



Cofinanciado por el programa Erasmus+ de la Unión Europea



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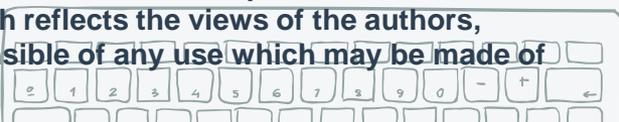
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# ACTIVATING RURAL YOUTH THROUGH ENTREPRENEURSHIP: BEST PRACTICES BOOKLET



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## THE AIM OF THE TRAINING COURSE

This project consisted in one activity, a training course which took place in Alcaraz, Spain , 7-12 May 2018 and involved 32 youth workers and youth leaders from Spain, Albania, Macedonia, Poland, Romania, Greece, Serbia and Lithuania.

The aim of this training course, inspired from the challenges that young people are facing in rural areas, was to contribute to fighting youth unemployment and to foster the use of entrepreneurship as a tool for youth development in youth-work which leads to youth empowerment, activating inactive youth, and developing life learning competencies that young people, including young people with fewer opportunities, can actively use for their personal and professional development.

## PARTNER ORGANIZATIONS:

### APPLICANT:

LA SABINA DE EL BONILLO  
(SPAIN)

### PARTNERS:

QENDRAT YOUTH FOR SOCIAL  
CHANGES (ALBANIA)

ORGANIZATION FOR SOCIAL  
INNOVATION "ARNO"  
(MACEDONIA)

GMINA DABROWA (POLAND)

FUTURE AND PROGRESS  
(ROMANIA)

HELLENIC YOUTH  
PARTICIPANTION (GREECE)

IUVENTA NEVLADINA  
ORGANIZACIJA UDRUZENJE  
(SERBIA)

ASOCIACIJA APKABINK EUROPA  
(LITHUANIA)

ERASMUS + PROGRAMME

KEY ACTION 1

MOBILITY OF YOUTH WORKERS



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# PROJECT OBJECTIVES

- ✘ a) To deepen participants' knowledge and understanding about rural communities and most crucial issues that youth in rural communities are facing across participating countries;
- ✘ b) To deepen participants' knowledge and understanding of entrepreneurship and entrepreneurial education and acknowledge the options it provides for development of rural communities and young people in particular;
- ✘ c) To increase participants' sense of initiative and entrepreneurship and encourage development of new approaches and community projects that would use entrepreneurship and entrepreneurial education as a method for fostering development of communities and youth;
- ✘ d) To improve the quality of activities targeting young people in rural activities and reflect on new ways of delivering activities that result in improved self- and professional development of young people;
- ✘ e) To provide participants with an opportunity to share good practices in the field of community and youth work that have been successful in tackling youth and community issues and/or incorporating entrepreneurship and entrepreneurial education as a method of development, as well to reflect on common challenges and create new contacts and networks for future cooperation;
- ✘ f) To enhance participants knowledge about Erasmus+ Programme, its Key Actions and to encourage them to develop new project ideas and foster future cooperation.





## METHODOLOGY

The training course used the principles of non-formal learning and supported the active involvement of the participants who were involved in interactive research and presentations based on the inputs of the trainers and of the discussions among each-other.

They had an opportunity to work individually on setting their own learning goals, in smaller groups or in various mix-intercultural teams as well as to reflect on their learning process by taking part in evaluation and reflection activities that closed the daily program blocks.



