered constructive feedback, there is a strong sense that the project provided meaningful personal or professional development.

Key Takeaways

- Pre-project: Expectations varied—some had clearly defined goals, while others were exploring opportunities. Common themes included access to resources, guidance, and a desire to connect with peers.
- Post-project: Nearly 87% reported that their expectations were fulfilled, and over 13% felt the project even exceeded them, especially regarding learning, networking, and confidence in pursuing their projects.
- The flexible, experience-based structure of the program appears to have allowed participants to derive value in different ways—whether through inspiration, clarity, or practical connections.

In sum, the project appears to have successfully fulfilled its purpose from the participants’ point of view, providing meaningful experiences that aligned with (or even surpassed) initial expectations.

e. PARTICIPATION & ACTIVITIES

	N° Activities	Participants
Number of projects participants	18 (one dropout in each country)	



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Number of Training Sessions	24	27
Amount of Sessions in Schools	9	254
Amount of International Moments	3	

Table 1. Quantitative impact on participants

II. GLOBAL SWOT ANALYSIS OF THE PROJECT

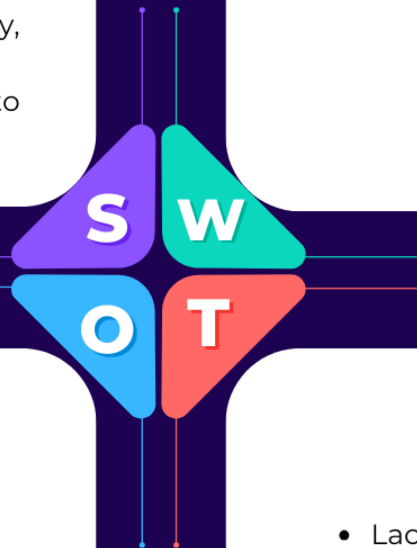
Upon the completion of the project, each of the partners conducted a SWOT analysis regarding how the project unfolded in their respective territories. Subsequently, the three analyses were consolidated, and efforts were made to identify common points among them in order to develop a comprehensive SWOT analysis of the project as a whole. Below are the results of the analysis conducted

STRENGTHS:

- Tailored programs based on participants' needs in each country.
- Personalized approach: one-to-one mentoring, informal idea sharing.
- Practical support in Ireland, including useful accounting and administrative advice.
- Strong partnership and a clear project structure.
- Green focus as a core value, especially relevant in rural areas.
- Improved participants' skills: teamwork, creativity, digital abilities.
- Provided a platform to give visibility to underconnected green rural entrepreneurs.

WEAKNESS:

- Difficulties in maintaining consistent participation throughout the project.
- Long sessions or fragmented workshops—intensive formats might be more effective.
- Diverse participant backgrounds (education, experience, language) created uneven engagement.
- Lack of post-project follow-up and unclear next steps.



OPPORTUNITIES:

- Potential to replicate the project in rural schools to inspire youth entrepreneurship.
- Promoting rural entrepreneurship as a viable lifestyle and career path.
- Creating local networks and partnerships among participants.
- Increased community and institutional engagement.
- Exchange of best practices and the opportunity for future joint ventures.
- Growing governmental support for sustainable, community-based initiatives.

THREATS:

- Lack of post-project funding: promising ideas risk not being implemented.
- Logistical barriers and entrepreneurs' limited availability hinder engagement.
- Lack of clear vision from the start may cause confusion or dropout.
- Participants lacked project management or grant-writing skills.
- Lower attendance if sessions aren't aligned with shared needs or goals.
- Risk of disengagement if participants feel disconnected from workshop themes.



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III. DISSEMINATION IMPACT

a. SOCIAL MEDIA GROWTH

TOTAL AMOUNT OF FOLLOWERS	Partner	Social media	Variation		
			START	END	%
FOLLOWERS ON SOCIAL MEDIA	CdA	Facebook	50	527	954%↑
		Instagram	2188	2710	24%↑
	Super Tineri	Facebook	14306	14905	4%↑
		Instagram	1291	1582	23%↑
	Blackwater T&C	Facebook	95	124	31%↑
		Instagram	103	220	114%↑

Table 2. Total amount of followers in social media.

b. EXTERNAL MEDIA DISSEMINATION

EXTERNAL MEDIA AND DEOR		
TYPE	LINK	DATA
Dissemination in Town Hall Page	https://www.facebook.com/TirguFrumos/posts/pfbid0VgqunGcASDpoZ328trA7rEj4RXxTiqANTg6uKs8j4tFLNF9sCC9XBEstWEM8KztXI	14/5/2024
Dissemination in Town Hall Page	https://www.facebook.com/TirguFrumos/posts/pfbid02nPTJ4L8go8BnUdqWVeU1Wvvgp8cU5y1wk9RabQPBKvDYtncURAGvAk4Z28CnLBBfI	21/05/2024
Presentation of Results in "Green Week"	https://docs.google.com/presentation/d/1opeK_VbnOHQIs0iSEhifomOkJRskEZsCcGNZHv7YzPs/edit?slide=id.g34fb175260d_0_333#slide=id.g34fb175260d_0_333	21/05/2025
Promotion of the project in WP Post	https://www.supertineri.org/2024/05/rural-greeners-opportunitate-pentru.html	
About the National Meeting in WP Post	https://www.supertineri.org/2024/06/rural-greeners-rezultate-consultari-o.html	
About the impact of the project at local level in WP Post	https://www.supertineri.org/2025/04/rural-greeners-impact-si-rezultate.html	

Table 3. External Media.



