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# REDERA +

(2019-1-ES01-KA202-065864)

## Guidelines





## **REDERA + PROJECT**

**(2019-1-ES01-KA202-065864)**

### **Introduction**

The project "Revitalisation and Entrepreneurship in deprived rural areas of Europe" (RedEra+) has been created to generate CONCRETE OUTPUTS, RESULTS and a medium to long term IMPACT for the different intended beneficiaries, their political systems and, more generally, for the local, national and European System levels that are willing to reduce obstacles to development in rural areas of Europe stemming from demographic change, the major impact of which is depopulation and ageing of the population. These difficulties bring with them needs that are not covered, like accessibility, either by transport or by internet coverage, which in turn lead to a lack of employment, schooling, and such areas that may retain, bring about the returning of, or attract a younger population.

The first and most significant objective of the project was to GENERATE A KNOWLEDGE THAT WILL HELP SPARSELY POPULATED RURAL AREAS TO DESIGN A MODEL AND OFFER OF QUALITY VET SPECIFIC TO THEIR NEEDS.

This knowledge should be generated by:

- 1) Providing instruments to key actors in rural territories to INCREASE THE CAPACITY TO OFFER TRAINING SERVICES to the inhabitants based on mobilising the appropriate professional competences to carry out their life project in rural areas so that they are not forced to leave.
- 2) To provide rural territories with the tools to be able to MAP THE SKILLS NEEDED FOR THEIR DEVELOPMENT AND TO PRODUCE MODELS FOR BRINGING THESE SKILLS TO THE RESIDENTS, enabling them to face it effectively and efficiently, strengthened by the value (in its positive and negative aspects) of the philosophies, instruments, methodologies and techniques implemented by other actors in the different Member States.

The second, consequent objective was to disseminate the knowledge and learning acquired at local, national and European level.

At the end of the learning processes, through staff mobility and after a careful re-reading of the different peer review phases and the indications that emerge, it is possible to form a series of CONSIDERATIONS of diversified value, which are important for the achievement of the above objectives.

Such considerations are classified into guidelines, operational directions and recommendations.

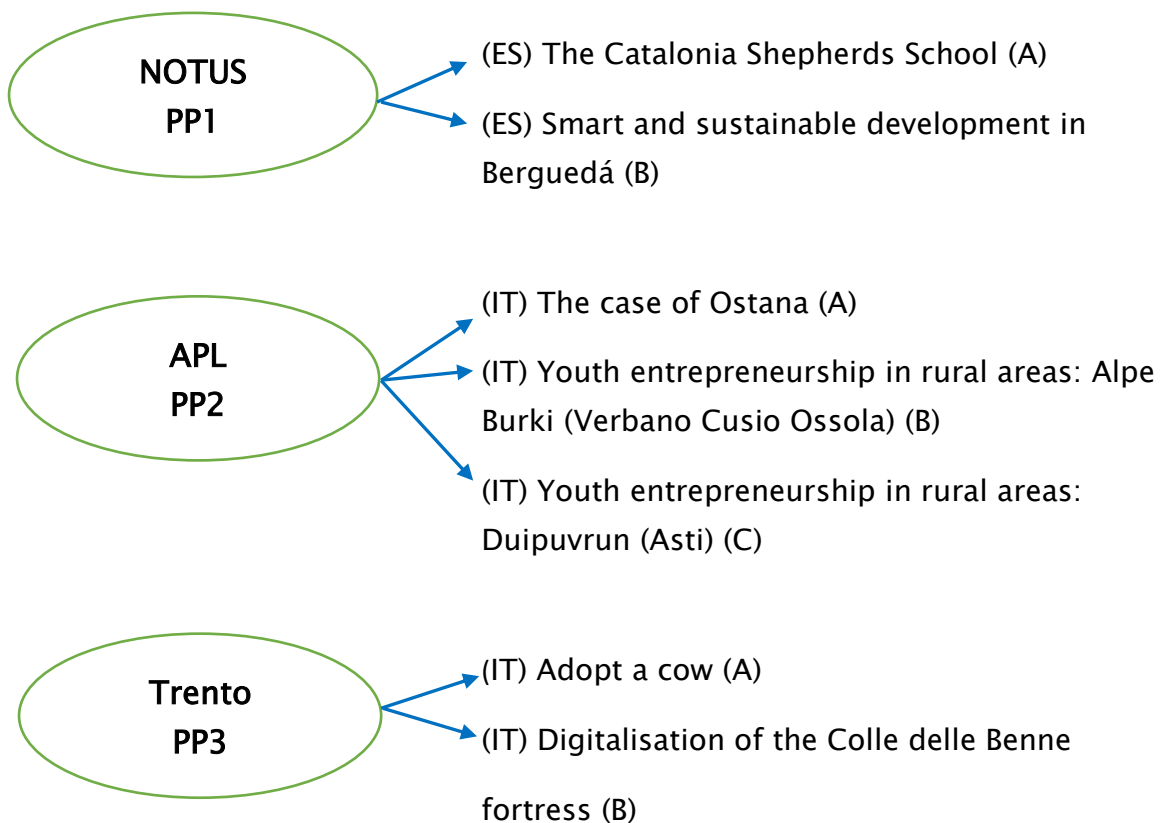
GUIDELINES are macro options, intended for the general scenario or system, the adoption of which is suggested to tackle appropriately the problem, namely to make the proposed directions more effective.