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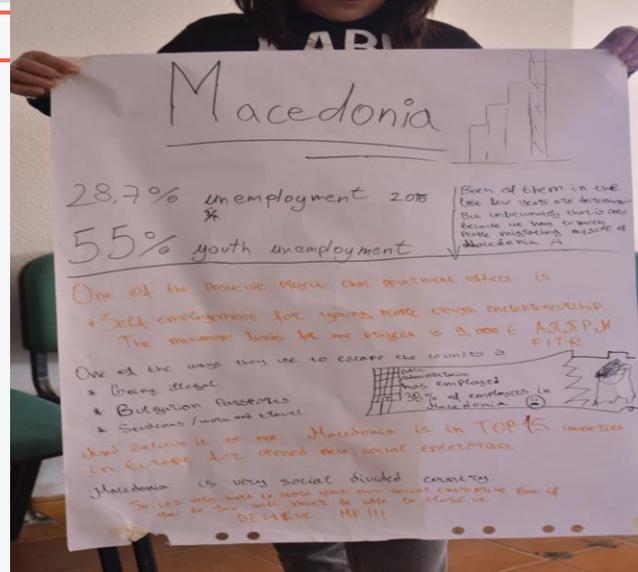
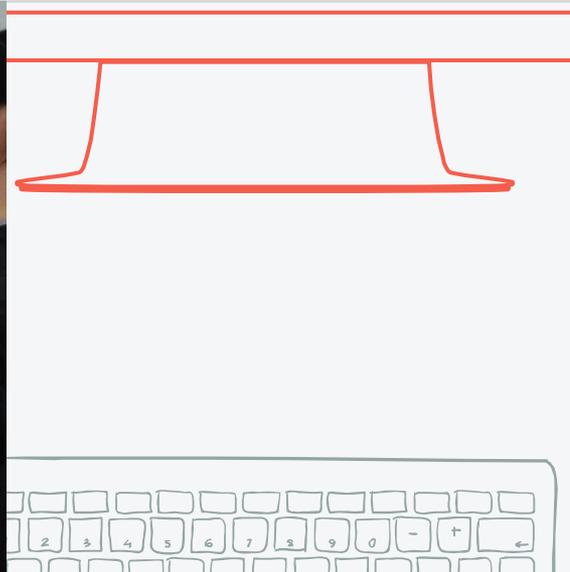
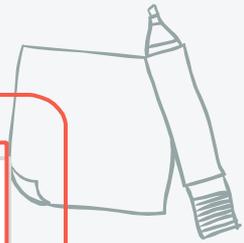




## Youth Unemployment. Exploring the Demands of Present day Labor markets Across Participating Countries

The participants had done during the preparation phase a backed-by-data research which gave an appreciation of the youth unemployment realities in each country. They were given 20 minutes to prepare a presentation in national teams. In the following session they were divided in small mixed groups of 3-4 and were given actual job postings sorted by spheres/professions.

Each group had to analyze the given materials and extract information regarding the demands/requirements of employers and predict which work positions are rising and which are losing their importance. After completing the task each group shortly presented their findings followed by group discussion about the common demands and which are unique demands in present day labor market.



Macedonia

28,7% unemployment 2015  
55% youth unemployment

Even if there is no one low years are decreasing but unfortunately that is not because we have to search these positions outside of Macedonia.

One of the positive things that government offers is  
 \* Self employment for young people enough encouragement  
 The maximum limit for the salary is 8,000 € A3JRPX FITR

One of the ways they use to escape the country is  
 \* Brain drain  
 \* Bulgarian passports  
 \* Students / work and travel

And believe it or not Macedonia is in TOP 15 countries in Europe for started new social enterprises

Macedonia is very social divided countries  
 So less who want to work want more money than the one of them do they want money to take to release the  
 BEHAVE ME!!!

The participants had the opportunity to visit two local initiatives:

1. Penarrubia del Alta Guadiana in Ossa de Montiel, a very successful company which produces aromatic oils, pharmaceutical, beauty and food ecological products. During the session with the owner, they were explained the principal of circular economy which the company currently uses. They toured through the production plant and were explained the whole process along with the companies humble beginnings.
2. Campo de golf "Las Lagunillas" in El Bonillo, an initiative first started and developed as a free time activity from an informal group. As the interest for the sport increased, the Town Hall fostered the initiative and not only did it make accessible to everyone, but also converted it in a public service which generates jobs and hosts golf championships of national interest. The participants were explained the history and importance of the golf field and were also given a tour around the facilities.



## Visiting a start up and a social entrepreneurship in the local area



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# Deepening into entrepreneurship



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## SESSION 1

**What is Entrepreneurship? Is it for everybody? What are the Obstacles of Young People Becoming Entrepreneurial? Are there any Specifics when Focusing on Young People Coming from Rural Area?**

A Lecture was held in a semi-theoretical manner on what entrepreneurship is and its components (risk taking, responsibility, financial matters, product development and innovation, building a structure of a business, competition etc.). This part of the session was accompanied with verbal contributions of participants on the topic. Then a quiz followed in order to see the knowledge of the participants divided in groups, on the subject of social entrepreneurship.

Afterwards the participants shared good and bad examples of youth entrepreneurship, and discussed the obstacles for young people becoming entrepreneurs, especially in relation to young people coming from rural areas

## SESSION 2 Entrepreneurial Education in Practice

The main aim of this session was to provide the participants an opportunity to firstly reflect on existing practices in their organizations and through SWOT analyze to get to know better their weak and strong sides. Afterwards in smaller teams they brainstormed ideas on how to increase quality of their activities and services being provided by young people by implementing entrepreneurial education in their practices.

