Aspects of cultural sustainability related to rural female micro entrepreneurship

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In this paper I will ask what is rural micro entrepreneurship seen from the cultural sustainability point of view. I have interviewed women who live on farms in Southern Finland and have a business of their own besides farming. Material has not been gathered cultural sustainability questions in mind but, nevertheless, it is possible to examine the entrepreneurial process even from that perspective. Women’s businesses produce different products and services like handicrafts, foodstuff and tourism services. I set the following questions: What is the production process like? Where do the ideas and materials come from? Is it possible to distinguish dimension of cultural sustainability in the everyday life of these small businesses? In this case meaning of cultural sustainability is linked both to the values of local life and sense of places and also to the materials that are available for creation of products. Analysis of interview material reveals that the products produced in these micro firms may be in close relation to the surrounding nature. This connection to nature may in turn be the feature in the product that fascinates also the customer. Being able to make products that reflect one’s own values is interpreted as part of cultural sustainability in this context.

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