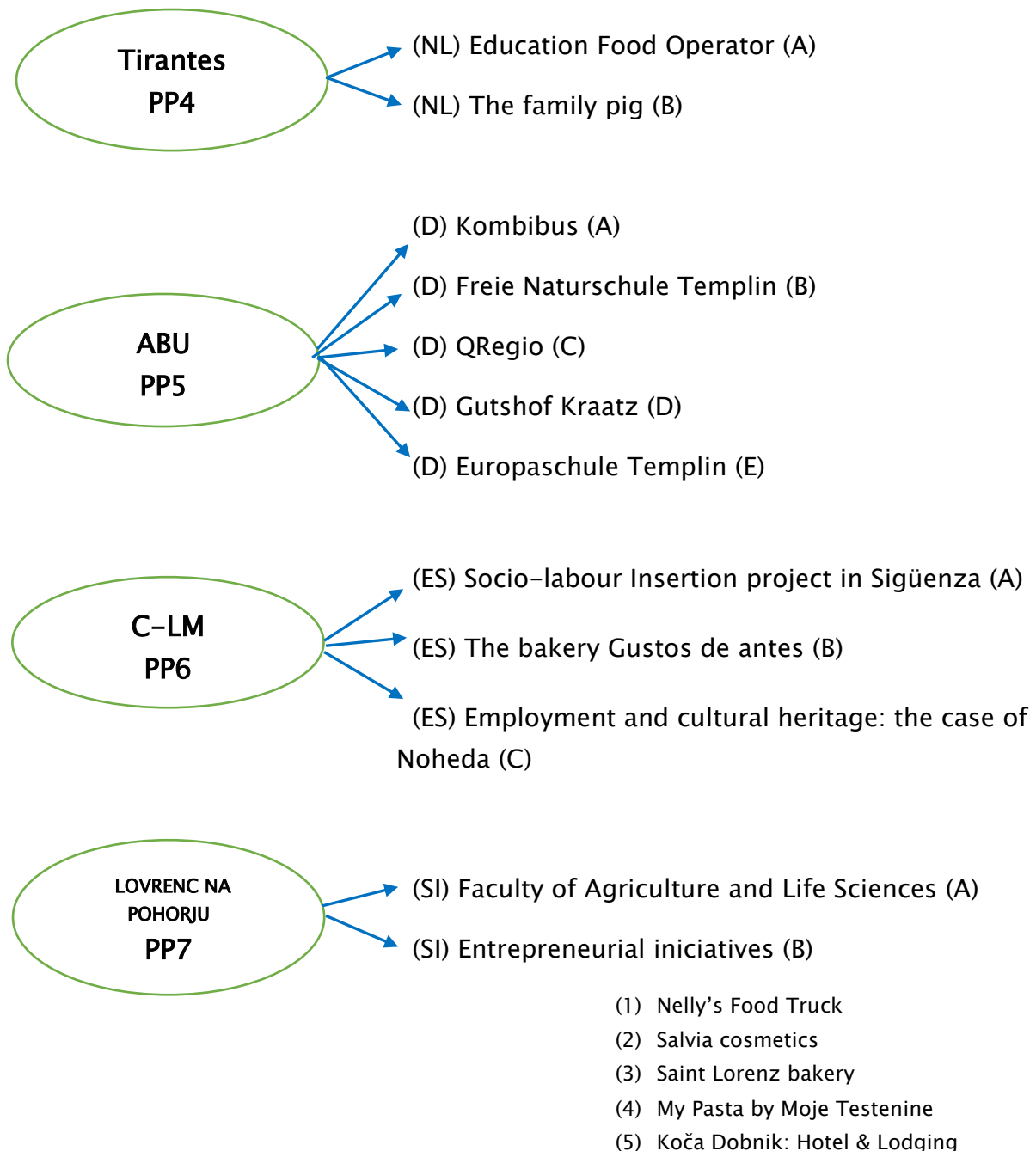
By OPERATIONAL DIRECTIONS we mean the methodologies, the tools, the project actions that are considered valid regardless of the conditions inevitably determined by every reference context. Operational directions are also those best practices elements that are considered as transferable because they are valid regardless of the institutional, regulatory, economic and social framework in which each policy professional is called to intervene.