Each team presented their findings and received a feedback from other teams and trainers in way to support increasing quality of the youth work in participating organizations.

## SESSION 3 Exploring Realities of Entrepreneurship: Entrepreneurship Starts with Creation of Business Ideas.

A creative session about creating business ideas from passions, in which participants firstly worked individually in order to discover what they are passionate about, what makes them happy (interests, hobbies, activities) and the ways they can apply/add these passions to their work. After that a short presentation of business plan followed which gave the participants more in depth knowledge of planning their start up. Then participants in small mixed groups shared their findings and created business ideas out of the passions and discussed them in groups. Afterwards, each group presented their business idea and answered questions of their fellow participants and trainers explaining their business idea and business plan.

Coffeeshrooms

- Mushrooms made out of coffee wa
- Collecting coffee waste
- Making the mushrooms
- Selling the product
- Mush industry
- Coffee shops, restaurant, individuals
- Environment
- Coffee waste, Collecting the coffee waste, process them into mushrooms of 4 week &
- Coffee waste for free
- Price on mushrooms
- recycle coffee w produce mushroo
- website
- Macedonia
- near Skopje

AGROVILLAGE

1. The purpose and main aim of Agrovillage is to keep locals in their home area and to provide jobs to them, to create an intercultural environment by mixing local with foreigners and to promote rural areas.

Key activities:

- hospitality (bungalows)
- restaurant + cafe-bar
- business centre
- sport area
- day school
- night school
- Entertainment team

2. Competitors: none

Key partners: investors, sponsors } private enterprises

Industry: hospitality & tourism, agriculture

Beneficiaries: local community, youth, entrepreneurs

3. Key resources: investors' money, sponsors' products

The process: personalized services, booking through the website operators, arrival - reception, all information.

The Spot

1. Social and educational courses.

IT + Music + Social + Coffee Shop + Work-shops + Co-Work-office

2. Private schools / Internet (online courses)

Other coffee shops (businesses)

- Community centres
- Companies (in general) (private + public)
- Municipality
- NGO-s

3. Key Resources

- Facilities
- Equipment
- Trainers
- Money
- Workers
- Volunteers

4. ...

5. Medium size towns near high concentration of schools

6. - opportunities

- flexibility

- creating a strong opportunity based on Spot

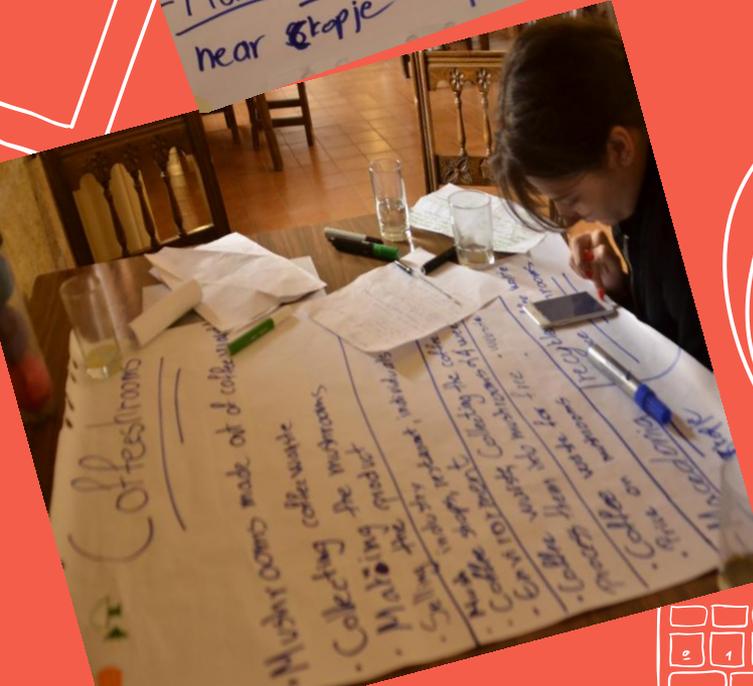
- Grants

SWOT analysis:

- SW: - money, - lack of experience
- OT: - location + mentality

7. Culture + People

# BIG CONCEPT



Alcaraz Tourism Guide APP

I. Information about the town

- Hotels
- Transportation
- Restaurants/places to eat
- Sight seeing
- Amusement Activities
- Multi-lingual info
- Vocal support

II. Competitors: Search engines, Google maps etc., Traditional tourism guide

Partners: Municipality, Travel agencies

III. Key resources: IT, expert, Tourist guide, Functional server, Graphic designer

IV. Advertises on: Websites, App-shops, Internet } use of cookies

Target adv. group: Tourists

# Deepening into the concept of community



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**Exploring the Concept of Community. Exploring the Needs of Rural Communities and Youth in Communities. How can you get to know your Rural Community better and the actors involved in the life of your community? Exchange of Good Practices of Community Changes.**

This session started with short insight into the key terms connected with community and community engagement. Simulation on the issue of exploring community needs and interests of community members. Afterword's reflection on several case studies providing insight into the process of engagement of the communities into community building projects was presented. After all presentations the lessons learned from community mapping exercise were summed up.

