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BACK TO ROOTS

Toolkit

ERASMUS+ KA204

Project Number: 2018-1-UK01-KA204-048197

#ConnectEURoots

PRE-COURSE DELEGATE INFORMATION

Name:

Date(s) Attending:

In order to help our research and continuing quality of the course could you please answer the following questions:

1. Briefly explain your current role/position in relation to the project topic

2. What do you hope to gain from the course?

3. To help us ensure that all delegates attending the workshops are able to participate fully, please let us know below about any requirements you may have eg. accessibility or sensory impairment.

4. In case we cannot reach you could you please provide the contact detail of either your department reception or a colleague who could pass on any messages.

Contents

Introduction

According to the United Nations Population Division, the projected population decline, and ageing will have profound and far-reaching consequences in the EU, forcing Governments to reassess many established economic, social and political policies and programmes, including those relating to international migration. Demographic change in Europe is increasingly becoming a major policy challenge. Predominantly, rural regions currently account for 28% of Europe's population. Over the past decades a shrinking population has become the normal trajectory for many rural regions as agriculture has been restructured and population and employment have become increasingly concentrated in urban centres. By 2050, the population of Europe's urban regions is projected to increase by 24.1 million persons and will provide home to almost half of the EU-28 population (Eurostat 2016). By contrast, the population of predominantly rural regions is projected to fall by 7.9 million.

Given these figures the aim of the Back to Roots project and this toolkit is to explore how to fight rural depopulation by implementing actions connected with unemployment, heritage, tourism, social media, and tourism. The toolkit starts with a general introduction of the historical context and evolution of depopulation as a European phenomenon. Then it moves on to exploring the fundamental role of employment in the process of rural depopulation and how fostering employment can help fight this phenomenon. The third chapter focuses on the role of heritage in the process of rural depopulation and the possibilities it offers to help ancient villages and ghost towns recover.

The fourth chapter is centred around the concept of sustainable tourism and bio-architecture and it focuses on understanding how the design of buildings and community practices can contribute to well-being and encourage people to remain in or consider moving to areas at risk of depopulation. The fifth chapter talks about the use of internet and social media to create communication campaigns that can help fight depopulation in rural areas. The sixth chapter explores the opportunities migration can offer for rural depopulated areas. The seventh and final chapter is a collection of case studies that explore the necessity and the ways to rediscover a sense of European identity through cultural heritage.

This toolkit is meant to help trainers, and anyone else interested, learn about rural depopulation, how to fight this phenomenon, how to implement activities and programmes in this field, and how to teach others about it. Each chapter is divided in aims, learning outcomes, suggested pre-unit preparation, activities, and a case study that is linked to the topic of the unit. The only chapter with a different structure is the seventh given its different nature.

Each chapter gives an indication of the time needed to conduct the whole session. These times and instructions are indicative, we encourage you to adapt the lesson plan and its content to your needs & expertise and especially to the background of your students. We also recommend leaving some time at the end of the session to reflect on the content and share impressions and feedback.

Here is some information regarding the partner that participated in the Back to Roots project.

Kairos Europe (UK – Coordinator), established in 2011, is an organization dedicated to promoting the development of programmes aimed at increasing the intercultural exchanges between European countries, social inclusion, the promotion of tolerance, dialogue and integration. The company is involved in several programmes for young and adult people aiming at promoting integration, intercultural dialogue and healthy behaviours. It also has focused its activity mainly on disadvantaged groups, such as migrants, refugees, people with social or economic disadvantage, women, and people at risk of social exclusion. Our aim is to promote activities leading to a better inclusion of these groups into society. Also, Kairos Europe provides Professional development courses for people working in education and training. Courses are focused on different topics such as integration and inclusion, use of arts in education, ICT, motivation and entrepreneurship.

ONECO (Spain) is a consultancy for European projects in the area of education, culture, innovation, employment and local development, among other areas.

ONECO was founded in 1997 as an educational organisation that provided European mobility programmes for young people, throughout national and international schemes such as Erasmus, Leonardo da Vinci or ESF. Our programmes combine excellent language training and tailor-made professional experiences, with the aim of enhancing and improving the professional qualifications of young people, by enhancing their individual skills and linguistic competences.

ONECO's activities have changed since its creation in 1997 and it has been transformed from a specialist in mobility projects and internships abroad, using a variety of different funding schemes, to a firm of consultants for a wide range of European programmes.

ONECO's main aim are, among others: to promote the participation of Spanish citizenship in European projects; to bring the European policies closer to the civil society; to promote a better knowledge about the European Union policies and the EU in general; to support a better employment among young people and adults through the participation in European projects; to foster the participation of European citizens in local, regional, national and European politics.

Among its activities, ONECO also develops training courses, seminars and other training activities for a wide range of target groups and has active practices in European territorial cooperation.

ProIFALL (Sweden); an efficient Swedish social enterprise for Nordic, European and International Projects. Our main 5 working areas are; Providing training, creating educational tools, mobilising volunteers to professionalism, project management, promoting entrepreneurship. Our team consists of 5 experts with a diverse background.

Our Profile

We have several training packages which have been created through our international projects. These trainings are combining online courses, study visits and pragmatic knowledge. We are creating non-formal, alternative and easy to use educational tools for youth workers, educators, volunteers and staff. We recognise the value within volunteership in several NGOs and social enterprises. We are taking the volunteers to the next level; to be an expert in the area they are volunteering by involving them in our strategic partnership projects. We help people to bring their ideas into the reality through project management tools and process. We promote entrepreneurial values; "think out of the box". We help entrepreneurs to develop their business and how their business can be an added value for society through corporate social responsibility (CSR).

Our Values

We value knowledge and people who have the knowledge. We believe these; people and knowledge, should mobilise and be easy to access. Whatever we do we want it to be; manageable, understandable and most importantly meaningful.

Our mission

We want to bring people, places, and projects together to create a sustainable future for a better Sweden, European and world.

AMURT (Portugal) is a social and humanitarian international non-profit/non-governmental organisation that is active in more than 80 countries. It aims to improve the quality of life of people around the world through: disaster relief in emergency situations; permanent relief and local development projects to help individuals and communities in need; balanced social and personal development, as well as empowerment actions.

AMURT-Portugal is composed of a multidisciplinary and multi-generational team of 15 members with different skills and optimal gender balance. All of them have had experience with social development, event management and inter-cultural practices, welcoming and training international volunteers or foreigners, or have had experience abroad at a range of levels, either on behalf of AMURT-Portugal or for academic or other professional purposes.

CPA di Giuseppina Bomba (Italy), is a VET training provider and works together with different Youth and Cultural Associations, Schools and Educational institutions, the council in Lanciano and over 70 private companies in the Abruzzo, Central Italy region and it was established in 1999. CPA offers training and coaching to young people, main target group is 13-30 years old they also provide professional training for industry's needs. They create coaching courses to overcome difficult situations and achieve outcomes and goals by using a SMILE (structure, motivation, innovation, long term objective, enthusiasm) coaching system and bridge the world between education and industry. The youth training involves language training, motivation, time management, intercultural awareness, behavioural training, transformation training, life coaching, entrepreneurial skills and employability skills development and promotional activities for the territory and youth programs. The industry-based training includes language, business coaching, transformational training, international Marketing and e-Marketing.

They have different courses on Motivation, transformational training and coaching, Intercultural awareness and employability and entrepreneurial skills development. They have hosted conventions and presentations, discussions and dissemination of intermediate and final report activities, regarding the challenges of participant preparation and training, identifying and matching placements and effective mentoring and group management and how to evaluate and accredit results using EQF, Europass and ECVET.

Itaka training (Italy), is an organisation which was born following an analysis of the needs of what is happening at present in the areas were the organization is located, being particularly sensitive to issues related to depopulation of rural areas, sky-high level of unemployment in the region (over 40%) and migration, and the problems that migrants face once they arrive in Italy from desperate situations. In these respect, Itaka training is made up by professionals dedicated to build trust in peoples from different countries and motivates them to fulfil their potential in a welcoming and stimulating environment.

Itaka Training promotes active citizenship at local, national and international level and the safeguard of moral and civic rights of citizens. Itaka Training is developing a large network of partner organisations in order to create a synergy to promote more efficient projects at local, national and international level. It has built links with local authorities, NGOs and local associations promotive innovative initiatives, such as the re-settlement of people in abandoned towns in the South of Italy. The organization staff has also experience in the management of EU projects, in providing work experience, training and professional development courses for professionals under the KA1 project. We organise professional development courses for people involved in education who want to acquire new competences. Courses include digital classrooms, Integration and Social inclusion, school management, teaching through arts activities and entrepreneurship. The organization is also dedicated to the promotion of local traditions and cultures as well as organizing intercultural events in order to promote integration. Finally, the organization provides free IT and language training for disadvantaged people and to fight unemployment among young people. The courses are especially directed how to use new technologies and in particular social media in a proper way, in order to increase job prospects and spread a good image of oneself online.

We hope you enjoy reading and using this toolkit. Most of all we hope you find it useful, helpful, and that you #ConnectEURoots.

The Back to Roots Team

UNIT 1 Historical and contemporary dynamics around depopulation in Europe

Kairos Europe

INTRODUCTION

Aim

- Discuss the historical circumstances around rural depopulation in Europe
- Understand some of the contemporary dynamics of rural depopulation in Europe as well as the consequences it has
- Highlight the difficulties rural populations face due to depopulation, as well as the larger implications that it has

Learning Outcomes

By the end of the session the learner should be able to:

- Recognize the main historical examples of depopulation in Europe, (for example the "landflucht" in Germany, or the industrial revolution in the UK)
- Identify contemporary examples of depopulation in Europe
- Know some of the consequences which are a result of rural depopulation
- Be aware of the difficulties faced by rural communities as a result of depopulation

Suggested pre-unit preparation

Ask learners to:

- Consider why people might decide to move to cities rather than remain in rural areas
- Think about the kind of people who might stay in a rural area, and who might decide to leave (factors which might be important include: their age, education, profession, family, etc.)
- Research problems of depopulation in their own country, and reflect on whether this situation is the same in other European countries or not and why
- Read: *Shrinking rural regions in Europe: Towards smart and innovative approaches to regional development challenges in depopulating rural regions*, ESPON, 2017. Available here: https://www.espon.eu/rural-shrinking

References

Historical depopulation in the UK:

 "Rural Population in England and Wales: A Study of the Changes of Density, Occupations, and Ages." A. L. Bowley. *Journal of the Royal Statistical Society*, vol. 77, no. 6, 1914, pp. 597–652. *JSTOR,* www.jstor.org/stable/2340305.

Land and People in Nineteenth Century Wales, David Howell (Routledge and Kegan Paul, 1977)

Reshaping Rural England: A Social History, 1850-1925, Alun Howkins (Harper Collins Academic, 1991)

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The lost villages of Britain: Can our rural communities survive in the 21st century? Charlotte Philby, The Independent, September 19 2009: https://www.independent.co.uk/news/uk/this-britain/the-lost-villages-of-britain-can-our-rural-communities-survive-in-the-21st-century-1788478.html

Landflucht (Germany):

"The Causes of Rural-Urban Migration a Survey of German Theories". Rudolph, Heberle (May 1938). American Journal of Sociology. 43 (6): 932–950. doi:10.1086/217875.

Modern and Contemporary European History, Jacob Salwyn Schapiro and James Thomson Shotwell. (1815-1922) (1922 ed.). Houghton Mifflin Harcourt.

Wikipedia provides an interesting general introduction to the topic:
Landflucht: https://en.wikipedia.org/wiki/Landflucht
Rural flight / rural exodus: https://en.wikipedia.org/wiki/Rural_flight

For the German perspective today – *Interview with Annett Steinführer: From "rural exodus" to "shrinkage"*, Thünen Institute, https://www.thuenen.de/en/topics/rural-living-conditions/doerfer-und-kleinstaedte-im-wandel/von-der-landflucht-zur-schrumpfung/

Contemporary depopulation:

Silent Blight in a Countryside of Empty Homes and Shut Shops, by Simon Tisdall, The Guardian, August 23rd 2015: https://www.theguardian.com/world/2015/aug/23/europe-rural-urban-migration-threat-countryside

Shrinking rural regions in Europe: Towards smart and innovative approaches to regional development challenges in depopulating rural regions, ESPON, 2017. Available here: https://www.espon.eu/rural-shrinking

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Recharging Rural, Report to The Prince's Countryside Fund, S. Skerratt, S., 2018, London: The Prince's Countryside Fund, https://www.princescountrysidefund.org.uk/downloads/research/recharging-rural-full-report-final.pdf

Rural depopulation in Spain

The Spanish region as deserted as Siberia – in pictures, David Ramos, The Guardian, March 26th 2015, https://www.theguardian.com/artanddesign/gallery/2015/mar/26/the-spanish-region-as-deserted-as-siberia-in-pictures

'Empty Spain': country grapples with towns fading from the map, Sam Jones, The Guardian, April 22nd 2019, https://www.theguardian.com/world/2019/apr/22/empty-spain-government-urged-to-act-as-towns-fade-from-map
(See also in Spanish: http://www.lamoncloa.gob.es/serviciosdeprensa/notasprensa/territorial/Paginas/2018/031018retodemografico.aspx)

Spain's rural areas attract attention ahead of election, Ana Valiente, Euronews, April 24th 2019, https://www.euronews.com/2019/04/24/spain-s-rural-areas-attract-attention-ahead-of-election

The 'Revolt of Empty Spain': Why is Spain's rural world protesting?, by Marta Rodriguez Martinez, Cristina Abellan Matamoros and Sandrine Amiel, Euronews, April 1st 2019, https://www.euronews.com/2019/03/31/the-revolt-of-empty-spain-why-is-spain-s-rural-world-protesting

Voters are right to fear for their dying villages as Spain goes to the polls, by Giles Tremlett. The Guardian, April 27th 2019, https://www.theguardian.com/commentisfree/2019/apr/27/rural-vote-spain-election

Spanish Election May Pivot on an Aging and Depleted Heartland, Raphael Minder, The New York Times, April 26th 2019, https://www.nytimes.com/2019/04/26/world/europe/spain-election-rural-population.html

Videos:

Explore a Ghost Town in Southern Italy, National Geographic, May 12th 2018: https://www.youtube.com/watch?v=jtOPyI7w3Go

Italy's lost places, DW News, March 22nd 2018: https://www.youtube.com/watch?v=DqVmjJtILDs

Empty Spain: Why is depopulation a key issue in the Spanish elections? Euronews, April 26th 2019: https://www.youtube.com/watch?v=s5MQPgC65FY

Spain's Ghost Villages, SBS Dateline Current Affairs, May 27th 2014: https://www.youtube.com/watch?v=2NRvFS8iwZ8

Rural realities in the Nordic countries, NIKK Norden, March 7th 2018, https://www.youtube.com/watch?v=8RJoQ0CyVWM, see also: http://www.nordregio.org/research/rural-realities-in-the-nordic-countries/

Case study:

The Plunkett Foundation: https://plunkett.co.uk/, in particular the Duke of Marlborough Pub Case Study: https://plunkett.co.uk/the-duke-of-marlborough-suffolk/ and https://plunkett.co.uk/wp-content/uploads/Plunkett_MTAP_CS_Duke_prf3.pdf

UNIT 1 **Historical and contemporary dynamics around depopulation in Europe**			
Time	**Content**	**Suggested activities i.e.**	**Resources i.e**
15 min.	**Icebreaker**	● Paper plane activity	● Paper ● Pens
45 min.	**Historical analysis of depopulation in Europe (including case studies: "landflucht" in Germany, or the industrial revolution in the UK)**	● Initial reflection: depopulation is not just a "modern" problem. ● Theoretical presentation: discussion of Landflucht and historical cases of rural depopulation in the UK ● Group exercise: identify push vs pull factors ● Debate: which were more influential, push or pull factors? ● Reflection: how has depopulation affected their own country?	● Presentation ● Readings ● Tables / graphs ● Handouts ● Whiteboard or flipchart with pens
45 min.	**Contemporary examples of depopulation in Europe – is it a problem everywhere in the EU, and why?**	● Map analysis ● Video resources: depopulation in Italy, Spain and the Nordic countries ● In focus: depopulation in Spain	● Presentation ● Maps / hand-outs ● Online content ● Projector ● Computer
45 min.	**The wide-reaching consequences of rural depopulation, and difficulties faced by rural communities as a result of depopulation** ● Felt locally	● Initial reflection ● Theoretical presentation ● Group exercise ● Debate	● Presentation ● Readings ● Pen & paper ● Computer ● Projector

	● Felt nationally ➢ Recent political consequences of depopulation		● Online content
30 min.	**Case Study**	● Initial reflection ● In depth reading of case study ● Group discussion ● Analysis	● Case study material ● Access to website / projector

1. Historical analysis of depopulation in Europe

This module will look at the dynamics around depopulation in Europe, considering both historical examples as well as contemporary case studies. The module is split into 5 sessions; the estimated time for completing all sessions in this module is approximately 3 hours, excluding breaks.