Finally, RECOMMENDATIONS should be understood as, on a more operational level, instructions, behaviours or choices to be implemented and intended to suggest specific methodologies, tools or instruments to be used at the level of the operational directions.

### Brief classification of the good practices

In order to bring greater clarity to the work carried out, we show in chronological order, and linked to each project partner (PP), a total of 23 good practices that have been presented in the project. They are as follows:





Below we present a classification of the 23 good practices presented in the Redera + project according to a series of criteria that we consider define them. Firstly, the most numerous good practices were **entrepreneurial** examples or small businesses created in rural areas. The 12 cases are classified according to the economic sector on which they focus, with the agri-food and food sectors being the most important.

12 good practices						
		Entrepreneurial				
		Agri-food/Tourism	Agri-Food	Food	Tourism	Cosmetics
Private initiative	PP3 - A	PP2 - B	PP6 - B	PP7 - B.5	PP7 - B.2	
		PP2 - C	PP7 - B.1			
		PP5 - C	PP7 - B.3			
		PP5 - D	PP7 - B.4			
		PP4 - B				

Six good practices had an **educational component** whether VET, primary and secondary education or even university education. The initiative in these cases could be either private or public.

6 good practices				
		VET component / Educational		
		Primary & Secondary	VET	Higher Education
Private initiative	PP5 - B	PP1 - A		
	PP5 - E	PP6 - A		
Public initiative		PP4 - A	PP7 - A	

We were also able to learn about two cases: one of **integral renovation** of a municipality and a second one of **territorial specialisation**. In the first case, by taking into account multiple elements such as culture, architecture, tourism, etc.; and the second focused on the distinction of the territory for its tourist attractions for sport and open-air leisure.

2 good practices		
Renovation/specialisation of the territory		
		Sectoral specialisation
Private/public initiative	Multi-sectoral	PP1 - B
	PP2 - A	

Two good practices aimed at the enhancement and recovery of historical heritage in order to make it attractive and accessible to visitors were also analysed.



2 good practices	
	<b>Cultural Heritage</b>
Private initiative	PP3 - B
Public initiative	PP6 - C

The **improvement of services** in the rural world is a necessity. Where private initiative is not sufficient, the public sector can contribute as in the case of the Kombibus initiative to improve passenger **transport** and the distribution and **logistics** of local products.

1 good practice	
	<b>Improving services Transport/logistics</b>
Public initiative	PP5 - A

## Guidelines, operational directions and recommendations

### 1.- First study visit (on-line). Good practices presented by NOTUS

#### GUIDELINES

- Work to increase the attractiveness of traditional activities in rural areas. Transforming agricultural activity attractive to young people so that they see themselves as sectors of the future and facilitating access to these activities should help the generational replacement and maintain their landscape features and environmental heritage. All of this is based on supporting an agricultural activity that is integrated into the territory and that guarantees the sustainability of the territory, through, among other activities, sustainable and ecological livestock farming.
- Development strategies must be carried out jointly and by consensus in the medium and long term in order to obtain the desired results. The presence of leadership is important to be able to implement such a strategy, but it must be a strategy shared by the majority of agents in the territory. Strategies that incorporate smartness and sustainability.
- It is important that rural areas have a training offer related to the activity to be developed or promoted in the territory. An offer linked to the environment and

sustainability, which combines the theoretical part with a practical part in the countryside. The practice part helps people to see if it can really be the profession they want and allows them to establish links with the territory and to stay.