**Survey lecture and mind mapping**

Participants in the day 5 of the project were able to find out more about how to conduct a survey in accordance to making a research for their social business plan or to find out the preferences of their community population.

After that the participants were asked to make an individual and then a group exercise in order to find out which are the key players/agents in their community and how to use mind mapping as a tool and create a mind map for a specifically problem or opportunity in their community

**Let's make Youth Unemployment a History and Entrepreneurship more 'Youth-friendly!' Me myself and my community**

The participants performed a set of individual tasks, following the instructions of facilitators. In an interactive way participants were asked to reflect on who they are in their communities. Then exploring participants resources - What are they good at [in terms of skills and resources] and what they can do with those skills and resources to contribute to solving youth unemployment issues and/or foster entrepreneurship as a tool for youth development in their community.

After that a short presentation was prepared by the participants in the form of essay on the subject ME, MY COMMUNITY AND I, reflecting the realities in their communities and the current and potential involvement of each of them



## Extracts of Me, My community and I

*“I hope to use the skills I am learning one day, to impact the lives of those in need. Applying the knowledge I am gathering won't be easy, but I am set on doing it and help the world move in a better direction.”*

Ivan Stefanovic,  
Serbia

*“I would like to open an elementary school blind people and people with down syndrome, where they can learn things we take for granted such as grammar, music and sports. This way they can realize their potential and that they are wonderful and strong, just the way they are”*

Anastas Bitas,  
Albania

*“I plan to help my community by organizing workshops in rural areas concerning new cultivation methods, new technology and new findings in agricultural policy, so that the production can be more profitable”*

Afroditi Karapliafi,  
Greece





## Future project ideas

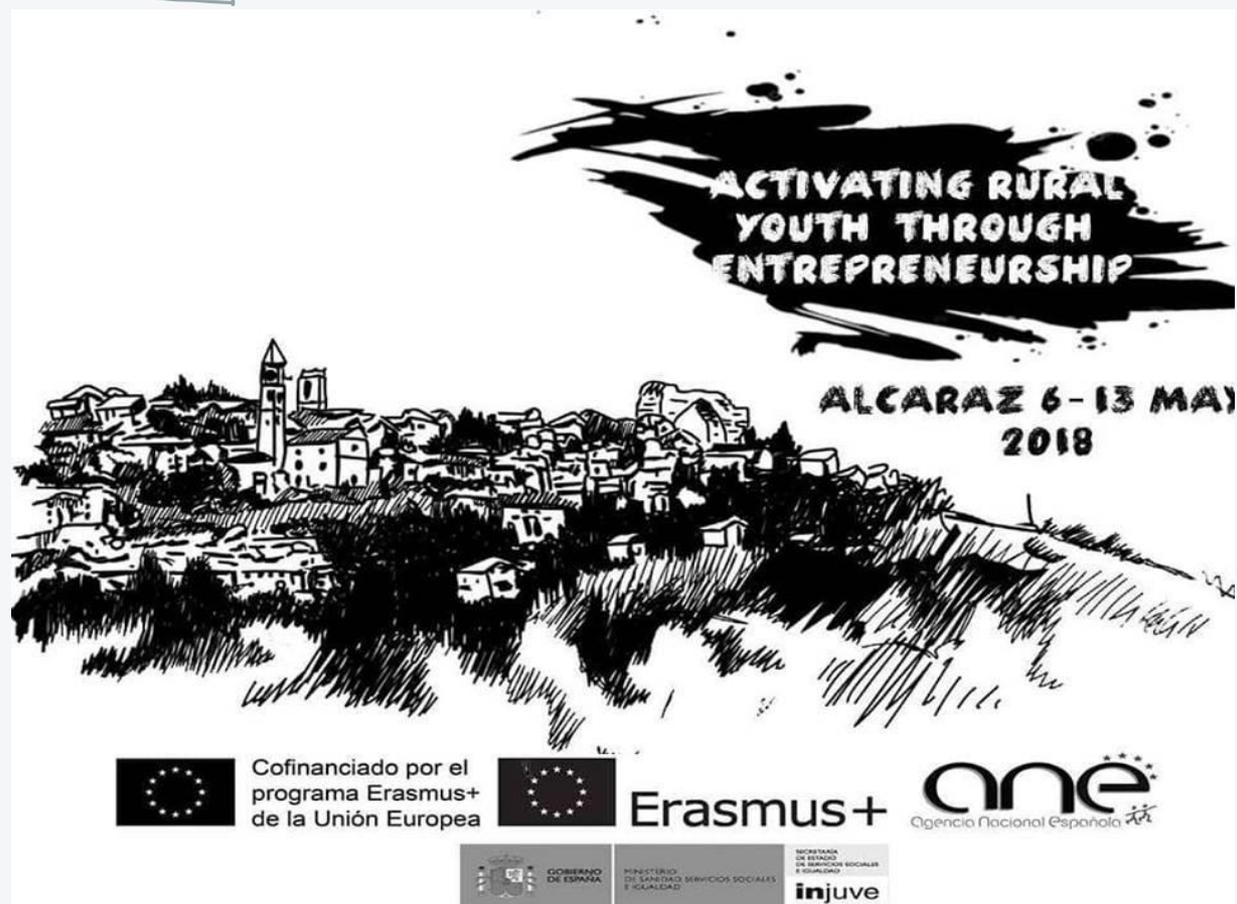
After researching and receiving information about the Erasmus + Program, this session provided the participants with opportunity of starting to work on new project ideas. In first step, the participants were asked to reflect on issues/challenges in their communities and came up with own idea for international project addressing this issue. In next step, their ideas were gathered, reviewed and project teams created. Once the teams were created the participants worked in their teams supported by the trainers. The participants regularly met to check up on the progress, work of their teams. They could approach the trainers anytime in case clarification was needed.