Icebreaker: Paper plane activity

Estimated time for session: 15 minutes

Method:

Give all participants a blank piece of paper and a pen. Ask them to write down two questions which they would like to ask anybody in the group. Then ask all participants to turn the piece of paper into a paper plane. (There are different methods to do this, and participants can help each other if they are unsure. An interesting note is that if you have students from different countries, they may make the paper planes differently)

Next, ask all participants to throw their paper plane at the same time. All participants must then pick up a different paper plane than their own (if necessary, the group can continue throwing the paper planes to ensure that they are well mixed).

Finally, addressing the whole group, participants should take it in turns to say their name, where they're from, and answer the two questions on the paper airplane which they picked up.

Historical analysis of depopulation in Europe (including the examples of "landflucht" in Germany, or the industrial revolution in the UK)

Estimated time for session: 45 minutes

Introduction:

Depopulation in Europe is not just a modern trend, but has been an issue for many years. In Germany, for example, a mass migration of peasants to the cities took place in the 19th century. This was known as "Landflucht" ("flight from the land"). It is estimated that the rural population decreased from 64% to approximately 33% by 1907.[1] One reason for this migration to urban areas was because of the prospect of a higher income compared to the rates of pay in the countryside. This also resulted in a transformation of the German countryside, as mechanized agriculture and hiring migrant workers became more common.[2]

Comparison: Read this interview with Annett Steinführer to learn about "rural shrinkage", and to see how the German perspective has evolved: https://www.thuenen.de/en/topics/rural-living-conditions/doerfer-und-kleinstaedte-im-wandel/von-der-landflucht-zur-schrumpfung/

Activity: Initial reflection

Participants can write down their answers, and then discuss this in pairs/with the group.

Has depopulation affected your own country? If so, how?

_____
_____
_____
_____
_____

Since when has depopulation been a problem in your country?

_____
_____
_____
_____
_____

Why do people choose to move out of rural areas?

_____
_____
_____
_____
_____

[1]Simon Tisdall, 23 Aug 2015, https://www.theguardian.com/world/2015/aug/23/europe-rural-urban-migration-threat-countryside, accessed 09 Sep 2019.
[2] https://en.wikipedia.org/wiki/Landflucht, accessed 09 Sep 2019

Do you think that these reasons were also relevant 100 years ago (or more)?

_____
_____
_____
_____
_____

Has the problem of depopulation in Europe improved or deteriorated over the past century, in your opinion?

_____
_____
_____
_____
_____

Historical examples of rural depopulation in the UK.

The problem of depopulation has been a significant problem in the UK since the industrial revolution in the 18th century. There were many "push and pull" factors which encouraged people in the countryside to migrate to larger towns or cities.[3]

Table 9.1 Urban and rural populations in England and Wales, 1801–1971

	Population (in millions)			Percentage	
	Total	Urban	Rural	Urban	Rural
1801	8·9	3·1	5·8	34·8	65·2
1811	10·2	3·7	6·4	36·4	63·6
1821	12·0	4·7	7·3	39·2	60·8
1831	13·9	5·9	8·0	42·5	57·5
1841	15·9	7·3	8·6	45·9	54·1
1851	17·9	9·0	8·9	50·2	49·8
1861	20·1	11·0	9·1	54·6	45·4
1871	22·7	14·0	8·7	61·8	38·2
1881	26·0	17·6	8·3	67·9	32·1
1891	29·0	20·9	8·1	72·0	28·0
1901	32·5	25·1	7·5	77·0	23·0
1911	36·1	28·2	7·9	78·1	21·9
1921	37·9	30·0	7·9	79·3	20·7
1931	40·0	32·0	8·0	80·0	20·0
1939	41·5	34·2	7·3	82·4	17·6
1951	43·8	35·3	8·4	80·8	19·2
1961	46·1	36·8	9·2	80·0	20·0
1971	48·6	38·0	10·6	78·2	21·8

Based on estimates from the censuses for 1801–41, places recorded as towns in the censuses for 1851–71, and, for 1881 onwards, for Rural and Urban Sanitary Districts then Rural Districts and Urban Districts, County and Municipal Boroughs. 1939 figures are Registrar General's estimates.

This table shows the changing demographics in the UK from 1801 to 1970.

Lawton R. (1973) Rural Depopulation in Nineteenth Century England. In: Mills

[3] http://www.bbc.co.uk/history/british/victorians/exodus_01.shtml , accessed 09 Sep 2019

D.R. (eds) English Rural Communities. Palgrave, London. Also available here: https://link.springer.com/ chapter/10.1007/978-1-349-15516-3_10

- Many of the same factors are still applicable in the contemporary situation.
- There is hope that with new technology, it will be easier for people to work remotely, and so they will be encouraged to live in rural areas rather than cities.

<u>Historical Example: Push and Pull Factors in the UK in the 19th century.</u>

Resource: *The Rural Exodus* by Mike Winstanley, February 17th 2011, accessed May 5th 2019. http://www.bbc.co.uk/history/british/victorians/exodus_01.shtml

"In some cases migration was premeditated or preordained; in other cases it was almost a spur of the moment decision. In some cases whole families, even communities moved. In other cases it was the young and single. In some cases, the decision was freely taken; in others it was forced upon them by circumstances. In a few cases it was the poorest who migrated out of necessity; in many cases it was those who sought to better themselves. Some travelled but a short distance to the nearest town. Others went, literally, to the other side of the globe. Underlying this variety of experience was the discrepancy between the limited economic opportunities available on the land and the attractions of the towns or colonies."

PUSH	PULL
"Landless, the agricultural labourers who remained were powerless to prevent exploitation and were therefore forced to work for long hours for meagre, irregular wages." (in the 1800s)	People were attracted to opportunities in cities such as London, as well as new colonies such as North America, New Zealand and Australia, which were promoted by emigration agents
"Coalmining, quarrying and various cottage industries, particularly hand loom weaving and knitting, represented a hard life with few prospects"	Social life in urban areas was more varied and appealing, especially for "young men and women who found life in a small community both oppressive and dull"
Crop failure could lead to famine, meaning that often leaving was "more attractive than staying, however uncertain the future elsewhere was".	With the creation of many different factories during the industrial revolution, new jobs were available in cities, and often urban areas offered jobs with higher pay
Many trades started dying out with the introduction of machines. For example, the growth of factory spinning and power-loom weaving meant that textiles were no longer made in the countryside.	Girls would search for "places in respectable establishments in towns where aspiring middle-class families preferred them to the town-bred, less

"Hand stitched boots were superseded by machine-made products […] Tailors declined as mass produced clothing became available. Similar stories could be told of potters, furniture makers, brewers, millers and other trades, while the decline in population which ensued adversely affected those involved in the building trades by the end of the 19th century."	deferential girls", to go into service (become servants)

Group exercise:

- ➢ Write on blackboard a table with two columns: "Push" and "Pull"
- ➢ Ask participants to identify push and pull factors which could lead to rural depopulation and migration
- ➢ Once there are many answers, debate which ones are more influential – the push factors or the pull factors, or is there always a mixture of both?
- ➢ Which factors are "modern", and which would have been relevant in historical examples? (E.g. access to fast internet is a modern reason, whilst seeking job opportunities has been a reason to migrate for centuries)

Some examples:

PULL

- Job opportunities encourage people to move to find work
- Tourism can create new jobs for locals
- Good transportation links attracts industry and people, creating more jobs
- Cities can have more cultural attractions and entertainment than in small villages

PUSH

- Isolated rural areas with poor transport links are not attractive
- Lack of schools, healthcare, or other services are a problem for locals
- Lack of jobs, or of "interesting" job opportunities
- Persecution or intolerance (e.g. religious persecution / sexism / homophobia / racism)

"According to the United Nations, it is estimated that in 2008, for the first time, more people lived in cities than in rural areas. This is expected to increase to 53 per cent in 2015 and to 60 per cent in 2030."[4]

There are many reasons why people choose to move from rural to urban areas, some which can be considered "push" factors, encouraging them to leave the countryside, and some which can be considered "pull" factors, which make cities an attractive place to live. Often,

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[4] https://www.bbc.com/bitesize/guides/zbswxnb/revision/5, accessed 09 Sep 2019

a combination of both push and pull factors result in migration out of rural areas. This was also the case historically, and often some of the reasons people migrate today are the same reasons for which people migrated centuries ago. However, there are some significant differences – such as the technology boom – which could influence migration patterns today.

Activity: Rural depopulation in the UK, from past to present

Read and discuss this article:
The lost villages of Britain: Can our rural communities survive in the 21st century? Charlotte Philby, The Independent, September 19 2009: https://www.independent.co.uk/news/uk/this-britain/the-lost-villages-of-britain-can-our-rural-communities-survive-in-the-21st-century-1788478.html

2. Contemporary examples of depopulation in Europe – is it a problem everywhere in the EU, and why?
Estimated time for session: 45 minutes

Depopulation in modern times has intensified, leading to a crisis for many rural communities. Depopulation often occurs following the industrialization of agriculture, meaning that fewer people are needed to bring about the same amount of agricultural output. It is further exacerbated when rural population decline leads to a reduction of services (such as schools, hospitals, transportation), which encourages people to move to larger towns and cities to seek these features. Another important factor leading to the aggravation of the problem of the "rural exodus" is the fact that in Europe, birth rates are falling.

"What is very different now is that, unlike the Europe of 150 years ago, natural population levels (based on the positive difference between live births and deaths) in most European countries are either static or falling."[5]

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[5] https://www.theguardian.com/world/2015/aug/23/europe-rural-urban-migration-threat-countryside, accessed 09 Sep 2019

This means that the demographics are changing, and rural villages have fewer young people, but more and more elderly residents.

Rural population change

Average annual population change in rural Local Administrative Units (%), 2001 - 2011

🟥	< -4
🟧	-3 - (-4)
🟧	-2 - (-3)
🟨	-1 - (-2)
🟨	0 - (-1)
🟦	0 - 1
🟦	1 - 2
🟦	2 - 3
🟦	> 3

⬜ urban or intermediate LAU units

⬛ no data

Notes
- Data for LT, PT, SI correspond to LAU1

© ESPON, 2017

Regional level: LAU2 / 1 (2011)
Source: ESPON, 2017
Origin of data: Eurostat, ESPON, 2017
©UMS RIATE for administrative boundaries

Map available at: https://www.espon.eu/rural-
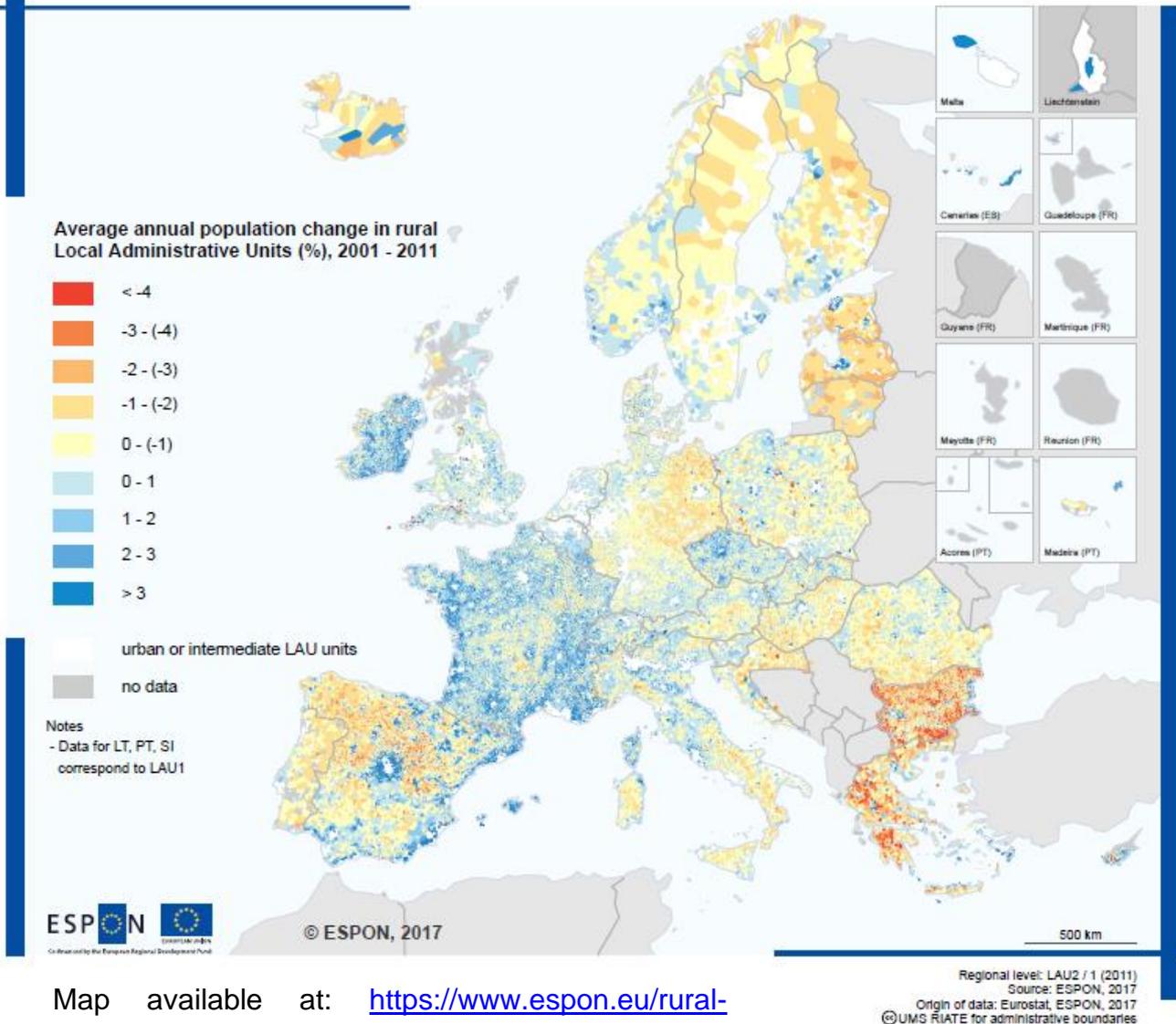
Exercise: Map Analysis

- Give participants a copy of the map (shown above, available here: https://www.espon.eu/rural-shrinking)
- Assign each participant an EU country (or can put participants in pairs)
- Ask them to look at the data on the map and write down some conclusions
- Ask participants to share with the group what the situation is in their assigned country – is there a lot of rural depopulation? Is it a big problem? Is it only in certain parts of the country? (E.g. North or South?) Why might this be?