- d) The paradigm shifts in vacation leisure that the pandemic has brought about is an aspect that should be put to good use. In this way, sustainable tourism is a great opportunity for rural areas, but it is necessary to work it in the right way: without overcrowding, with appropriate infrastructures and training the people who have to attend to tourists.
- e) Related to the previous point, there has also been a change in the behaviour of consumers who demand more organic products and who demand consumption of products that respect the rules of good animal husbandry and non-manipulation of products, orienting consumption increasingly towards organic and sustainable consumption. This new behaviour requires new professionals in the field of sustainable agriculture and livestock farming to satisfy a growing demand.

## **OPERATIONAL DIRECTIONS**

- a) The creation of a specialised training offer in the natural environment or in agricultural activity in educational centres in rural areas is an instrument for developing rural areas. A highly specialised offer will make it possible for people from other areas of the region or the country to go to study in that centre. In addition, it will help to develop economic activity in the area and to establish collaboration networks with other rural areas where the students come from.
- b) The creation of an Economic Development Agency is a tool that has been used for years by large cities or urban areas. It can also be validated as a body in charge of implementing sustainable and smart territorial development strategies in rural areas. An Agency or similar body that brings together public administrations, the main social and economic actors. This body must overcome administrative divisions in order to develop the strategy that has been designed by the territory and be able to obtain different types of funding to develop different projects.

## **RECOMMENDATIONS**

- a) The incorporation of new technologies into agricultural activity is an element that can make this activity more attractive to young people. Thus, the introduction of digitalisation in people's daily activities and in the curricula of training cycles are two aspects that can help to increase the number of people who see a professional career in the agricultural activity.
- b) A training adjusted to the needs based on specific competence units in the form of short training courses can help to enable people in rural areas to carry out new activities that can be complementary to their usual activities. For example, they can

- be professionalised in the attention and management of tourism in rural accommodation or provide new business opportunities.
- c) The development of new technological solutions and the deployment of strategies to maintain a permanent offer of distance training adapted to the needs of people living in rural areas. In this way, to bring the training they need closer to them. This is particularly significant in the case of continuous training or in cases requiring short-term training. In this sense, the development of e-learning platforms with training designed to meet the low demand from rural areas is a tool that could be interesting.
  - d) Rural areas should be recognised as areas of special intervention to which extra funding should be dedicated in order to overcome the specific problems they present and the lack of historical investment they have. This should make it possible to finance specific projects and professionalised technical structures that help public administrations and social agents to design and implement territorial strategies, projects and seek other funding. It should also help to break the rural-urban gap that is very evident in terms of training offer and training opportunities.
  - e) The creation of technical structures that are as independent as possible from local public administrations with equal participation of social partners and public administration is important. These structures are the ones that can allow a permanent leadership to develop medium-long term strategies, overcoming the political changes that arise and that the leadership falls on a specific person.

## 2.- Second study visit (on-line). Good practices presented by APL

### GUIDELINES

- a) At a general level, the revitalisation of a depopulated area may benefit from specific politics at European, national and local level. A strategy for the revitalisation of a rural area at risk of depopulation should have a **multi-level and holistic approach with a long-term impact vision**, taking into consideration different factors: talents' attraction and retention of local and younger generations; promotion and support of entrepreneurship for specific targets (young people, women, migrants, ...) or areas (rural, depopulated, etc.); presence of an educational and training system; empowerment of local communities; landscape enhancement; sustainability and environmental issues; mobility and infrastructural factors. Moreover, a specific strategy of territorial marketing and local development may help this complex process.
- b) In order to manage such a challenging process, a fundamental factor of the strategy should be the presence of a **multilevel governance, with a leading role of local institutions and civil society**. As we have seen in the case of Ostana, the role of local institutions (not only regional or territorial government, but especially the local



administration) is essential and should be proactive, with a medium-long term vision and a specific action aimed at listening the needs of the territory, designing specific politics, attracting new fundings (if available) – both public and private -, giving voice and space to specific actions coming from small groups of people or local civil society (associations, cooperatives, etc.).

- c) **Promoting and supporting the development of effective networks, the dialogue among stakeholders and a public-private cooperation** can be considered “immaterial pillars” of a revitalising strategy of a rural area. In particular, it is important to encourage the synergies among institutional, educational, entrepreneurial and social systems through specific politics and fundings. For instance, fostering the dialogue among local companies, training system and institutions may lead to the design of a specific training offer in line with the real vocations and needs of the local economic and social system.