**Hello World**  
 Action: teaching both RURAL & urban youth about IT  
 Main Aim: giving equal opportunities for youth in different areas to learn IT  
 Objectives: to promote IT sector, fill the gap, PROMOTE ERASMUS+  
 Methodology: NON-FORMAL learning  
 Partners: GERMANY, ROMANIA, POLAND, SERBIA, BULGARIA  
 Hosting Organization: tbd. GERMANY  
 take continued

**TITLE: Financial Education for Youth**  
 Action: KA1  
 Main Aim: Give intellectual, moral and social instruction to young people how to manage their every day money life responsibly.  
 Objectives:  
 ① to be aware of how the bank system works, how it affects the every day life.  
 ② to reach financial independence  
 ③ to identify the market trends  
 ④ to inform about Erasmus + and make use in their personal development  
 Methodology: Non formal.  
 Partners: Student for Liberty (Association), Hungary, Serbia, Albania, Romania, Bulgaria, Macedonia, Greece  
 Hosting Organization: La Sine  
 Dissemination: Facebook page, blog, twitter, youtube channel.  
 Visibility: Local newspapers, meeting and activities with locals, local TV  
 Follow Up: Presentations in each participating country  
 J. J. Solby

**GENDER EQUALITY**  
 ACTIONS:  
 \* GROUP WORKSHOPS  
 \* SESSIONS WITH LOCAL COMMUNITY TRAINERS  
 \* INDIVIDUAL PROJECTS  
 MAIN AIM OBJECTIVES:  
 \* ELIMINATE GENDER INEQUALITIES.  
 \* REMOVE STRUCTURAL BARRIERS TO GENDER EQUALITY.  
 \* RAISE AWARENESS ABOUT DISCRIMINATING ATTITUDES.  
 \* NON-FORMAL EDUCATION  
 METHODOLOGY:  
 \* NEW VISION  
 \* CPE  
 PARTNERS:  
 \* 4- year  
 \* (ALBANIA) (ROMANIA)  
 HOSTING ORGANISATION:  
 \* MASS-MEDIA  
 \* INFORMATIVE SESSIONS IN PUBLIC  
 \* AGREEMENTS WITH THE PARTNER  
 \* BOOKLETS, POSTERS, FLYERS.  
 \* T-SHIRTS, BAGS  
 \* NOTEBOOKS, BOOKLETS and etc.  
 \* MASS-MEDIA  
 \* PARTICIPANTS REVIEWS AFTER THE PROJECT.  
 \* PROJECT MULTIMEDIA  
 FOLLOW UP:





For more information about the project and its activities, please see:

Our blog: <https://activatingruralyouththroughentrepreneurship.wordpress.com/>

Our facebook page: La Sabina de El Bonillo



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