Exercise: Examples of rural depopulation in Italy, Spain and the Nordic countries.

Video resources (to choose from):

Explore a Ghost Town in Southern Italy, National Geographic, May 12th 2018: https://www.youtube.com/watch?v=jtOPyI7w3Go

Italy's lost places, DW News, March 22nd 2018: https://www.youtube.com/watch?v=DqVmjJtILDs

Empty Spain: Why is depopulation a key issue in the Spanish elections? Euronews, April 26th 2019: https://www.youtube.com/watch?v=s5MQPgC65FY

Spain's Ghost Villages, SBS Dateline Current Affairs, May 27th 2014: https://www.youtube.com/watch?v=2NRvFS8iwZ8

Rural realities in the Nordic countries, NIKK Norden, March 7th 2018, https://www.youtube.com/watch?v=8RJoQ0CyVWM, see also: http://www.nordregio.org/research/rural-realities-in-the-nordic-countries/

The problem of rural depopulation in Spain today.

"According to Spain's ministry for territorial policy, 90% of the country's population – about 42 million people – is packed into 1,500 towns and cities that occupy 30% of the land. The other 10% (4.6 million people) occupy the remaining 70%, giving a population density of barely 14 inhabitants per square kilometre."[6]

Parts of Spain are so uninhabited that they have been labelled the "Spanish Lapland" or "Southern Lapland", because "its population density is below 8 inhabitants per kilometer, the lowest in Europe and surpassed only by parts of the original Lapland, in Finland."[7]

Exercise: Discussing interesting pictures of depopulated rural areas in Spain.
For this exercise, you must go to this website:
The Spanish region as deserted as Siberia – in pictures, David Ramos, The Guardian, March 26th 2015, https://www.theguardian.com/artanddesign/gallery/2015/mar/26/the-spanish-region-as-deserted-as-siberia-in-pictures

3. The wide-reaching consequences of rural depopulation everywhere in the EU, and why?

Estimated time for session: 45 minutes

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[6] https://www.theguardian.com/world/2019/apr/22/empty-spain-government-urged-to-act-as-towns-fade-from-map (See also here, in Spanish: http://www.lamoncloa.gob.es/serviciosdeprensa/notasprensa/territorial/Paginas/2018/031018retodemografico.aspx), accessed 09 Sep 2019
[7] https://www.euronews.com/2019/04/24/spain-s-rural-areas-attract-attention-ahead-of-election, accessed 09 Sep 2019

How does rural depopulation affect local rural communities?

Exercise: Ask participants to brainstorm ways in which rural depopulation is affecting rural communities today.

Some examples:

> Migration of young people to cities, leaving an older / ageing population.
> Abandonment of heritage, of forests and of natural resources.
> Loss of cultural identity.
> Difficult economic circumstances and poverty.
> Lack of conservation of the environment.
> Insufficient maintenance of rural areas, both natural and urban.
> Lack of basic services.
> Lack of communication services.
> Isolation.[8]

Depopulation as a "vicious circle"

The problem of rural depopulation is often seen as a vicious circle – depopulation leads to a reduction of services, such as healthcare and education. The lack of services pushes people to move to larger cities. This further depopulation aggravates the problem, especially since it is often young adults who leave rural areas. This can then change the demographics of a village, leaving mostly elderly people, and not enough workers to support the economy and local labour market. As more people leave, nobody wants to remain in the village, as fewer services/entertainment/shops are available. Eventually, the village can become deserted.

"We try to retain young people. Everyone thinks that no new businesses should open because in five years there won't be anyone left in the town. That's the current mentality"
https://www.euronews.com/2019/03/31/the-revolt-of-empty-spain-why-is-spain-s-rural-world-protesting

Rural depopulation felt on a national scale: the political impact

Recently, the problem of depopulation has become an important political issue in Spain, and has influenced the election results. Rural communities feel that they are being treated badly and are forgotten about. It has been labelled "the revolt of empty Spain".

Video introductions to the issue:

The 'Revolt of Empty Spain': Why is Spain's rural world protesting?, Euronews, March 31st 2019, https://www.youtube.com/watch?time_continue=85&v=WaRTjBd6--0

Rural Spain protests ahead of general election, Euronews, April 1st 2019, https://www.youtube.com/watch?time_continue=114&v=TnlCsmRz3mg

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[8] (Translated and adapted from: http://volveralpueblo.org/nueva-plataforma-para-erradicar-la-despoblacion/, accessed 09 Sep 2019)

Euronews reported on a protest which was organized in Madrid ahead of Spanish general elections:

"Tens of thousands of Spanish citizens from remote rural areas took to the streets of Madrid this Sunday to protest against depopulation and the lack of infrastructure in their regions. The movement, initiated by 85 grassroots organisations, has come to be known as the "revolt of empty Spain".

[…] The rural population of Spain increased between 2000 and 2010, but since then it has declined to approximately 9,17 million people, according to Statista. […] 53% of the territory is inhabited by only 5% of the population, according to a study by the Research Centre on Depopulation and Development of Rural Areas (CEDDAR).

The affected territories are usually "economically depressed areas that are going backwards or are less dynamic in contrast to other parts of the country," the report said. Although the protest movement is apolitical, the rural vote will be key in the national elections on April 28. The Spanish electoral system is based in the d'Hondt method, which favours the big parties and the less populated areas."[9]

Activity: read and discuss the Guardian's opinion article and an article from the New York Times about depopulation in rural areas and its significance in Spanish politics

- *Voters are right to fear for their dying villages as Spain goes to the polls*, by Giles Tremlett. The Guardian, April 27th 2019, https://www.theguardian.com/commentisfree/2019/apr/27/rural-vote-spain-election
- Spanish Election May Pivot on an Aging and Depleted Heartland, Raphael Minder, The New York Times, April 26th 2019, https://www.nytimes.com/2019/04/26/world/europe/spain-election-rural-population.html

Optional additional assignment:

Read the in-depth report about problems facing rural communities in the UK today, and the recommendations made for rural stakeholders, for policy makers, and for rural communities to be sustainable and build their resilience:

Recharging Rural, Report to The Prince's Countryside Fund, S. Skerratt, S., 2018, London: The Prince's Countryside Fund, https://www.princescountrysidefund.org.uk/downloads/research /recharging-rural-full-report-final.pdf

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[9]   https://www.euronews.com/2019/03/31/the-revolt-of-empty-spain-why-is-spain-s-rural-world-protesting, accessed 09 Sep 2019

Case Study

Estimated time for session: 45 minutes

Country	United Kingdom
Title	Overcoming Rural Challenges in the UK: The Duke of Marlborough Pub in Suffolk
Organization name	The Plunkett Foundation
Author	The Plunkett Foundation
	Resources can be found at: https://plunkett.co.uk/the-duke-of-marlborough-suffolk/ https://plunkett.co.uk/ https://plunkett.co.uk/case-studies/ https://plunkett.co.uk/wp-content/uploads/Plunkett_MTAP_CS_Duke_prf3.pdf

Activities planned/undertaken as part of your research?	This research looks at one particular case study: The Duke of Marlborough pub in Suffolk. This information has been taken from the website of The Plunkett Foundation, which played a significant role in supporting and helping the local community.
	For this case study, it is important to read the online published material carefully:
	https://plunkett.co.uk/the-duke-of-marlborough-suffolk/
	https://plunkett.co.uk/wp-content/uploads/Plunkett_MTAP_CS_Duke_prf3.pdf
	It is also possible to find further case studies and examples here:
	https://plunkett.co.uk/case-studies/
	The overall aims of The Plunkett Foundation are to:
	• "Help more communities to develop and open new community businesses and to ensure those already trading have the support they need to thrive

	- Increase awareness of the relevance of the community business model and extend its accessibility and associated support in all rural parts of the UK - Extend the social impact community businesses have to all those living in the rural communities we support, especially to those vulnerable to poverty, health issues, isolation and loneliness - Create an enabling environment for community businesses in terms of the policy, funding and advisory landscape they work within - Improve Plunkett's own sustainability to ensure it continues to address the needs identified"
What are the case study's aims and objectives?	The aims and objectives of this case study are: - To recognise why closures of local pubs are significant issues facing rural communities - To learn about the specific experiences of this local community in Somersham - To understand the positive social impact that saving this local pub has had - To identify the benefits of community ownership - To consider the local, regional and national and national importance of this kind of positive action - To understand the cultural and historic significance of this case study
Top highlights	- Pubs are essential for local communities, as a place for socialising, employment and attracting tourists. - Pubs are also often important historic and cultural monuments. - Many pubs in rural communities in the UK are threatened, often leaving these areas with no pub at all. - This case study in particular looks at The Duke of Marlborough pub in Suffolk, and how it was saved. - It shows the significance of campaigning made by the local community. - It also shows the role of foundations which support areas, in this case The Plunkett Foundation. - It provides a novel solution to this issue – namely Community Ownership. - This case study can also be used as an example of the problems and possible solutions which are relevant to other rural communities in the UK.

Detailed description of the chosen case study	This case study looks at the Duke of Marlborough pub in Somersham, Suffolk. This pub is a Grade II listed historic building, and is over 500 years old. In 2014, the pub closed, because its owners wanted to retire. Following this, Sarah Caston began the "Save the Duke" campaign, as she was afraid that they would lose the last village in the pub since was going to be sold as a private residence. This would have been terrible for the local community, as it was the last pub in the local area, and was a significant place for locals to meet up and socialize. The community came together, campaigned, volunteered, raised money, and fought to keep their local pub. In the end, after two years of fundraising and campaigning, the group managed to put in an offer for the pub (including some funds from the local council / community fund). It was accepted, and now the pub is under "community ownership". https://plunkett.co.uk/the-duke-of-marlborough-suffolk/ This case study has been chosen as an example of the threats which rural communities can face, and how these challenges can be overcome. It shows not only positive consequences on a local level, but can be used as an example of the benefits of Community Ownership, campaigning, fundraising, and the role of foundations which support them.
Describe local, regional national and international Impact	This case study has had a significant social impact on local scale. The Plunkett Foundation has noted that in Somersham, "Statistically vulnerable people comprise 20-30% of the local community depending on their social situation – age, income, social isolation, health and mobility, and there is a higher level of unemployment, a higher ageing population and poor access to transport. Somersham and the surrounding villages have a very limited bus service, so there is limited opportunity for local residents without transport to socialise in the evening.". The preservation of this pub has therefore made a significant positive impact on local residents, especially vulnerable ones.

Furthermore, the campaign leader Sarah Caston has said that: "The Duke is a beautiful, historic pub; a central feature of village life. We wanted it to stay that way. Quite simply we refused to accept that 500 years' of local hospitality should come to an end.

The Duke of Marlborough is in many ways a national as well as a local treasure. It symbolises all pubs that have been the lifeblood of communities for centuries but are now under threat of being turned into residential properties. When we raised our voices about the Duke, we were raising them for all rural pubs at risk."

Finally, this case study also is a great example of how community ownership can be a good solution, especially when it is for facilities which serve the whole community.

https://plunkett.co.uk/the-duke-of-marlborough-suffolk/

From The Plunkett Foundation's analysis:

"SOCIAL IMPACT OUTCOMES

- The pub provides a venue to help loneliness and isolation. For anyone living alone, the village pub is always friendly and welcoming.
- Volunteering opportunities and work placements improve community engagement as people are asked to offer up skills and improve their employability. Not only are people encouraged to indicate what they might like to do - i.e. bar work, catering, financial, management, social activities and event organisation, there are opportunities to meet other people who have life skills in employment and can offer mentoring.
- Increasing trust and familiarity amongst local people – if you know your neighbours you feel safer in your home and crime prevention is enhanced.
- Pubs provide a meeting point for people from different walks of life in a way that no other social environment does.
- Quality of life and wellbeing is being improved by access to a range of activities, events, clubs and societies. As well as improving general health it also

	reduced the need for long term care and support in homes and hospitals.
	• Providing a luncheon club service for the elderly and disadvantaged decreases isolation and ensures older people in the village are not lonely and/ or neglected.
	• The pub provides local services to more people who may not otherwise have access to such amenities as Wi-Fi, free advertising on our notice boards, book exchanges, general advice on local trusted traders (such as plumbers, gardeners, electricians etc) and information on support groups.
	• The pub is bringing a 'heart' back into the village and it is reinvigorating the community as has happened elsewhere."
	From: https://plunkett.co.uk/wp-content/uploads/Plunkett_MTAP_CS_Duke_prf3.pdf
In conclusion	This research is important for anybody looking into the problems faced by rural communities, as it is a concrete example of how this challenge can be overcome using innovative solutions.
	This is beneficial as it can inspire and encourage other communities to follow the same methods, to contact local foundations or support groups, and to work together to resolve issues which result from depopulation.

UNIT 2 How re-population is connected with employment in rural areas
Oneco

INTRODUCTION

Aim

- Recognize the importance of employment as an engine to set the population in the territory and stop depopulation in rural areas.
- Highlight some of the policies, strategies and measures that can be implemented in rural areas in order to avoid depopulation.

Learning Outcomes

By the end of the session the learner should be able to:

- Recognize the main characteristics of European rural areas and the problems that affect them in terms of employment.
- Identify the main challenges that European rural areas face in terms of employment.
- Know the main strategies and measures that can be implemented in rural areas in order to foster employment and thus avoid depopulation.
- Be aware of the importance of entrepreneurship for development in rural areas affected by depopulation.

Suggested pre-unit preparation

Ask learners to:

- Read the article "The challenge of rural depopulation: facing the scenario of demographic deserts in the EU" (Forbes.com): https://www.forbes.com/sites/anagarciavaldivia/2018/12/22/the-challenge-of-rural-depopulation-facing-the-scenario-of-demographic-deserts-in-the-eu/
- Think about this: Is it harder to create jobs in rural areas than in urban areas? Why?

References

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- "Policy brief – Shrinking rural regions in Europe (Towards smart and innovative approaches to regional development challenges in depopulating rural regions)". ESPON.
- "Rural areas and their social and territorial structuring. Report 2018". Economic and Social Council (Spain). Pages 10-14.