## OPERATIONAL DIRECTIONS

- a) A technical or financial support in a revitalisation process may come from **specific fundings, calls for proposal or projects/initiatives** fostering:
- the activation of local communities and social innovation;
  - the creation of sectorial networks (i.e. among producers or farmers) at local, national or international level
  - for entrepreneurial activities in rural areas.
- b) The presence of local branches or permanent **collaborations with schools, vocational training centres or universities** can have a significative impact on the enhancement of specific peculiarities or vocations of the territory (in specific fields of agrifood, handcraft, manufacturing or tourism/services sectors), sustaining the retention of local population, especially the new generations. Furthermore, the presence of schools or universities may have an impact on the attraction of talents from neighbouring cities, other regions or even from abroad.
- c) Presence of a regional or **local development agency** may lead the strategy of revitalisation of a rural area. In other cases, the presence of a **spontaneous civil society initiative** can be the a fundamental driving force able to revitalize the local community and to attract new inhabitants and visitors. For instance, in the case of Ostana, a cooperative of community were funded by a small group of people that created several social initiatives, commercial activities, cultural events, etc. This is an effective example of empowerment of the local community.

## RECOMMENDATIONS

- a) To the local administrations, it may be recommended to foster, support and promote the development and the **empowerment of the local community** where there are people with enthusiasm, love for the territory, spirit of initiative and an innovative and proactive approach. They may be organised in small formal or informal groups, associations or they can be small self-entrepreneurs. Giving them voice and space instead of living them alone and “abandoned to themselves” may be crucial to allow them blooming and growing, in a medium-long perspective.
- b) **Intergenerational and intercultural dialogue** is a fundamental factor in terms of knowledge transfer among older and younger generations, native and new inhabitants, that may come from urban areas, other rural territories or from abroad. In the case of Ostana, all of these groups of people merge in the village: natives (mainly, but not only, elderly people), middle aged people or young families that decided to change their way of living. Recently, even some groups of migrants were hosted in Ostana and involved in specific projects of social and labour inclusion.
- c) An innovative repopulation process of a depopulated rural area may be successful if an **holistic approach** is undertaken. For instance, in the case of Ostana’s repopulation process, three spheres were initially involved: natural environment, alpine architecture and cultural heritage. Since 2000’s the initiative has become more complex and holistic and has been opening to the outside, creating new networks and attracting people and new economic, cultural and educational activities, including a video-making school and an interdisciplinary research lab.
- d) These processes are complex and they need **time** and dedication: so, the last but not least recommendation is to consider time as a silent, patient and gainful actor in any revitalisation and repopulation strategy.

### 3.- Third study visit (on-line). Good practices presented by Trento

#### Adopt a cow

##### GUIDELINES

- a) In order to face the depopulation phenomenon in rural areas it is safe and useful establishing and fostering the concept of COMMUNITIES. This principle may apply both to rural and to urban-peripheral areas. Communities should be seen as a mean or an instrument to identify, tackle and resolve local issues. The rationale behind this lies in the fact that COMMUNITIES should be formed by local stakeholders who, by gathering and discussing, should build innovative solutions. In the “Adopt a cow” best practice farms and mountain-based enterprises know their context best, they have expertise in managing and preserving rural economies and the quality of the environment as well. Hence these actors are central for the revitalization and of conservation of Alpine villages.

- b) Tourism boards, local schools, public administrations, public and private associations should be encouraged to further promote the “Adopt a cow” project. The engagement of multiple actors (community as a whole) might help in acknowledging the opportunities, pitfalls and strengths of the initiative. Networks of different operators are central for the promotion of integrated and sustainable development plans. The wider the framework in which actors can be involved the more integrated and holistic the revitalization plan might become;
- c) If depopulation occurs in rural areas lacking in occupational opportunities it should be sound sustaining systemic actions. Territory-based opportunities might look into public-private partnerships sustaining local labour-market. It could be central promoting local entrepreneurship;
- d) Adopt a cow and similar projects can be exploited as advertisement for territories and for highlighting policies and local development plans.

