

# LEADER 2.0

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*'Whenever a society loses its way in economics, it also feels that it has lost its way morally. The converse is that any return to economic growth must also be accompanied by moral renewal too'*

**Geoff MULGAN**, British economist

*The Locust and the Bee (2013)*

The acronym LEADER stands for:

- *L – Local Economic Development (and Places Marketing)*
- *E – Environment*
- *A – Agriculture (and Rural Development)*
- *D – Democracy 2.0 (Civic engagement, e-democracy, Participatory approach)*
- *E – Entrepreneurship 2.0 (New business models, Business Model Canvas, Lean start-up approach)*
- *R – Research and Innovation*



## LEADER 2.0

These research topics are part of my professional background (especially Local Development, Environment and Agriculture/rural development) and/or are particularly relevant, nowadays, to better understand how our society is changing as a result of:

- technological change and social innovation;
- new types of enterprises (social business and innovative non profit organizations);
- new managerial approaches, such as Business Model Canvas and 'Blue Ocean Strategy'.