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- "The challenges and necessity of rural innovation" January 2019. Interreg Europe Policy Learning Platform on Research and innovation.
- "Smart and competitive rural areas. Projects brochure". European Network for Rural Development.
- "Linking Renewable Energy to Rural Development". Organisation for Economic Co-operation and Development (OCDE). Pages 1-2.
- "The rural population in Spain. From disequilibrium to social sustainability". "La Caixa" Foundation. Pages 17-26.
- "Cork 2.0 declaration: A Better Life in Rural Areas". Publications Office of the European Union, 2016.
- "Thematic Group factsheet: Smart and competitive rural businesses". European Network for Rural Development (ENRD).
- "EU Action for Smart Villages". European Commission.
- "Sparsely populated and under–populated areas". European Parliamentary Research Service (EPRS).
- "Rural depopulation in Spain: Genesis of a problem and innovative policies". Centre for Studies on Depopulation and Development of Rural Areas (CEDDAR).
- Websites:
  - Rural development 2014-2020:
    https://ec.europa.eu/agriculture/rural-development-2014-2020_en
  - European Network for Rural Development (ENRD)
    https://enrd.ec.europa.eu/about_en
  - Good Practices on policies supporting entrepreneurship and innovative SMEs in rural areas (Interreg Europe):
    https://www.interregeurope.eu/ruralsmes/good-practices/
  - Eurostat - Statistics Explained:
    https://ec.europa.eu/eurostat/statistics-explained/index.php/Main_Page
- Videos:
  - European Network for Rural Development (ENRD) YouTube channel
    https://www.youtube.com/user/EURural/featured
  - EU supports the concept of Smart Villages
    https://www.youtube.com/watch?v=EEPmjqxbxHk&list=PLocST8_B8egYdcnrG7EmMFZ4R2lW7ahmG
  - Rural development in Europe: How can the CAP support social cohesion and growth?
    https://www.youtube.com/watch?v=BqDgZlwe1gE
  - Bioenergy for rural development: an engine of growth for a rural renaissance
    https://www.youtube.com/watch?v=sEx-oPTauRA
  - GIZ: Rural Development in Southeast Europe. 2017 (V2)
    https://www.youtube.com/watch?v=kpNaYSFXSpk
  - EAFRD Compilation: project examples from the European Agricultural Fund for Rural Development
    https://www.youtube.com/watch?v=TQRYpJr5xfU
  - Rural France: Challenges and opportunities

https://www.youtube.com/watch?v=xFsm1rThXzw

UNIT 2 **How re-population is connected with employment in rural areas**			
Time	**Content**	**Suggested activities i.e.**	**Resources i.e**
45 min.	Economy and employment in rural areas across Europe	• Initial reflection • Theoretical presentation • Group exercise • Debate	• Presentation • Videos • Readings • Others
40 min.	Key development challenges in employment for depopulated rural areas	• Initial reflection • Theoretical presentation • Group exercise • Debate	• Presentation • Videos • Readings • Others
60 min.	Emerging policy responses and strategies for re-population from an employment perspective	• Initial reflection • Theoretical presentation • Group exercise • Debate	• Presentation • Videos • Readings • Others
30 min.	Entrepreneurship in rural areas	• Initial reflection • Theoretical presentation • Group exercise • Debate	• Presentation • Videos • Readings • Others

1. Economy and employment in rural areas across Europe

Initial reflection

Do you think that the problem of unemployment affects all rural areas equally in all EU countries?

Theoretical presentation

According to Eurostat, employment conditions and opportunities to find or change work can play a considerable role in determining an individual's material living conditions. Work is considered important for wellbeing not only because it generates income but also because it occupies a significant part of each working day and has the potential to develop skills, a sense of achievement, satisfaction or worth.[10]

On the other hand, demographic change in Europe is increasingly becoming a major policy challenge. Predominantly rural regions currently account for 28% of Europe's population. However, over the past decades a shrinking population has become the normal trajectory for many rural regions as agriculture has been restructured and population and employment have become increasingly concentrated in urban centres. By 2050, the population of

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[10] 'Eurostat Regional Yearbook' (Luxembourg: Eurostat, 2017), 262, https://ec.europa.eu/eurostat/documents/3217494/8222062/KS-HA-17-001-EN-N.pdf/eaebe7fa-0c80-45af-ab41-0f806c433763.

Europe's urban regions is projected to increase by 24.1 million persons and will provide home to almost half of the EU-28 population. By contrast, the population of predominantly rural regions is projected to fall by 7.9 million.[11]

The general symptoms of shrinkage are well described as a declining population results in a growing mismatch between the supply and demand of services, creating difficulties for both the public and private sectors. As a result of weak local markets, services become underutilised, poorly maintained and often become unviable and have to be withdrawn. Local living conditions and quality of life deteriorate, unemployment rises and skilled labour becomes scarce, causing the emergence of abandonment and obsolescence.[12]

In those countries where the phenomenon of rural shrinkage is most acute, the difference between the employment rate in rural and urban regions is particularly high. On the other hand, in some rural regions, a depleting population and the need for lower-skilled agricultural workers, means that they can be disproportionally affected by foreign immigration, with consequent impacts for social cohesion.[13]

All around Europe, the employment and unemployment rates according to the degree of urbanisation illustrate that the economy in rural areas has greater problems and weaknesses, due to the prevalence of higher rates of unemployment amongst young people and women. These distances entail a worse position for young people and women rural in employment, and must be seen as a determining factor in the processes of masculinisation and over-ageing.

Group exercise

Comment the following figures: Which is the evolution of unemployment in European rural areas in the last years and the comparative situation in each country?
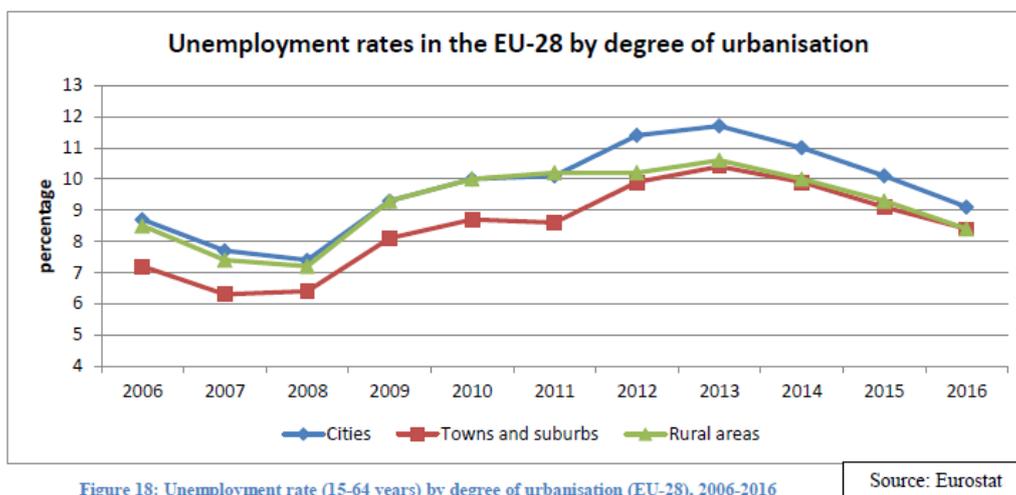
Figure 18: Unemployment rate (15-64 years) by degree of urbanisation (EU-28), 2006-2016

Source: Eurostat

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[11] 'Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', Policy Brief (ESPON, 23 October 2017), 2, https://www.espon.eu/rural-shrinking.

[12] 'Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 6.

[13] 'Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 6.

Unemployment rate, persons aged 15–74, by degree of urbanisation, 2015
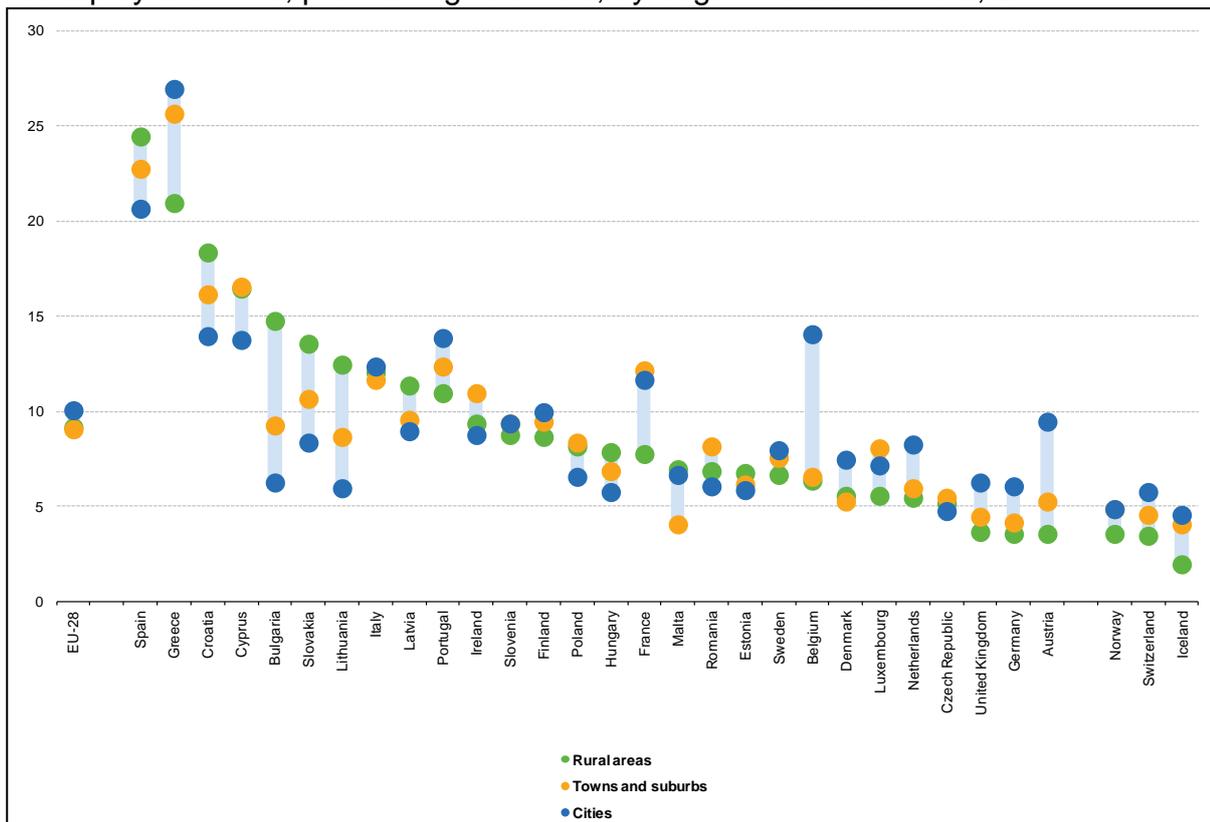
Source: Eurostat

Debate

What do you think are the factors that determine these disparities in rural unemployment between countries?

2. Key development challenges in employment for depopulated rural areas

Initial reflection

What do you think are the main challenges that European rural areas must address to be attractive and retain their population?

Theoretical presentation

Rural regions face various challenges to stay attractive, competitive and maintain sustainable economic growth and promote viable communities. At the EU level a number of institutions have prepared various reports and policy papers highlighting the specific characteristics of rural regions and how their innovation capacity might be strengthened through policy improvements and targeted actions.[14]

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[14] 'The Challenges and Necessity of Rural Innovation. A Policy Brief from the Policy Learning Platform on Research and Innovation', Policy Brief (Interreg Europe, January 2019), 2, https://www.interregeurope.eu/fileadmin/user_upload/plp_uploads/policy_briefs/2019-01-21_TO1_policy_brief_Rural_innovation_final.pdf.

Apart from the overall desire to ensure territorial cohesion, a review of this material highlights three common and recurrent themes:

- Designing innovation support mechanisms that are adapted to rural business needs.
- Tackling the needs of traditional industries such as agriculture.
- Ensuring the potential of new technologies, such as digitalisation, in order to improve the competitiveness of businesses (access to HR Skills, research sources etc…) and the delivery of public services to meet the needs of rural populations.

As it is declared by the European Network for Rural Development and its document "Smart and competitive rural areas - Projects brochure", being "smart and competitive" is about developing the strategies and tools for different types of rural areas to be economically competitive, while at the same time preserving their natural resources and social cohesion. This is not only important for rural areas themselves, but also for maximising the contribution that rural areas make to the rest of the economy and wider society.[15]

Group exercise

Exercise 1 – Real projects:

Work in groups on the different real projects presented in the publication "Smart and competitive rural areas. Projects brochure" (European Network for Rural Development) focused on the promotion of smart and competitive rural areas: Which of them do you think have contributed the most to combat unemployment?

Exercise 2 – Renewable energies:

Work in groups on the executive summary of the publication "Linking Renewable Energy to Rural Development" (OCDE): Are these sources of energy a real chance for rural development in Europe?

Debate
Do you think these challenges are the same in all EU countries?

3. Emerging policy responses and strategies for re-population from an employment perspective

Initial reflection

What strategies and measures from an economic perspective do you think could be put implemented in order to re-populate rural areas?

Theoretical presentation

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[15] 'Smart and Competitive Rural Areas', Project Brochure (Luxembourg: European Network for Rural Development, 2016), 2, https://enrd.ec.europa.eu/sites/enrd/files/publi-eafrd-brochure-02-en_2016.pdf.

Rural depopulation and marginalisation is an increasing phenomenon across Europe. To address these trends policy-makers essentially have two policy levers: (1) 'going for growth' – reverse shrinking trends and stimulate population growth; (2) 'coping with decline' – accept shrinkage and adapt to its economic and social consequences.[16]

While the idea of accepting decline is often politically unpalatable, it is also unrealistic to expect local development strategies to counteract increasing global trends towards urbanisation. Indeed, continued depopulation is predicted to become the new normal in many peripheral rural regions over the coming decades. The task will therefore become one of ensuring a managed transition to an economic base consistent with the realities of lower population levels.[17]

Depopulation requires new ways of thinking about rural development which re-envisions shrinkage not as a burden, but as a potential positive opportunity. Accepting shrinkage can help to reorient rural policies and investment decisions to re-grow greener, smaller and provide new openings to be innovative, modernise governance and public services through more holistic, proactive and place-based strategies consistent with 21st Century realities. This requires coordinated government interventions and planned, strategic coordination of both growth-oriented and adaptation-oriented
Policy approaches, tailored to local conditions.[18]

In this way, some of the emerging policy responses to rural shrinkage could be the following:

- Mobilising endogenous resources.
- Promoting social innovation and ICT.
- Fostering ecosystem services and the green economy.
- Realising integrated place-based approaches.[19]

Group exercise

Exercise 1 – Transference of best practices:

Work in groups on the three Case-Studies presented in the publication "Policy brief – Shrinking rural regions in Europe" (ESPON), pages 8-10: Do you think these experiences could be suitable for being replicated or transferred to other European rural areas? Which could be the main challenges to do this?

Exercise 2 - Social sustainability:

Reflect on the concept of "Social sustainability" and its importance for re-populating rural areas, based on the document "The rural population in Spain. From disequilibrium to social sustainability" ("La Caixa" Foundation).

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[16] 'Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 2.

[17] Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 2.

[18] Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 2.

[19] Shrinking Rural Regions in Europe. Towards Smart and Innovative Approaches to Regional Development Challenges in Depopulating Rural Regions', 7-9.

The weak impact of development policies in really stopping rural depopulation, one of the most pressing problems in rural areas, is evidence of the need to identify and be more involved in the human aspects of development processes and in the construction of social sustainability as the motor for development.

We understand "social sustainability" as the existence of a diverse and equitable human social fabric, sufficiently active and articulated to generate social and economic dynamics capable of satisfying the material and subjective needs of all the collectives that form the population of a region.

For social sustainability to be possible there is the need to influence, among others, the following dynamics and processes:

- *Attraction and establishment of population in dispersed rural areas.*
- *Strengthening of family and non-family social support networks.*
- *Application of a gender perspective on policies and projects for rural development.*
- *Creation and maintenance of quality services.*
- *Improvement of access to existing resources and services for the dependent population and for caregivers.*
- *Organisation of economic and social agents in local and regional systems of production, distribution and marketing.*
- *Organization of strong social networks, consortiums, projects and collective initiatives.[20]*

Exercise 3 - Cork 2.0 declaration:

Reflect on the Cork 2.0 declaration: Which of the ten policy orientations presented in this document are most effective for achieving an innovative, integrated and inclusive rural and agricultural policy in the EU? Which are the main obstacles to implement each of them?

Debate

What policies, strategies and/or measures do you think would be most effective in combating unemployment in European rural areas?

4. Entrepreneurship in rural areas

Initial reflection

Do you think it is harder to be an entrepreneur in the rural environment? Why?