#### OPERATIONAL DIRECTIONS

- a) First it is necessary to identify the needs of the territory and start depicting an integrated local development strategy. The ideal, as in the case of the good practice under analysis, is to contextualize similar interventions in a much broader design, where there may be a convergence of public and private interests, as well as a complementarity of funding deriving from EU, national, regional sources. and private. From this perspective, even an exemplary action can become a driving force for the socioeconomic and demographic advancement of a territory.
- b) Communication and media are relevant. It is important to create a website which clearly describes: the rural context, the initiatives, the purposes and the ways in which all interested parties can participate. In the specific case of "Adopt a cow" all the steps and benefits that can be obtained from this type of initiative are described in a precise manner and within everyone's reach also thanks to the use of icons and logical concepts that explain the individual phases of the initiative.



**Scegli**



**Adotta**



**Iscriviti**



**Stampa**



**Ritira**



**Condividi**

- c) A session dedicated to the testimonies-impresions of those who have already participated in the initiative is suggested as a further advertising tool. User comments, which are published on social networks or dedicated pages, serve to demonstrate the strengths and any critical issues of the initiative.

## **RECOMMENDATIONS**

- a) A certain alignment between micro and macro-strategy of territorial development is central. Therefore, even a small but significant action such as the one being analyzed must maintain a focus and a good level of consistency with the general objective.
- b) It is important that the territorial promotion activity is carried out with a certain frequency. In the present case, the fact that the activity is re-proposed annually was successful. As the numbers and statistics show, the number of people who joined the initiative has increased year by year. In addition, the annual revival of these initiatives allows users to be retained who very often wish to continue over time to participate in having a direct or indirect connection with the rural context in which the initiative is located;
- c) It is important that the community, schools, and associations collaborate actively and in a coordinated manner in the dissemination of this type of initiative;
- d) Farms can promote pastures and pasture places. In this way, those who adopt a cow not only benefit from local products but indirectly contribute to the maintenance of the mountain environment and the rural context. In this way the message of the need to maintain the places can also be conveyed through the presence of farms which in turn can be supported by all the people who will adopt a cow;
- e) Companies should have the role of guiding the benefits by organizing guided tours (walks) or information evenings. The complementarity between the two initiatives would strengthen the concept of rural development and the goodness of such initiatives;
- f) It is wise to allocate part of the profits deriving from this good practice to social purposes (libraries, charities, associations, financing of local events or facilities in favor of ONLUS, etc.).

## **Digi-FdB, the digital fort**

### **GUIDELINES**

- a) Visits to traditional museums and rural buildings, without interaction and digitization are often boring for visitors, therefore the ability to innovate by introducing digital

games and new technologies can act as a driving force and reason for the recovery and restoration of historical assets in rural areas ;

- b) The inclusion of initiatives promoted by volunteer groups in the area for the recovery of historic buildings and for the organization of events makes the region concerned more lively and attractive;
- c) It becomes necessary to develop a network of several actors (entrepreneurs, municipalities, universities and associations) who can collaborate to define the revitalization strategy.

### **OPERATIONAL DIRECTIONS**

- a) The activation of interactive and personalized tour itineraries allows to further expand the tourist offer and to attract users of different age groups;
- b) The use of video games and QR codes is highly appreciated by young people, which make the visit interactive, capturing the visitor's attention more and stimulating the imagination while visiting the site;
- c) The enhancement of LABORATORY TOOLS, the re-enactment of historical events on site and the use of video games is often effective for the cognitive training of young people with learning difficulties, arousing positive emotions in visitors and enhancing the creative spirit;
- d) The digital tool and digital communication are very fast means that can be used by young people and families. The use of these technologies can sponsor the attraction and its peculiarities. The use of social channels becomes central to sponsoring and attracting tourist flows from all regions and foreign states.

### **RECOMMENDATIONS**

- a) Identify an architectural or historical-cultural asset that can be enhanced and that can become a point of attraction for the rural area;
- b) Allowing a concertation between public entities (owners of the property) and private ones (managers of the installation and places) of a local, cultural and territorial development plan starting from ideas, possibly innovative. An effective method is to create an enhancement of historical places and territorial heritage with alternative methods, for example by developing an app / digital game / augmented reality;

- c) The initiative should also be promoted outside the regional context. In the case in question, Forte Colle delle Benne was selected among the Italian excellences of sustainable, accessible and innovative tourism for Expo 2020 Dubai. Therefore, proposing similar territorial enhancement initiatives in tourism fairs can be useful;
- d) The networking actions involving local young people allow them to strengthen their identity with their territory of origin. The children can be employed, even through seasonal contracts, and become mentors or tutors of the places;
- e) Establishing collaborations with educational institutions could prove to be a "winning" tool for expanding the number of visitors and at the same time further refine the designed game-learning tool.

