LEADER 2.0

written by Antonio Bonetti | August 9, 2014

> *'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’.