Theoretical presentation

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[20] The rural population in Spain. From disequilibrium to social sustainability", "La Caixa" Foundation, 2009, https://www.academia.edu/5757173/Rural_population_in_Spain_from_desequilibrium_to_social_sustainability

As it is referenced by Eurostat in its document "Regional Yearbook 2017", each EU Member State is responsible for its own education and training policy. The EU supports national actions and helps address common challenges, such as skills deficits in the workforce or technological developments, through its education and training 2020 (ET 2020) framework, set out by the Council of the European Union (2009/C 119/02) in May 2009. This provides a forum for sharing information and exchanging best practices through a series of working groups. ET 2020 has four common objectives: making lifelong learning and mobility a reality; improving the quality and efficiency of education and training; promoting equity, social cohesion and active citizenship; and enhancing creativity and innovation, including entrepreneurship.[21]

In this way, the European Commission adopted an Entrepreneurship 2020 Action Plan (COM(2012) 795 final) at the start of 2013, designed to stimulate and reignite entrepreneurial spirit across the EU and to remove obstacles so that more entrepreneurs are encouraged to start a business. The plan is built on three main pillars: entrepreneurial education and training to support growth and business creation; the creation of an environment where entrepreneurs can flourish and grow, removing existing administrative barriers and supporting entrepreneurs in crucial phases of the business life-cycle; and reigniting the culture of entrepreneurship in the EU and nurturing the new generation of entrepreneurs, developing role models and reaching out to specific groups whose entrepreneurial potential is not being fully tapped (for example, some ethnic minorities). The plan also seeks to remove the stigma attached to business failure and to make it easier for entrepreneurs to attract investors.[22]

In this context, one of the strategies we have presented in the previous chapter for reactivating rural areas is the diversification. So, according to the European Network for Rural Development, smart approaches to rural development need to think about the broad range of (potential) rural economic activities beyond the key strands of agricultural and forestry production. Diversification can mean rural producers expanding their activities into new areas or other forms of rural entrepreneurship, many of which are still closely linked with forestry and farming.[23]

The European Commission highlights in its document "EU Action for Smart Villages" that for many people, rural areas are simply home - a place to live, work and raise families. Our rural communities need jobs, basic services, connectivity and smart transport solutions as well as a favourable climate for entrepreneurship.[24]

Viable rural businesses are crucial for the development of rural areas. The Cork 2.0 declaration "A Better Life in Rural Areas" states that *"Union policies should reflect emerging business opportunities for agriculture, forestry and rural enterprises"*, such as circular, green, and fossil-free economies, the growing concerns of consumers about the quality of products and production processes, and demand for healthy food. It is also states that "rural economy

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[21]   https://www.interreg-baltic.eu/fileadmin/user_upload/News/2015_all_news/201510_October/KS-HA-15-001-EN-N.pdf
[22]   https://www.interreg-baltic.eu/fileadmin/user_upload/News/2015_all_news/201510_October/KS-HA-15-001-EN-N.pdf
[23] 'Smart and Competitive Rural Areas', 3. https://enrd.ec.europa.eu/sites/enrd/files/publi-eafrd-brochure-02-en_2016.pdf
[24]   'EU   Action   for   Smart   Villages'   (European   Commission,   2016), https://ec.europa.eu/agriculture/sites/agriculture/files/rural-development-2014-2020/looking-ahead/rur-dev-small-villages_en.pdf.

and rural businesses will depend increasingly on digitisation as well as knowledge workers who make the most of the digital transformation".[25] [26]

Group exercise

Exercise 1 – Recommendations:

Work in groups on approaches and initiatives that contribute to creating a flexible business support environment in rural areas. Contrast with the recommendations included in the document "Thematic Group factsheet: Smart and competitive rural businesses", published by the European Network for Rural Development (ENRD).

Exercise 2 – Good practices:

Consult and comment, working in groups, the Good Practices on policies supporting entrepreneurship and innovative SMEs in rural areas based on Interreg Europe projects (https://www.interregeurope.eu/ruralsmes/good-practices/).

Debate

Which initiatives or strategies do you consider most suitable for boosting entrepreneurship in European rural areas? Do you consider these initiatives could be different in every country? Which are main differences (if any) with these same strategies oriented to urban environments?

Case study

Country	Spain
Title	Embrace the land (Abraza la Tierra)
Organization name	Interregional cooperation project to arrival and settlement of new neighbours and entrepreneurs, promoted by 19 local development groups in 5 Spanish regions: Organización para el Desarrollo del Bajo Aragón y Matarraña (Teruel) Asociación para el desarrollo y fomento de las Cinco Villas (Zaragoza) Centro de Desarrollo del Somontano (Huesca) Asociación para el Desarrollo Rural Integral de la Sierra de Albarracín (Teruel) Asociación para el Desarrollo de Gúdar-Javalambre y Maestrazgo (Teruel) Asociación para el Desarrollo Integral del Bajo Martín (Teruel) Asociación País Románico (Cantabria)

[25] 'Cork 2.0 Declaration 2016', n.d., https://ec.europa.eu/agriculture/sites/agriculture/files/events/2016/rural-development/cork-declaration-2-0_en.pdf.
[26] https://enrd.ec.europa.eu/sites/enrd/files/tg_rural-businesses_summary-factsheet.pdf

	Asociación de Desarrollo Rural Molina de Aragón-Alto Tajo (Guadalajara)
	Asociación para el Desarrollo de la Comarca de Ciudad Rodrigo (Salamanca)
	Asociación para el Desarrollo Integral de Sanabria, Carvalleda y Los Valles (Zamora)
	Asociación Pinares-El Valle para el Desarrollo Rural Integral (Soria)
	Asociación para el Desarrollo Endógeno de Almazán y otros Municipios (Soria)
	Asociación Salmantina de Agricultura de Montaña (Salamanca)
	Asociación Proyecto Noreste de Soria (Soria)
	Coordinadora para el desarrollo Integral del Nordeste de Segovia
	Asociación País Románico (Palencia y Burgos)
	Colectivo para el Desarrollo Rural de Tierra de Campos (Valladolid)
	Asociación Tierras Sorianas del Cid (Soria)
	Grupo de Acción Local para la Sierra Norte de Madrid (Madrid)
Author	Organización para el Desarrollo del Bajo Aragón y Matarraña (Teruel), project coordinator.
Please submit names, and images of those quoted where possible. You will need to have permission for the image(s) to be used).	

Activities planned/undertaken as part of your research?	Desk research
What are the case study aims and objectives?	"Embrace the land" (Abraza la Tierra) is the one of the clearest, firmest and best structured proposal for the revitalisation of village life and the fight against rural depopulation in Spain. "Embrace the land" was born in 2004 with the aim of contributing to the process of rural revitalisation by analysing the successes and the failures of previous initiatives to fix the population in rural territories and attract new population, drawing the best from each initiative.
Top highlights	For the first time in Spain, people who wish to move out to rural areas are informed, advised and accompanied in an organised and professional way.

	"Embrace the land" is a pioneering project in Europe which addresses depopulation in a practical way using a reliable and tested protocol. "Embrace the land" conceives rural areas as a group of diverse and inhabited villages, with economic activity within a sustainable model. A new professional profile has been created for rural issues. "Embrace the land" has won the confidence of villagers; local, provincial and regional authorities; and other institutions and social and professional organisations working in rural areas. Interest in living in rural areas and the number of projects presented to "Embrace the land" rise exponentially each year.
Detailed description of the chosen case study	"Embrace the land" offers its know-how and experience to institutions who wish to intervene in the territory to maintain and increase the population. In this context, "Embrace the land" facilitates the arrival and the setting up of new enterprising neighbours in rural areas, thus contributing to revitalising the social fabric and business activity in villages. The initiative is addressed to: Enterprising individuals who wish to put their business project into action in a village and participate in its day-today life. Neighbours who return to their village after living elsewhere with the intention of investing there. People who leave the city and move to the country. Neighbours from other places who decide to seek a new way of life in the village. Through its network of New Enterprising Neighbour Welcoming Offices, "Embrace the land" provides information and advice on: Living resources: Presentation of the territory and the demographic characteristics of its villages. General information on basic services to the population. List of homes for rent or for sale in "Embrace the land" districts. Information to facilitate social networking. Business resources: Advice in relation with the intended business initiative. Guidance on business opportunities. Information and contacts with similar business experiences. Information on grants and subsidies. Information on land plots, industrial units and retail premises for sale or rent. Information on infrastructures in the area. Employment resources: Guidance on job offers in the district. Advertising of vacant job posts in the municipalities and local companies.

	Thus, "Embrace the land" accompanies new neighbours during the process of selecting a village to live in, puts them in touch with local residents and follows up their arrival and integration in village life.
Describe local, regional national and international Impact	"Embrace the land" makes many families' dream to live in a rural area come true. This reinforces the idea that living in a rural area is possible, contradicting many stereotypes. Since September 2005, when "Embrace the land" was publicly launched till the end of 2008, it made important achievements: 500 persons, 230 families, have settled in rural areas. 150 families are in the process of starting to live in villages located in areas covered by the initiative. More than 750 interviews have been held with families proposing viable life projects in rural areas. The Welcoming Offices have informed more than 4.000 families on opportunities to live in rural areas. "Embrace the land" has received more than 5.000 requests for information via e-mail and more than 3.000 telephone information requests. Every month 15.000 persons visit the official website. In any case, "Embrace the land" is a pioneering project in Europe which addresses depopulation in a practical way using a reliable and tested protocol. It shows the importance and the usefulness of cooperation projects between various territories in different regions.
In conclusion	"Embrace the land" values the quality of life that our villages afford us, and the possibility to develop projects that offer an alternative to urban lifestyles. The background idea is that, despite the changes that have taken place in rural areas, depopulation is a threat that must be faced with determination. That the arrival of new persons, bringing new winds, is necessary. In this way, "Embrace the land" promotes: Policies that settle population and favour the arrival of new neighbours in rural areas. Improvements to services and the assurance of minimum services that make life in villages possible and do not force their inhabitants to leave. Positive discrimination for small villages that are never benefitted in the sharing out of investments. A look at villages from a gender perspective, providing services that promote the reconciliation of family and professional life, so that women do not have to turn their back on employment opportunities.

	The universality of telecommunications and quality Internet so that work and business delocation can become a reality. Quality infrastructures that keep villages adequately communicated with their surroundings.

UNIT 3 Recover ancient villages through community development and promotion of local heritage

ProIFALL

INTRODUCTION

Aim

- To understand some of the reasons for "forgotten" or "lost" ancient villages.
- To discuss the concept of community development as a tool for recovering ancient villages and promoting local heritage.
- To highlight the notion of local heritage and its importance.

Learning Outcomes

By the end of the session the learner should be able to:
- Understand and actively be able to use community development techniques.
- Recognize the many reasons and consequences for lost/forgotten ancient villages.
- Increase their knowledge of promoting local heritage
- Have an increase awareness of the consequences of lost/forgotten ancient villages
- Have an increase awareness of the challenges and difficult in recovering ancient villages.

Suggested pre-unit preparation

"It is well known that villages exist without inhabitants and immersed in nature, completely abandoned but are not to be ignored. Ancient villages, once lived a real golden age, but then, over time, have been abandoned for reasons ranging from epidemics, environmental catastrophes, wars or exhaustion of primary goods. Pieces of Italy whose disappearance involves not only the loss of stories but also of potential tourist and housing wealth, so much so that in recent years it has been thought to put these towns for sale so that they are not forgotten and, above all, do not fall into ruin"[27]

Ecovillages in Europe:

An approach for developing ancient villages.

"The Global Ecovillage Network (GEN) defines ecovillages as 'humanscale settlements, rural or urban, in the North or in the South, that strive to create models for sustainable living'. Ecovillages emerge according to the characteristics of their own bio-regions and typically

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[27] Paraphrased from © www.snapitaly.it

embrace four dimensions of sustainability – social, ecological, economic and cultural – combined into a systemic, holistic approach that supports community development. Ecovillages often serve as research and demonstration sites aiming to address the quest for sustainability by increasing ecological literacy, developing processes that significantly reduce ecological footprints, and redesigning methods of production and patterns of consumption. In Europe in 2016, there are 16 national ecovillage networks spread over 26 countries. With the mission of promoting the development of sustainable settlements that strengthen the capacity of individual ecovillages as well as the national ecovillage networks, GEN Europe disseminates the information on the ecovillage experience to the wider society, professionals, the government, the private sector and other non-governmental organisations. Trainers believes the ecovillage movement is a remarkably theory-less and apolitical movement. Fotopoulos adds that the northern oriented geographical distribution of the movement reflects its class structure, the concerns of most people taking part in it and the limitations of lifestyle strategies. Torri Superiore presents a unique urban layout with several five-storey buildings. public image of the 'ecovillage' as an entropic reiteration of the 'back to the land movement', or utopian rural outposts where people go to avoid society with an unfortunate tendency toward moral elitism. Garden considers the ecovillage 'movement' divorced from reality. Dawson counteracts by stating that since the late 1990s ecovillages, local communities which aim to minimise their ecological impact but maximise human well-being and happiness, have been springing up all over the world. For him they incorporate a wealth of radical ideas and approaches which can be traced back to Schumacher, Gandhi, the 1960s and the alternative education movement."[28]

The 'albergo diffuso' model

The concept was developed by the Italian scholar Giancarlo Dall'Ara, who defined Albergo Diffuso (AD) as both an original model of hospitality and an approach toward sustainability. Scattered hotels, argues Dall'Ara, are healthy for the host villages, because they act as social, cultural and economic stimuli. He calls them 'drivers of development' because with integrated approaches and interventions everything is sourced in the region, involving the residents and local producers, thus preventing depopulation. According to Bulgarelli, this unique model of tourism development for historic sites does not produce negative environmental impacts, since it grows with the demand, as rooms are 'regenerated' and added to the existing network as necessary. Russo, on the other hand, argues that the principle of capitalising on ruins' authenticity by transmuting ancient inhabited sites into 'slow' tourism places, mostly through foreign private investors, is questionable.[29]

Ask learners to:

● Reflect on why some villages are considered ancient and in need of development.

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[28] Paraphrased from © From Conflict to Inclusion in Housing http://discovery.ucl.ac.uk/10032798/1/From-Conflict-to-Inclusion-in-Housing.pdf
[29] *Ibid.*

- Deliberate on why community development is a positive process
- Research local heritage in their community/area.

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UNIT 3 **Recover ancient villages through community development and promotion of local heritage**			
Time	**Content**	**Suggested activities i.e.**	**Resources i.e**
45 min.	- Considering the reasons behind their abandonment / forgotten or require rehabilitation. - Research analysis of ancient villages in Europe today.	● Initial reflection/discussion ● Group exercise ● Debate/Debrief **Use Annex 1**	Annex 1 document Post it notes Pens Flipchart paper Access to internet
45 min.	Community Development; Methods	● Initial reflection ● Theoretical presentation ● Group exercise ● Debate	● Presentation ● Videos ● Readings

1.5 hours.			
	• **Ecovillages in Europe** • **The 'albergo diffuso' model** Community Action Group	**Use Annex 2**	● Others
1.5 hours.	Drawing up and "implementing" a sustainable management plan - **Community development fund (CDF)**	● Initial reflection ● Theoretical presentation ● Group exercise ● Debate **Use Annex 3**	● Presentation ● Videos ● Readings ● Others

1. Annex 1

Consider why ancient villages are abandoned/forgotten or require rehabilitation.

Comments for facilitator: This chapter focuses on *Ancient Villages*. Ancient Villages are *at risk* of becoming Ghost Towns but are not the same concept. Therefore, this is the reasoning behind using some "Ghost Town" community development rehabilitation techniques as a way of <u>recovering ancient villages through community development and promotion of local heritage</u>

Prompts for facilitator*:*

The area/town/city was a boom town and the reason that people moved there no longer exists. In many places, particularly mining towns, when the resources which financed the town's creation are tapped out, the residents move away.
Economic activity that supported it has failed, or due to natural or human-caused disasters such as floods, prolonged droughts, government actions, uncontrolled lawlessness, war, pollution, or nuclear disasters. epidemics, environmental catastrophes, wars or exhaustion of primary goods.