#### **4.- Fourth study visit (on-line). Good practices presented by Tirantes**

##### **GUIDELINES**

Cities or urban areas are referred to as the 'engines of economic growth'. This involves an interplay of eight different factors:

- a) Clusters (of collaborating and related businesses);
- b) Entrepreneurship (new businesses, scale-ups and existing businesses);
- c) Human capital (a highly qualified, trained and skilled workforce);
- d) Knowledge infrastructure (the quality of public and private research and education institutions);
- e) Physical infrastructure (availability and connectivity by road, rail, air and water);
- f) Finance (primarily the financing of economic structure enhancement and risky innovations, venture capital);
- g) Living and working environment and facilities (that contribute to an attractive living/working environment);
- h) 8. Governance (the quality of governance and how tiers of government collaborate effectively).

The economic engine functions most effectively when all radars are rotating and accelerating one another. In successful regions, governments are very active in facilitating and steering economic processes and in targeted investment in the economy. Growth is often gradual and change often comes from the existing economic structure.



## **OPERATIONAL DIRECTIONS**

- a) We have to strengthen the movement towards an excellent ecosystem;
- b) Long term strategy to 2030;
- c) The AgriFood Capital Foundation wishes to make the difference by bringing parties together and inspiring them to collaborate.

## **RECOMMENDATIONS**

- a) Focus on Human capital, life long learning;
- b) Focus on network and cluster development;
- c) Focus on knowledge and innovation (New knowledge, new business);
- d) Focus on entrepreneurship (Strong start, robust growth);
- e) Focus on communication and positioning (A powerful story).

## **5.- Fifth study visit (face to face). Good practices presented by ABU**

### **GUIDELINES**

- a) The revitalisation of an area with demographic problems can be promoted through a strategy of supporting individuals and companies in specific fields that have become depressed but also those, that are upcoming due to societal, ecological, economical, national, and international developments. This strategy should maintain a holistic view of the needs for development of the specific rural area.
- b) Entrepreneurs, developing their ideas specially adjusted to the sectors in their area, growing slowly, bring steady employment also in niche professions. They may combine different sectors, such as agriculture and food products, tourism, natural and cultural heritage, leisure and outdoor activities, services, housing and construction, and education.
- c) The combination of tradition and innovation works well for many different businesses in rural areas, as it allows for covering the specific needs and possibilities in the area.
- d) Especially SMEs bring their energy for development into the rural areas, sometimes even migrating from bigger cities, other parts of the country, or outside of Germany, with their ideas which they develop according to their needs and growth over time.

- e) The VET system bring value to the rural areas, offering employment and development for the rural areas, as well as a steady basis for the young people growing up in the rural areas.
- f) Schools and universities play an invaluable role in the revitalisation of rural areas, for one as a plus for a rural area, and also as a networking point.

### **OPERATIONAL DIRECTIONS**

- a) Networks of entrepreneurs are naturally generated in depressed rural areas that favour collaboration and the promotion of local products and offers.
- b) The promotion of successful local entrepreneurial experiences showing a full picture of the development over time can be a very useful stimulus tool, inspiring others to step forwards with their ideas.
- c) The integration of immigrant and/or refugee population as a target population for revitalising rural areas is an aspect that often requires competence development of the local population for a true welcoming stance that will promote the individual, the personal level of someone seeking hold in an previously unknown area.
- d) Taking into consideration the fears and needs of the locals is as important as is interesting them to take an active role in the revitalisation in their area.
- e) Schools with an larger percentage of trained and state examined teachers need the support of the parents, the governments, but also of the local businesses to be able to add their value as point of growth for an area.

### **RECOMMENDATIONS**

- a) The networks of entrepreneurs are naturally generated in depressed rural areas, and have support by the rural governments. However, public support and encouragement for them could be stronger and more personal.
- b) In the rural areas, individuals tend to know each other. With their stories on entrepreneurship made visible, inspiring other initiatives to grow in this area is very likely. Microcredits may help activating these.
- c) The difficulties in maintaining the traditional VET system encountered in strongly depopulated areas are covered by VET school cooperations as well as training company cooperations. However, digitally hybrid teaching solutions may bring relief regarding times of travelling for teaching staff as well as learners. On top of that, it may stabilize the stakeholders in their area, as well as give possibilities of development to people with special needs and interests.