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c. INTERNAL MEDIA DISSEMINATION

INTERNAL MEDIA (does not include stories)			
PLATFORM	LINK	DATA	LIKES
Instagram	https://www.instagram.com/p/C5JrVNIpzIX/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	30/03/2024	41
Instagram	https://www.instagram.com/p/C5ZBBQsAwtp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	05/04/2024	21
Instagram	https://www.instagram.com/p/C6cBFTSOUYa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	01/05/2024	71
Instagram	https://www.instagram.com/reel/C8sJuDXMqAV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	26/06/2024	16
Instagram	https://www.instagram.com/p/C-IDmcxih99/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	12/08/2024	44
Instagram	https://www.instagram.com/p/DEiJ3jfsPsz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	07/01/2025	65
Instagram	https://www.instagram.com/p/DJR4v_vBZvz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	05/05/2025	44
Instagram	https://www.instagram.com/p/DKH9hb3SQ_n/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	26/05/2025	15
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid024VrTKhRke9YBWptVfopXmV2yo9HUg6Ucbjwsp1TNE8U4DbRbF5dXC3PJDwwU17txl	30/04/2024	2
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0FevZuj8afGwXj4gNCwef6PsuF7Dz9uiUR5mEr_uSvWVWGGHeuMdYjbZ4Z98jYJuFyl	05/04/2025	36
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0sAJKTSaivdh12EjZbb6jYnm2zcgLwBYF9VKaSd_QoFdpbc56vsD5udXzY8rKY4eXsl	01/05/2024	6
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0sYo8sx1CLG3eqCfDhb4XSdFyuSSNisr3mEXaj7qwi4WrV5VuxL32ySCRT7Mi1TPil	12/08/2024	4
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0FkvwxseBipaeHohpnm7HTQtNFvJwEzWRA7t5PS6c8Ut8E9nJscb5GUgAQTPzhZV4l	07/01/2025	8
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid02R8FSWguh63HYryiwiewCyPN1vWE6rTfEHQjW91Lxg5xxQLjJHFXCguE5SYxuDKv8l	05/05/2025	11
Facebook	https://www.facebook.com/casadabobora.aj/posts/pfbid0DVfEQ2oyywPY9T1A9PuaEesN7R7YZWXeCbCqS2V3zSe7fsLQHmJ4vbdNw1wtRApvI	06/05/2025	8
Instagram	https://www.instagram.com/p/C4DZTFKoiKt/	03/03/2024	10
Instagram	https://www.instagram.com/p/C5Bym-rtTee/	27/03/2024	6
Instagram	https://www.instagram.com/p/C5DOSwTg9vF/	28/03/2024	4



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Instagram	https://www.instagram.com/p/C8ANwlgoshf/	09/06/2024	10
Instagram	https://www.instagram.com/p/C8ylzwhtSxn/?img_index=1	29/06/2024	11
Instagram	https://www.instagram.com/p/DBmZmg5NHMR/?img_index=1	26/10/2024	13
Instagram	https://www.instagram.com/p/DCRVHOCNV_3/	12/11/2024	7
Instagram	https://www.instagram.com/p/DCxMtkilkg_/	24/11/2024	9
Instagram	https://www.instagram.com/p/DDwui9jtH7W/	19/12/2024	12
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid0adARi7uhgAKR6gDqMgPjKrK45fWnA1yNPb95g65Sy51kTxZQ5h4RE29ovEnFoVpFI	03/03/2024	3
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid02NH58dErQmNUMLVnvACirAZjEGdG9HYNbjA3Mzj2Bk1dVJBjEmJP5YBV5PTy53BCFI	27/03/2024	2
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid02FQtgvK67vrl7BouR8u64J367XNKJ6t1msC4eTkW46M5R4CaXbkr7QucsvMNogYurl	28/03/2024	4
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid02xu7pFhAUhLHAghJZhuLfCdzejitSfS7zecD6cUbAyidTp4QVzn2jRR1rzMVwaatCl	18/05/2024	4
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid0q8jh37Y5XpLiLx9WFKbhFHWK2QaNwY893MZfAE3m98bQyHKBhSyTChTELLGmqo1I	29/06/2024	6
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid021BUugYoVK2zHrjHYBxKFzjGrmVke6xPyrTV5eMBLDTg4Wyt6N3upicaYtj8QpFeFI	15/07/2024	4
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid023seo6N5CszvMgd8rEd3QPxDtVW4JQk5GnWwZwTVxq6eioH9jVhzqADkQNufFyhDI	13/09/2024	6
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid0tZHDYL1FU8tt1diicQBPvYC8Cd7DRBuJshmHzjXs2tZHi5PXZs9ePzJUbLeYYX45I	26/10/2024	4
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid032HUgY6BFuNAoRjwHVLRCYXy3y2nt99BtAJwtMeb3o6jhUEkuoNNkxhavU86Q6RZcl	12/11/2024	2
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid0BYFKxeVshmvCNQLTBzDZWGyJBXA9kjgn9kScYKWFKErMD2Qqff11Hw5Z66qEyobl	24/11/2024	3
Facebook	https://www.facebook.com/BlackwaterTrainingConsulting/posts/pfbid031duhR8ughq8w9cAonzHz1sSi4gggLttBffWsT8JCUXaSJEFmMaz3Morrrob4YZbEil	19/12/2024	4
Instagram	https://www.instagram.com/p/C8UpgvPKAae/	17/06/2024	59
Instagram	https://www.instagram.com/stories/highlights/18076843732460299/	-	50



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Facebook	https://www.facebook.com/ASIRYS/posts/pfbid02pg3GZJhffUsgZaTx5Jifin7nMG2D4QR6ZJErFD8Gvq7FpKSp58aSQxzZBhZyc4ppl	17/06/2024	37
TikTok	https://www.tiktok.com/@supertineri/video/7420762736109423905	01/10/2024	34
AMOUNT OF POST			LIKES
	39		696

Table 4. Internal Media.