Option 1: Provide the following categories as prompts for learners to think of the possible causes of ancient abandoned villages. While they are thinking of causes, they will naturally separate them into the categories mentioned below.

Option 2: Freely ask/open the discussions.

'Why ancient villages need recovering"?

Allow learners time to discuss and write the categories on post it notes. Then provide the below categories. Learners should separate them into the correct categories to realise the variety of reasons.

Depletion of natural resources and subsequent closure of industries	Transport and accessibility	Mutations of the economic and social conditions	Government influence	Disease outbreak	Armed conflicts
Toxic (asbestos) Coal mines Silver mines Gold mines Oil industries Lumber Poor agricultural conditions	Rail lines changes and died off

New roads bypassing original town | Migration Ageing Urbanisation | Infrastructure construction

Geological instability and declaration of unfitness

Construction of | List any disease | War |

			dams		

© From Conflict to Inclusion in Housing: Graham Cairns et. all.

Research some examples of ancient villages in need of recovery based on the causes mentioned above. Some examples are listed below to begin the research process.

Earthquake Castelvetere sul Calore (Irpinia, Italy), 1980

Silver mines Argentiera, 1963 Italy

New roads bypassing original town Cook, 1997 (Australia)

Coal mines Bothwellhaugh, 1960 UK

Poor agricultural conditions Schiro, 2000 Italy

Reflections Questions:

1. **What were some of the most interesting discoveries?**
2. **Now that you understand the reason for these ancient villages being abandoned, what are your first thoughts for recovery? Are they mostly positive or negative?**
3. **How will you use what I've learned in the future?**

2. Annex 2

The following model/case studies are examples of how ancient villages can be recovered.

<u>Ecovillages in Europe</u>

"An ecovillage is a traditional or intentional community with the goal of becoming more socially, culturally, economically, and ecologically sustainable. It is consciously designed through locally owned, participatory processes to regenerate and restore its social and natural environments.

Ecovillages aim to minimise their ecological impact but maximise human well-being and happiness and been have been springing up all over the world.

The Global Ecovillage Network envisions a world of empowered citizens and communities, designing and implementing pathways to a regenerative future, while building bridges of hope and international solidarity." [30]

> **Task: Discuss Ecovillages based on group research and how they can support Ancient Villages and their local cultural heritage.**

The 'albergo diffuso' model'

Based on this model, consider which elements are albergo diffuso.

The Albergo Diffuso, is an innovative concept of hospitality, which was launched in the early 1980s in Italy. This is a way of reviving small, historic Italian villages and town centres off the usual tourist track. [31]

<div align="center">

Feeling at home   Feeling in a hotel

Courtesy and kindness   Provision of professional services

Authenticity   Efficiency

Non-standardised rooms   Variety of tariffs according to rooms

Attention to detail   Comfort

Link with territory   Wide range of services

Contacts with local residents   Contact with other guests

Informal environment   Privacy

</div>

Discuss in groups how these elements can be useful for renovating an ancient village.

From the examples of ancient villages consider which community development methods would be most beneficial for recovery.

Can you think of any other community development methods that can benefit ancient villages?

Consider how to work with a community group passionate about recovering an ancient village.

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[30] https://gen-europe.org/about-us/ecovillages/index.htm
[31] Paraphrased from Murphy, Miriam (September 2011)

The community development strategies are aimed to solve the problem of outsiders deciding what should happen within the community. The collaborative participation opens communication and helps reduce resistance to change created by the community development program.

3. Annex 3

One method of reporting and documenting a recovery plan.

Take one village example from the previous Annex (1).

Facilitation Notes: This collection can help communities apply for funding.

Funds are used to give loans to communities with organised saving groups to manage infrastructure projects, housing projects and disaster recovery as well as support community exchanges, surveys, mapping and other activities. This funding can only be applied for with a detailed application and reasoning.

Examples of funding: community development fund (CDF)

1. **Plan Purpose, Scope & Organization**	2. **Conservation Targets**	3. **Assessing Target Viability**
4. **Sustainability Issues**	5. **Best Opportunity Areas**	6. **Monitoring**

Use the following template to connect ideas together.

Case Study

Country	Sweden
Title	Village Recovery through literature
Organization name	Book series created by Max Lundgren
Author	Max Lundgren
	https://www.aftonbladet.se

Activities planned/undertaken as part of your research?	2017 was the 50th anniversary of the Åshöjden books and the films.
	Appearing in a series of four novels, it depicts a soccer club being promoted across a promotion and relegation-based Swedish league system before losing the Allsvenskan qualifying game. In 1985, a TV series was made.
	Sometimes, sports journalists talk of the "real Åshöjdens BK" when a club, often in **rural districts**, within some seasons quickly has been promoted from the lower to higher divisions. An example is Ljungskile SK's promotion during the early-mid 1990s.

What are the case study's aims and objectives?	The 50th anniversary of the books brought many visitors and increased community connection particularly to Åsljunga-Örkelljunga where the anniversary was celebrated throughout the year.
Top highlights	- The events held across Örkelljunga and Åsljunga really out these southern Sweden villages on the map. - The events brought more visitors and media attention to these small rural villages - Sports, mainly football and tournaments were a major pull factor. - Celebrity sportsman endorsement really promoted the event and made it known at a national level. - A community Facebook group has been set up with nearly 1000 members
Detailed description of the chosen case study	The books about Åshöjdens BK belong to the classics within the youth literature. The club's fight against the top is about companionship, conflict and solidarity. The series has affected several generations. The author Kjell Westö, the journalist Erik Niva and the artist Niklas Strömstedt and others have testified about what they meant for them. Åshöjdens BK turned 50 years old in 2017! Culture and leisure management in Örkelljunga in collaboration with associations and Lundgren's publishing house bought football, culture and local history back to these rural locations. The book was written 1967 so individuals that grew up with the book were motivated to join the events held by the municipality. The younger generations also joined as current sports stars were interviewing young people and attending the events. The media also took an interest in the immigrant and refugee community and were interested in how football had supported them especially when being forced to move to a rural area.
Describe local, regional national	Local impact: A small village with 10,000 inhabitants and over 80% of the local population joined the events as participants. Local organisations also, such a sports clubs, immigrant

and international Impact	organizations and municipality came together to organise and carry out the events. Regional impact: Increased the awareness of Skåne and small rural villages. National impact: Widely praised on social media. Spread across the whole of Sweden.
In conclusion	It showed how history and local heritage can come back to rejuvenate and refresh a rural community. In many rural communities works of literature and artworks are lost and forgotten as well as the community itself. The two can effectively come together to awaken local communities and bring people back.

UNIT 4 Sustainable business activities such as ethical tourism and bio-architecture

AMURT

Aims

- To highlight economic and social opportunities for the development of sustainable business activities in rural regions.
- To provide examples of eco-tourism and bio-architecture showing where the trend of depopulation could be reversed in Europe.
- To promote the collaborative skills required for sustainable business practices.

Learning Outcomes

By the end of the session the learner should be able to:

- Recognise a *sustainable approach* to rural development and why this matters in contemporary Europe.
- Identify the distinguishing features of 'eco-tourism' and 'sustainable development' and 'bio-architecture/natural building'
- Understand how the design of buildings and community practices can contribute to well-being and encourage people to remain in or consider moving to areas at risk of depopulation.

Suggested pre-unit preparation

Ask learners to consider:

- Why might it be important to think about environmental and sustainable approaches to the future of our economies?
- Research: European Network for Rural Development is a portal where you can see inspiring projects, many of which seek to promote a sustainable future. Find out if the ENRD is active in your country and see if your project can align with its goals.
- Read article: In Portugal's mountains, an eco-tourist haven rises from abandoned stone villages

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Permaculture: https://holmgren.com.au/about-permaculture/

Eco-tourism

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Bio-buildings and Bio-architecture

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https://www.landentwicklung.org/assets/Uploads/PDFs/Roadmap-Englisch-beschnitten.pdf

Healthier Homes, Healthier Lives: https://www.env-health.org/wp-content/uploads/2018/05/Healthy-Buildings-Briefing.pdf

Energy Efficiency Plan 2011 (EEP)

A Big Straw Bale Hotel in Switzerland, the Maya Boutique Hotel:
http://naturalhomes.org/maya.htm

Stone Villages in England: http://naturalhomes.org/stonevillages.htm

Green Building - Ecovillage Network Europe https://eco-villages.eu/en/category/green-building/

Videos

Living Labs among rural regions:
https://www.youtube.com/watch?v=BWFxBt68hXA&feature=youtu.be
(Duration 1.45min)

David Holmgren on Permaculture and sustainability
https://www.youtube.com/watch?v=JUA0204Ddcs&feature=youtu.be (Duration 4.22mins)

Human impact –video **https://www.youtube.com/watch?v=B-nEYsyRlYo**

Video shown at the Rio +20 Summit, the United Nations Conference of Sustainable Development, Rio de Janeiro 2012, describing the biodiversity of Portugal:
https://vimeo.com/31170389

Sustainable World Teaser: https://vimeo.com/19619520

Rethink Sustainability: https://www.youtube.com/watch?v=a9I3Q6-ZSTI

Animation of 'What is Eco-tourism?': https://www.youtube.com/watch?v=1i4ioqIaXrE

What is Eco-tourism with Hector Ceballos:
https://www.youtube.com/watch?v=OlI35J70pNU

Example of Hemp Crete: https://www.youtube.com/watch?v=9d_wsoZS6j0

Ananda Kalyani Master Unit – An Overview:
https://www.youtube.com/watch?v=95wDz1YhI10   Shorter version
https://www.youtube.com/watch?v=JbeuH34wem4

Ananda Festival of Bliss, AMURT/Ananda Kalyani, short version
https://www.youtube.com/watch?v=AS45huKpTwM (duration 1:16mins)

Mount of Oaks Permaculture project: https://vimeo.com/99561610

Off-grid living in Portugal: Mount of Oaks - simplicity and sustainability
https://www.youtube.com/watch?v=5CXwhJqWXmk (duration 5:45mins)

Natural Building Course at Keela Yoga Farm
https://www.youtube.com/watch?v=axoJhxhlUHY&feature=youtu.be

Introduction to Natural Building
https://www.youtube.com/watch?v=DJl9BYsclSw&feature=youtu.be (duration 3:49mins)

Aldeia do Xisto village Cerdeira https://www.youtube.com/watch?v=Bb7DCt79G7c
(duration 2.36mins)

UNIT 4	Sustainable business activities such as ethical tourism and bio-architecture		
Time	Content	Suggested activities	Resources
1 min 22 mins 3 mins	1. Introduction THINK SUSTAINABLY 2. What is sustainability? 3. Two Complementary Frameworks of Sustainability and Ethics	Presentation slides	Projector

	4. What is Sustainable Business?		
5 mins	5. Group Activity 1:	Small group work What do you consider a 'sustainable business'? Give three local examples. What qualifies them as sustainable in your view? Feedback to large group, noting similarities and differences.	Pens, Flipchart, A4 paper
4 mins	6. Sustainable approach to rural development in contemporary Europe 7. Emerging Rural Business models 8. Introducing Example: Liverur	Presentation slides Video: https://www.youtube.com/watch?v=BWFxBt68hXA&feature=youtu.be (Duration 1.45min)	Projector Projector Access to internet
10 mins	9. Group Activity 2:	Probing questions: 'Liberating structure' to create common structure (1,2,4, all)	Pens, Flipchart, A4 paper

		What opportunities do you see for making progress on the challenge of practising sustainability and being a business? How would you handle this situation? What ideas or actions do you recommend?	
20 mins 2 mins	ACT SUSTAINABLY – ECO-TOURISM 10. Ethical/Eco-tourism as a sustainable business practice. 11. What kind of tourism?	Initial reflection Presentation of Slides	Projector
6 mins	12. Group Activity 3:	In small groups discuss the opportunities and threats posed by the development of tourism in your region,	Pens, Flipchart, A4 paper
2 mins	13. Definition and components of successful eco-tourism	Presentation of slides *Option* of watching video: 'What is Eco- tourism?' https://www.youtube.com/watch?v=1i4ioqIaXrE (duration 2:24mins)	Projector

10 mins	14. Introducing example: Eco-tourism Ireland	Watch video Inishbofin, a successful project in Ireland. Feedback in large group and discuss any strategic points of interest with the group. https://www.youtube.com/watch?v=GW-AKCxWucI (duration 4:10mins)	Projector Internet access
25 mins 1 min	ACT SUSTAINABLY – BUILDINGS 15. Nature of environmental problems	Slides	
6 mins	16. Individual/Group Activity 4:	Building Audit Consider the design of the buildings you spend time in. How much time do you spend inside? How you feel inside them? Are there any improvements you could suggest? In what ways could you make them more energy-efficient?	Pens, Flipchart, A4 paper
1 min	17. The energy-efficient frontline and the future of sustainable businesses	Presentation Slides	

5 mins	18: Introducing technological advances in the construction of buildings	Watch video 'Future of the Building Industry' what feelings arise in you as you watch this video? Any observations or critical questions? https://www.youtube.com/watch?v=8Ek6DK_smUs#action=share. (Duration 3:14mins)	Projector Internet access
1min 5 mins	19. Bio-architecture: Eco-friendly types of construction 20. Examples of alternative building practices in Portugal	Presentation slides Green Construction and examples from Portugal Example of the Ananda Kalyani Master Unit – An Overview: https://www.youtube.com/watch?v=JbeuH34wem4 (Duration 2:01mins And/or Introduction to Natural Building https://www.youtube.com/watch?v=DJI9BYsclSw&feature=youtu.be (duration 3:49mins)	Projector Internet access

6 mins	21. Group Activity 5:	Discuss: What might be some of the insights one could gain about businesses and future sustainable technologies? How could businesses use sustainable technologies in the future? What natural resources are available in your area that could be used by some of these technologies/techniques?	
20 mins 15 mins	RESPOND SUSTAINABLY 22. Introduction to Case Study: Aldeia do Xisto Case Study: Aldeia do Xisto	Aldeia do Xisto Network Cerdeira https://www.youtube.com/watch?v=Bb7DCt79G7c (Duration 2:36mins) Serra da Lousã https://www.youtube.com/watch?v=vyuRqb7SHpA (duration 3.18mins)	Projector Internet access Case study material

		Presentation of slides	
5 mins	23. Reflection	Invite the participants to reflect on how insights from this workshop could be applied to their own local situation? Was there any input that was particularly useful?	Pens, Flipchart, A4 paper

1. Introduction

According to the European Parliament Intergroup on Sparsely populated, Mountainous and Rural Territories group https://www.smart-rural-intergroup.eu/ 80% of the European territories are rural.

Since many of the areas at risk of depopulation in Europe tend to be rural or semi-rural, in this unit we have sought to promote ideas that can generate income streams in those areas that are sensitive to both local needs and local eco-systems.

'Eco-tourism or Sustainable Tourism' is a sector which is steadily gaining popularity within the tourism industry, both in Europe and globally. Closely linked to this concept of sustainable and ethical tourism, is the question of the future design, fabrication and renovation of our buildings as well as our use of energy. Both the building and tourist industries heavily deplete environmental resources, while also having the potential to generate jobs for entrepreneurs and to promote innovative businesses that are resource-efficient and as environmentally friendly as possible. Importantly for this project, these potential businesses can and are being developed in rural areas.

Optional Initial Activity:

Participants introduce themselves and share a specific feature of the local economy of their region. Each is given 2 mins to respond.