- d) VET programmes should modularize more, in order to allow for the recognition of competences, helping migrants and low-skilled employees to integrate into the labour market – and then give possibilities to improve on fields of training that are not developed yet.
- e) Maintaining schools as attractive point for families – and school development may take into account that rural areas attract a variety of people who have an entirely different approach to life than the locals, which in turn may be of interest to the locals. The idea of parents founding a school to ensure the type of teaching their children receive can be promoted further.
- f) Universities and further educational entities, but also research institutes with their branch offices could root in a rural area with fields of interest specific to the rural area.
- g) The space in a rural area can be filled with ecological and creative ideas, as a plus of headspace for an area away from crowded cities.
- h) The individual resilience, but also that of a specific town, village or inhabited place needs to be looked at closely, prepared and cultivated before furthering integration of non-locals to achieve slow and permanent growth of population.

## 6.- Sixth study visit (face to face). Good practices presented by Castilla-La Mancha.

### GUIDELINES

- a) The revitalisation of an area with demographic problems can be promoted through a **strategy of specialisation** in order to make it attractive, but also through a multi-sectoral approach.
- b) **Different sectors** can host valuable entrepreneurial experiences that generate employment: agriculture and food products, tourism, natural and cultural heritage, leisure and outdoor activities, services, housing rehabilitation and construction.
- c) The combination of **tradition and innovation** works well for many different businesses in rural areas.
- d) The contributions of the traditional VET system do not provide sufficient solutions. Participation and collaboration with a private VET system improves results and allows addressing situations that the public system does not address due to problems of scale or other rigidities.



### OPERATIONAL DIRECTIONS

- a) **Networks of entrepreneurs** are naturally generated in depressed rural areas that favour collaboration and the promotion of local products.
- b) The **promotion of successful local entrepreneurial experiences** can be a very useful incentive tool.
- c) It is important to have an **immigrant and/or refugee population as a target population** in order to revitalise rural areas with serious demographic problems. The experiences we have seen in the Northern Sierra of Guadalajara area are a good example.

### RECOMMENDATIONS

- a) Although networks of entrepreneurs are naturally generated in depressed rural areas, we lack public support and encouragement for them.
- b) Due to their proximity and visibility, **examples of entrepreneurship based on micro, personal or family initiatives should be disseminated** in order to reactivate rural areas and stimulate new entrepreneurs.
- c) In depressed and sparsely populated areas, the **traditional VET system encounters real problems of scale**. Micro-interventions with the collaboration of private actors operating on the ground can provide solutions.
- d) **Programmes and initiatives with a public VET component**, useful to combat short-term unemployment, **should extend their scope of action** to monitoring and support in partnership with the local private sector to improve access to the labour market.

### 7.- Seventh study visit (face to face). Good practices presented by Osnova Šola Lovrenc na Pohorju

#### GUIDELINES

- a) A university in any region means that local youngsters can remain and study close to home and when they finish they can transfer knowledge to their own environment as well as stay connected with what university offers (in the field of both agriculture, technology and economy).
- b) Combination of tradition and innovation works well in connection with research and local needs; all is very important for regional prosperity.



- c) Smart farming, the use of tech in agriculture is both a strength and opportunity.
- d) The start-ups and small entrepreneurs play an important role and are fundamental for rural regions. It is crucial to support them.
- e) Entrepreneurial activities in small rural villages contribute to create employment and to revitalize an area with a risk of depopulation.

### **OPERATIONAL DIRECTIONS**

- a) There should be networks among universities, regional developing agencies, local communities and all factories and small businesses in the region. They can help each other in developing, researching, finding work force, promoting, delivering etc.
- b) Women starting their businesses with family support are interesting reality as in case of small entrepreneurs.
- c) To preserve the nature in rural regions small businesses are easily placed into the environment.

### **RECOMMENDATIONS**

- a) Build a firm local or rural network – round table where strategies, ideas and networking for better living of inhabitants are discussed and developed.
- b) Develop a relationship where educational and development institutions make research of the environment and rural people's needs and help them get through troubles as well as help solving problems or apply in tenders.
- c) Make some local (municipality's) funds to help small businesses to start.

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