

2nd ENRD Social Inclusion Workshop

Making rural areas more attractive for young people

3 May 2018

Brussels, Belgium

Objectives

The **overall objective** of this workshop is to discuss how to improve the attractiveness of rural areas for young people through exchanges on innovative and inspiring practices and appropriate policy tools.

More specifically, the workshop aims to:

- Present inspiring examples in specific thematic areas, with a focus on improving *employment opportunities for young people* (on and off farm) and *improving the attractiveness of rural areas for young people* (including access to services and leisure).
- Discuss the strength and weaknesses of various policy instruments and draw lessons and conclusions on how policies could be improved to address demographic change in rural areas.

Time	Agenda item
8.30 – 9.00	Registration of participants
I. Examples of initiatives and exchange on improving employment, entrepreneurship and making rural areas more attractive	
9.00-9.20	Introduction to the context, purpose and structure of the workshop (<i>ENRD CP</i>)
9.20-10.00	<p>Framing presentations:</p> <ul style="list-style-type: none"> • The situation of rural youth in Europe, & the activities of Rural Youth Europe, <i>Pia Winsten (Rural Youth Europe)</i> • Rural Youth Project (Europe and beyond) – Outcomes of the study to date, <i>Rebecca Dawes (Jane Craigie Marketing)</i>
10.00 – 10.30	Coffee and networking
10.30 – 11.15	<p>Inspiring youth initiatives, including:</p> <ul style="list-style-type: none"> • Attracting young talents to rural areas (Spain), <i>Arnau Martínez Fernández</i> • Baba Residence: urban youth in rural areas (Bulgaria), <i>Martin Kolev</i> • Developing the voice of young people in rural (UK-Scotland), <i>Sarah Allison</i> • New perspectives: smart transformation of traditional farm village (Germany), <i>Kaspar Haller</i> • Communicating about rural areas in the language of youth (Finland), <i>Joona Hellman</i> • “Daheim kauf ich ein - Buying locally-produced goods” (Austria), <i>Julia Saurwein</i> • Fields of Vision, Rural Intelligence (UK-England), <i>Joe Holmes</i>
11.15 – 12.45	Parallel working sessions: <i>Success factors of youth initiatives and their transferability to other areas</i>
12.45 – 13.45	Lunch (<i>Learn more about rural youth poster display</i>)
II. Policy tools and approaches that contribute to addressing demographic change in rural areas	
13.45 – 14.15	<p>Overview of policy tools and approaches to support young people in rural areas, <i>ENRD CP</i></p> <p>Short introduction to the parallel sessions</p>
14.15 – 15.30	<p>In-depth discussions about specific policy tools and approaches, including:</p> <ul style="list-style-type: none"> • Young Farmers’ Exchange Schemes • LEADER • Support for young people in rural areas through a combination of policy tools/funds
15.30 – 16.15 (<i>& coffee</i>)	Discussion Stands: Opportunity to learn about the outcomes of all the in-depth discussions on policy tools and approaches
16.15 – 16.45	<p>Youth Panel: Feedback from young ‘keynote listeners’</p> <p>Concluding remarks</p>
17.00	End of workshop