THINK SUSTAINABLY

2. What is sustainability?

In the past three decades the development of more sustainable practices has been driven by the growing recognition that **human and ecological systems are deeply interconnected**. The concept of 'sustainability' envisions a balance between people's needs, economic development and the preservation of natural systems.

The term '**sustainable development**' was first coined by the World Commission for the Environment and Development (WCED) in its 1987 report entitled 'Our Common Future'.

> **Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.**
>
> The Brundtland Report 'Our Common Future', 1987

As we have an interdependent relationship with the natural ecosystems, it is wise to adopt a **sustainable approach to rural job creation** given the fact that the potential for growth in any region (geo-cultural patrimony) is greatly impacted by increased human presence and activity.

3. Two Complementary Frameworks of Sustainability and Ethics

Two Complementary Frameworks of Sustainability
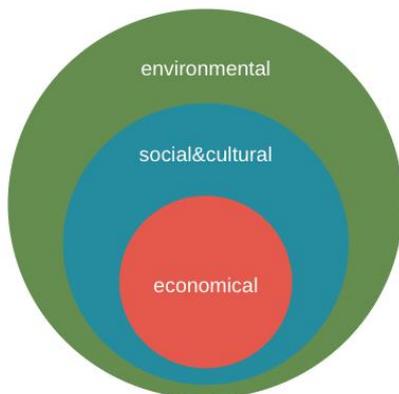
Frames for the discussion of sustainability

A framework for the measurement of sustainability in the economic, environmental and social spheres

Source: Dr. Marco Tavanti, de Paul University. http://sustainabledepaul.blogspot.com/p/sustainability-frameworks.html

[Permaculture](#) developed as a concept in the 1960's and 1970's in response to the environmental crisis and has gained popularity as a set of practices aiming to design an environmental, social and economic model that promotes sustainable ways of life. Permaculture is based on 3 ethical principles, '**care of the earth, care of people, and share surplus resources**' and 12 design principles that describe innovative ways of managing the land, constructing buildings and creating sustainable communities. You can learn more about permaculture by following one of the founders, David Holmgren, or watching this video: https://www.youtube.com/watch?v=JUA0204Ddcs&feature=youtu.be (duration 4.22mins)

As we humans become increasingly aware of the impact of our actions on natural ecosystems, we feel called upon to act upon this awareness. Concerns about our human, economic and social sustainability require us to make decisions that take into account not just profit, effectiveness and usefulness, but also moral values and long-term goals.

4. What we mean by 'Sustainable Business'?

Typically a business is concerned with products and services being sold for the highest economic return. In a 'sustainable business' the return is also measured in **ecological** or **social value**, as stated in '[Business Models for Sustainable Innovation](#)'. Eco-innovations, eco-efficiency and corporate social responsibility form a large part of the current industrial sustainability agenda.

Guidelines and definitions of Sustainable Business Models (SMBs) are still in the process of being categorised by researchers, and it yet appears that industry is ahead of academia according to [this article](#) by creating sustainability rankings and generating terms such as 'ethical sourcing', 'circular economy', 'b-corportation' and 'closed-loop models'. In terms of enticing young people to remain in the countryside, economic opportunities and political agendas tending to favour greater innovative and sustainable business activity.

5. GROUP ACTIVITY 1

What do you consider to be a 'sustainable business'? Give three local examples. In your view what defines them as sustainable? Feedback to the group, noting similarities and differences.

6. Current approach to rural development in contemporary Europe

In order to help rural regions flourish, increase employment and living standards and counter the risks of depopulation, the [European Union's rural development policy](#) has three overarching objectives:

1. Improving the competitiveness of agriculture

2. The sustainable management of natural resources

3. The **balanced** development of rural areas.

As noted in previous units, many rural areas in Europe have been plagued by a decline in population and a loss of services. This issue forms the basis of an enquiry into alternative forms of sustainable development and innovation in the area of tourism and the building industry.

The Nature of the Challenge

"Many rural areas are locked into a 'circle of decline' by two mutually reinforcing trends: firstly, a **shortage of jobs** and **sustainable business activity**, and secondly, inadequate and declining services."

October 2017

European Network for Rural Development

https://enrd.ec.europa.eu/sites/enrd/files/enrd_publications/publi-enrd-rr-26-2018-en.pdf

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The current European framework for rural development has a wide area of intervention, going far beyond agricultural concerns. The EU framework programme Horizon 2020 for Societal Challenges is a key European instrument with the goal of encouraging the **sustainable development** of rural areas in order to deliver relevant economic, environmental and social benefits.

7. Emerging rural business models

The development of rural regions requires a comprehensive approach that addresses multiple challenges and issues, and creates new ways of using potential opportunities. An important stimulus to that end could be the provision of support for rural businesses seeking to develop more ecological and sustainable products. The tasks and important steps for the implementation of such a policy are detailed in the bullet points below.

• **Provision of support to businesses** which exhibit regional potential
• **The revival of traditional trades** to attract **tourism**
• **Construction of 'start-up' centres** providing attractive and innovative services
• Establishment of **entrepreneurial networks** to develop synergies
• Creation of qualified jobs targeting **women**
• Introduction of "**time-sharing" in workplaces**
• Integration of universities and educational institutions down to village and community levels

http://www.landentwicklung.org/assets/Uploads/PDFs/Roadmap-Englisch-beschnitten.pdf

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8. Introducing Examples

The [LIVERUR project](#) identifies **Living Labs** as innovative business models that are currently being developed in rural areas. The main objective in the short term 'is to improve knowledge and gain an understanding of the potential of business models that have their roots in rural areas. In the long term, the project will increase the potential for rural economic diversification.' https://liverur.eu/project/

There are 13 pilot projects across Europe, Turkey and Tunisia. **This short video** explains their goal: https://youtu.be/BWFxBt68hXA (duration 1:45min)

9. GROUP ACTIVITY 2

Question: What is at risk in a rural setting and what are the some of the reasons?' Activity using the methodology of [Liberating Structures](#) http://www.liberatingstructures.com/1-1-2-4-all/

What opportunities and challenges do you think that a business would face in trying to practise sustainability? How would you handle this situation? What ideas or actions could you recommend?

ACT SUSTAINABLY – ECO-TOURISM

10. Eco-Tourism - A Sustainable Business Practice

Since the 1970's there has been a growing concern about the environmental impact of tourism on the natural environment. This issue was first raised by [George Young](#) who argued that the effects of tourism were both a **blessing and a curse**. Later a Swiss ecologist, [Jost Krippendorf,](#) expressed objections to mass tourism in his book 'Holidaymakers.' In the same year the Brundtland report, 'Our Common Future' (WCED, 1987) brought the notion of environmental sustainability to the forefront of global and local social and political thinking. In recent years, as this concept entered the mainstream, a global trend arose towards more responsible practices in the tourism industry and in many other related sectors.

The term **Eco-tourism** was first coined in 1983 by an environmentalist called [Hector Ceballos Lascurain](#) while describing 'nature-based travel to relatively undisturbed areas with an emphasis on education' https://ecoclub.com/news/085/interview.html

Responsible, 'eco', ethical, green and sustainable are all used to describe a **worldwide movement** aiming to change the way we think about the relationship between tourism and consumption and the environment, and most importantly, to ensure that their **impacts on the ecology and local communities remain positive**.

"The interest in sustainable tourism culminated in 2017 being declared the United Nations International Year of Sustainable Tourism for Development [...]
Tourism has the potential to contribute, directly or indirectly, to all of the 17 Sustainable Development Goals (SDGs).

The United Nations 2030 Agenda and the SDGs explore and highlight the role of tourism in five key areas:
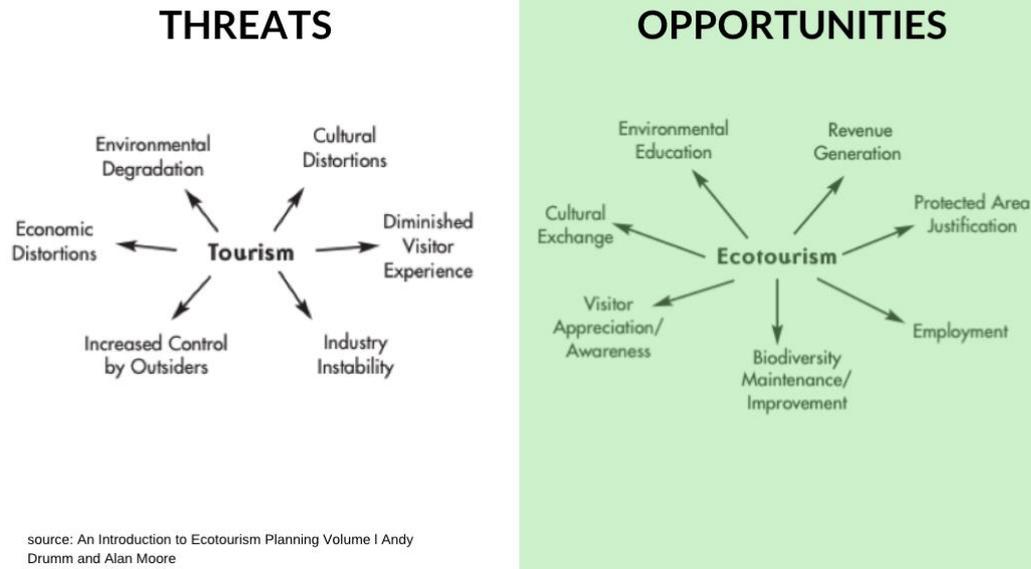
- Inclusive and sustainable economic growth

- Social inclusiveness, employment and reduction in poverty

- Resource efficiency, environmental protection and climate change

- Cultural values, diversity and heritage

- Mutual understanding, peace and security

Source: Statistical Framework for Measuring the Sustainability of Tourism | Consultation draft prepared for discussion with the Working Group of Experts on Measuring the Sustainability of Tourism, October 2018. The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) I will be submitted for consideration by the United Nations Statistical Commission in **March 2020** following an active process of research, discussion and consultation involving multiple experts and stakeholders across a wide range of sectors in the coming two years.

Currently rural tourism is one of the fastest growing economic realities, driven by an increase in interest in natural, unspoiled landscapes and local traditions. Tourism can play a major role in the social, economic and environmental regeneration of a depopulated region. It also has the capacity to boost rural economic growth, but what type of tourism...?

11. What Type of Tourism?

TOURISM

THREATS

source: An Introduction to Ecotourism Planning Volume I Andy Drumm and Alan Moore

OPPORTUNITIES

Impact of tourism on the environment

of
has

| A tourist consumes 3 or 4 times more water per day than a permanent resident, with non-tourist water use ranging from between 100 to 200 litres per person per day across Europe.

https://www.eea.europa.eu/soer-2015/europe/tourism |

While considering the opportunities provided by the tourism industry to rural communities seeking to reinvent themselves, we need to keep in mind its use environmental resources and the impact this on the natural environment.

12. Group ACTIVITY 3

In small groups discuss:
The opportunities and threats posed by the development of tourism in your region.
How can we ensure that tourism remains a sustainable development strategy?

13. The elements of successful eco-tourism and sustainable tourism.

Successful rural eco-tourism is possible only if there is "a balance of interests" between the needs of the local people, the need to care for the environment and the expectations of the tourists.
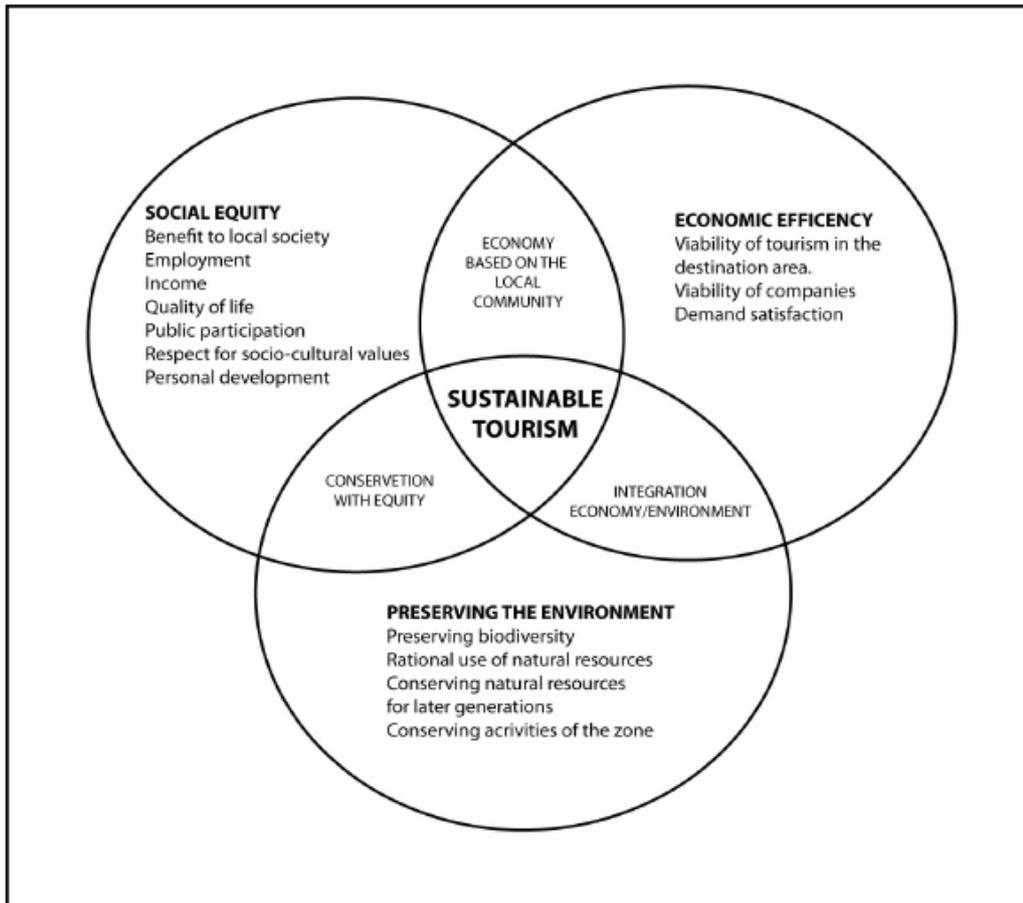
Source: Rural Tourism: A Sustainable Alternative, 2011.
https://www.sciencedirect.com/science/article/pii/S030626191000348X

'Eco-tourism as an alternative form of tourism focused primarily on experiencing and learning about nature as well as obtaining cultural artefacts from the locality. A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into an appropriate policy, involving careful planning and tactful implementation.

Eco-tourism **benefits community development** by offering the local community an alternative more sustainable method of earning a livelihood. Its aim is to conserve resources, especially biological diversity, and to use those resources in a sustainable manner to give an ecological experience to travellers, conserve the ecology and provide economic benefits.

According to [Patterson (2002)](#), the characteristics of an eco-tourism business are that it:

- Has a low impact on a protected area's natural resources and recreation activities.
- Involves the stakeholders (individuals, communities, eco-tourists, tour operators and government institutions) in the planning, development, implementation and monitoring phases
- Limits visits to areas, either by limiting group size and/or through the number of groups taken to an area in any one season
- Supports the work of conservation groups trying to preserve the natural area where the experience is based.
- Orients customers about the region to be visited.
- Hires local people and buy supplies locally, wherever possible.
- Recognizes that nature is central to the tourist experience.
- Uses guides trained in explaining scientific or natural history.
- Ensures that the wildlife is not disturbed.
- Respects the privacy and culture of the local people.

Source:

https://www.intechopen.com/books/advances-in-landscape-architecture/role-of-ecotourism-in-sustainable-development

14. VIDEO ACTIVITY: example of an Eco-Tourism project in Ireland

Eco-tourism Ireland – Inishbofin is **an example of a successful eco-tourist** undertaking: *'A different kind of experience with a selection of official Looped Walks, two Green Coast Awarded beaches, a Dive Centre, an Equestrian Centre, Bicycle Hire and many more activities.'*

https://www.youtube.com/watch?v=GW-AKCxWucI (duration 4:10mins)

Watch the video of Inishbofin, a successful project in Ireland. Feedback into the group any strategic points of interest.

ACT SUSTAINABLY – BUILDINGS

15. Nature of Environmental Problem in Construction Industry, Europe

In a research paper 'Towards a Sustainable Europe by 2030', it is stated that Europe's homes, businesses and public buildings sap about 40% of all the energy in circulation, more power than in either the industrial (32%) or transport (28%) sectors. As buildings are today responsible for around 40% of energy consumption, it suggests that 'there is a need to improve the energy efficiency of buildings through renovation and modernisation.' The building sector has been rightly identified as one of the key sectors in need of transformation to achieve the 2020 climate targets of the European Union.

What is of key importance in any consideration of the future of the construction industry and the energy consumed in building new buildings and refurbishing old ones – is the **ecological factor.** Pollution and waste generated from current methods of construction are causing environmental problems.

'Construction and demolition waste (CDW) are amongst the heaviest and most voluminous waste products produced by the EU. It accounts for approximately 25% - 30% of all EU waste and contains numerous materials, including concrete, bricks, gypsum, wood, glass, metals, plastic, solvents, asbestos and excavated soil, many of which can be recycled.'

The EU's Energy Efficiency Plan 2011 (EEP) has identified the **construction sector** as the area where the most significant savings in energy and emissions can be made. The plan requires 3% of all public buildings to be renovated per year until 2020. After 2020 all buildings constructed must be virtually carbon-free.

16. ACTIVITY

Building Audit: Consider the buildings you spend time in and audit how much time you actually spend in them. How you feel in them? Are there any improvements you could suggest to make them more energy-efficient?

17. The energy-efficiency frontline and the future of sustainable businesses

As Europe pushes forward in its efforts to reduce both its energy consumption and carbon footprint, revamping the region's buildings has become a top priority. Countless numbers of buildings are being targeted for renovation in the coming years, and millions more will be constructed or refurbished after tougher EU guidelines take effect in 2020. In response, the **green-building sector** has taken off. The European efficiency-related construction market is expected to double to €140 billion by 2020 (source: Energy Efficiency Plan 2011 (EEP))

This could signify a potential increase in employment in these emerging industries, which renovate and construct buildings that are more energy efficient. The need for skilled craftspeople in rural areas may increase as demands grow for the renovation or refurbishment of older buildings, especially those that have the potential to attract tourists to the area.

The idea behind sustainable architecture and the **green-building sector** is to use only [environmentally friendly](#) techniques and materials in the construction process. It also seeks to minimize the negative impact of buildings through **efficient energy consumption.** Such construction typically uses natural and [renewable resources](#) such as harvested wood and rock as well as recycled materials like glass.

Sustainable buildings often also rely heavily on [solar energy](#) or other [alternative energy](#) sources. On top of that, the use of natural and recycled building materials combined with [renewable energy](#) sources makes sustainable buildings much cheaper to construct and maintain. In rural and scenic areas across Europe, from glamping sites to old castles in need of restoration, there is interest in preserving the heritage as well as using appropriate building technologies for specific purposes.

18. ACTIVITY VIDEO
 Watch the video: 'Future of the Building Industry'. What feelings arise in you as you watch this video? Any observations or critical questions?

https://www.youtube.com/watch?v=8Ek6DK_smUs#action=share. (Duration 3:14mins)

19. Bio Architecture: Eco-friendly types of construction
During the 60s and 70s, the construction industry often used materials or methods that inflicted harm on or even destroyed their surroundings. In reaction to this negative impact, individuals and groups embarked on initiatives to promote more eco-friendly types of design and construction.

The term **Bio-architecture** was defined by architect Markus Tauber 'as a philosophy of building, restructuring and living, which aims to establish a balanced relationship between the natural environment and constructions.' https://biopietra.com/en/bioarchitecture/

Since the emergence of a concept of more ecologically friendly construction, sustainable bio-architecture has become one of the fastest-growing architectural trends.
https://www.ierek.com/news/index.php/2016/04/13/the-relationship-between-architecture-and-environment/

Over the past two decades an umbrella term, 'Green Building', has emerged to cover many of the aspects of sustainability in relation to construction. It is interesting to note that architects, designers, builders and consumers have all been responsible for helping this fringe movement to achieve mainstream appeal.

> 'Green building' is defined as a process that creates buildings and supporting infrastructure that:
>
> - Minimizes the use of resources,
> - Reduces harmful effects on the environment, and
> - Provides healthier environments for people
>
> (Karlenzig 2005, How Green is your City?)

20. Examples of Alternative Building Practices in Portugal

Within the broader global movement of the Ecovillage Network, pioneers in ecological building have been experimenting with various techniques of 'Green Construction.' In Portugal the use of natural building materials has increased dramatically in recent years with permaculture projects and natural builders teaching building methods that use natural materials. At the AMURT project, Ananda Kalyani Master Unit, ecological and sustainable buildings testify to their sustainable practices. During their annual 'Ananda Festival of Bliss' facilities such as compost toilets are in use as well as eco-constructions such as domes and tipis.

In the same Portuguese region Barbara Leite, the founder of a permaculture project called Mount of Oaks, teaches 8-day natural building courses which equip a wide range of participants with the skills of designing and working with straw-bale techniques and cob. The resurgence of interest in HOW we live, the types of homes we live in, how they are constructed, an increase in concern for the environmental impact and the materials used, all leads to the creation of greater employment opportunities in rural areas. As a result those with skills in natural building, bio-architects and designers of more sustainable communities are in wide demand and are being hired for projects all over Portugal.

21. ACTIVITY

Pause and reflect: What might be some of the insights one could gain from the topic of businesses and future sustainable technologies? What natural resources could your area provide for the development of some of these technologies?

RESPOND SUSTAINABLY

Case Study

Before starting the formal case study, watch one of these two short clips about a village that is part of the Aldeia do Xisto Network:

Cerdeira **https://www.youtube.com/watch?v=Bb7DCt79G7c** (Duration 2:36mins)

Serra da Lousã **https://www.youtube.com/watch?v=vyuRqb7SHpA** (duration 3.18mins)

Country	Portugal
Title	Aldeias do Xisto: Example of best practice in the development of Sustainable Tourism and Rehabilitation of remote villages in the interior of the country.
Organization name	ADXTUR Agencia para o Desenvolimento Turisto das Aldeias do Xisto (The Agency for the Touristic Development of the Schist Villages) https://aldeiasdoxisto.pt
Author	Emma Cowan Leite and Njiza Rodrigo Costa
	Dr. Rui Simao, coordinator of ADXTUR Bruno Ramos, Director of Communications, ADXTUR

Activities planned/undertaken as part of your research?	Interview with Dr. Rui Simao, coordinator of ADXTUR and his colleague Bruno Ramos, Director of Communications at the Aldeia do Xisto headquarters in Barroca, Fundao, 13th Feburary 2019 and desk research. Strategic Document 'EEC Rede das Aldeias do Xisto - Candidatura PROVERE, Janeiro 2009 ADXTUR ' Website: https://aldeiasdoxisto.pt
What are the aims and objectives of the case study? .	The aim of this case study is to highlight the work of The Aldeia do Xisto/Shale Villages Network that began in the year 2000 in one of the most isolated regions of Portugal which had the lowest population density and poorest infrastructure. This wide ranging project can be looked upon as an example that could be replicated in other regions at risk of depopulation in Europe, areas of natural beauty where there are opportunities for **sustainable tourism** and developing job opportunities through the reconstruction and **rehabilitation** of ruined villages.

	The success of this network has far-reaching implications in terms of its potential to link social and rural development with environmental conservation, while opening the region to national and international visitors so they can enjoy the beauty of nature.
Top highlights	The Shale Villages Network is made up of 27 villages scattered across the interior central region of Portugal. These small nuclei add tourism potential to the region that is demonstrated in the architecture, environmental amenities, gastronomy and traditions, as well as other distinctive cultural elements that are reflected in the local products and services. The Schist Villages Network is a regional sustainable development project led by ADXTUR (Agency for Tourism Development of Shale Villages) in partnership with 21 Municipal councils of the central regions and more than 100 local private tour operators. The objectives of the Shale Villages are the preservation and promotion of the cultural landscape and the architectural heritage of the region, the stimulation of the socio-economic fabric and the revival of local arts and crafts. Nineteen years ago, with the help of funding from the European Union, one of the regional departments of the national government set out to revitalise what were largely abandoned villages as hubs for tourism, binding them together with a grand philosophy: **Create an intimate connection with nature and treasure the old ways while offering 21st century goods and services**. "The potential [of this project] lies essentially in endogenous heritage, landscape and cultural resources which, because of lack of maintenance and dissemination, could run the risk of degrading and being progressively abandoned, culminating in its extinction." Dr. Rui Simões.

	The **strategic goals** of the project are linked to the tourism industry and aim to reinvent the villages as points of reference in the field of interior/rural tourism, to which are added other forms of tourism, such as:
	Nature tourism and touring
	Cultural tourism
	Adventure tourism
	Gastronomic tourism
Defining the target group and the benefits of the inclusion methods used	The Portuguese Village Network focuses on the sustainability of a territory and the promotion of its traditional values
	27 villages | 21 municipalities | 100 private operators in the centre of Portugal, in a territory essentially composed of mountains of shale
	Village Rehabilitation and Tourism
	Preservation of Authentic Patrimony and Cultural Heritage
	Skills-building of the local population in key areas: tourism, weaving and the arts, shale masons, gastronomy, etc.
	Offer of alternative ways of life
	Support and nurture of community life
	Two hiking trails have been created: the Great Zêzere Route and the Great Schist Villages Route as well as a Welcome Centre to the Schist Villages in Lousã.
	Aspects of the interventions in the Shale Villages:
	Social:
	•Involving the residents in the "what to do?" process
	• Improving the residents' quality of life
	• Securing residents who remain

	• Attracting new residents
	• Raising residents' self-esteem
	• Helping residents create a better relationship with the outside world
	• Fostering the growth of small local economies **Patrimonial:** • Consider the "village" as an asset with intrinsic value • Consider the constructed and the immaterial as "equity" • Framing / Connecting the village to the surroundings (natural heritage)
	Tourists: • Encouraging the emergence of housing units (TER) • Creating information centres in the village • Drawing the attention of tourism agencies
	"It is difficult to work in these empty lands without some new path," says Rui Simões, coordinator of ADXTUR - Agency for the Development of Shale Villages, whose mission is to create interest value, stimulate social development and social and territorial cohesion, and integrate all these into local communities.
	In 2018 the network of shale villages registered "between 45-50,000 nights occupation" of the thousand beds it currently administers in many types of accommodation, from four-star hotels to Tourism in Rural Space.
	Rui Simões believes that it is possible to do more and further increase the value of what the shale villages have to offer. "We do not sell only rooms; we sell experiences within a territory." Promoting something that is genuine, authentic, and not banal created in inland villages, is also a way of showing the world what is Portuguese.
	"There is a rural identity that we carry that is a very significant part of the Portuguese identity."
	Aldeias do Xisto network further proposes that for the ultimate sustainability of a region, it is possible to take an

	integrated approach that seeks to maintain and preserve village life while attracting new investment and offering business opportunities.
	The Shale Villages Project also promotes local products, the tourism potential of the villages and increases the qualifications of its inhabitants and economic agents through vocational training actions. The focus of all these interventions is people-centred. That is, the development strategy, although primarily based on tourism, has and has always had as its final goal, the improvement of the living conditions of the resident population, creating employment and developing the potential of the human resources in order to facilitate the emergence of a new economic base. In short, through people and their experiences, it affirms the villages as national patrimony with tourism potential.
	While there is a lot of research in the Portugese language about this project, little is known about the extent of the network beyond the national boundaries.
Describe local, regional national and international impact	The "Schist Villages Project" has as fundamental vectors the recovery of the traditions, the valorisation of the architectural heritage, the stimulation of traditional arts and crafts and the defence and preservation of the surrounding landscape.
	The first objective is to "improve the quality of life of the villages, raising the people's level of self-esteem, qualifying their social fabric and adding them to a participatory development process which is, above all, theirs". Strategic Document 'EEC Rede das Aldeias do Xisto - Candidatura PROVERE, Janeiro 2009 ADXTUR
	In recent years this project has been successful in mobilizing public and private agents to adopt strategies promoting more sustainable nature-based tourism and creating social responsibility. As a result it has won national and international awards as a tourist destination.
In conclusion	The example of the Aldeias do Xisto has already achieved international acclaim, and information about the project is now widely available. It is of interest on a

European level as it has been successful in involving **all the actors in the territory**, namely municipal technicians, the local resident population, entities and agents. Through a partnership between the private and public agents of the territory, a global project of promotion, communication and revitalization has developed that has publicised the inherent values of the territory - nature, outdoor sports, traditions, heritage, gastronomy, leisure and rural accommodation.

A European visitor is able to come and visit one of the villages, stay in the renovated buildings and take part in many of the outdoor activities on offer. It is possible to come and experience the impact that the cultural, historical and social heritage can have on the development of a region.

www.shutterstock.com · 645334888

Aldeia do Xisto village of Piodao.

Artist: Alexilena

https://www.shutterstock.com/g/alexilena?searchterm=aldeias%20de%20xisto

23. Reflection

Invite the participants to reflect on how insights from this workshop could be applied to their context? Was there any input that was particularly useful?

UNIT 5 How to create connections and networks within rural communities (and villages) through social media and IT tools

CPA Training

INTRODUCTION

Aim

The efficient and effective use of Social Media and the creation of networks for rural re-development.

Learning Outcomes

By the end of the session the learner should be able to:

- Create characteristics for a good strategy
- Develop of ideas to create connections and networks within rural communities (and villages) through social media and IT tools
- Understanding objective and how to put them into practice
- Understanding Social Media and IT-tools for rural development

Suggested pre-unit preparation

Ask learners to:
- Read the following article https://www.vastoweb.com/news/attualita/774027/masterplan-via-verde-costa-dei-trabocchi

UNIT 5 HOW TO CREATE CONNECTIONS AND NETWORKS WITHIN RURAL COMMUNITIES (AND VILLAGES) THROUGH SOCIAL MEDIA AND IT TOOLS			
Time	Content	Suggested activities i.e.	Resources i.e
45 minutes	What are the key aspects of media used in rural communities - How we can create connections?	- Ask the participants to read the article - Ask the participants to write down what depopulation means to them - <u>Group discussion</u>: - What are the effects on rural communities and social media IT-tools and to whom?	PowerPoint Slide, Videos, articles

		o What challenges do rural communities and social media IT-tools bring and for whom?	
30 minutes	The target and persona - set objectives	• Ask the participants to read and think about the definitions presented • Answer to the questions: o Is a 50 year old person a target? Why? o Is a tourist a target? Why? • <u>Group Work</u>: o How can you define a good target and/or persona?	Supporting didactic material: ▪ Examples ▪ Videos
30 minutes	Define smart goals	• Ask the participants to read first the text presented • <u>Group Exercise</u>: o Activities	Supporting didactic material ▪ Handouts
30 minutes	Communication skills	• Ask the participants to read the text presented • <u>Group Exercise</u>, Answer to the question o Research which is the content best suited to your target group? Do they prefer videos, photos or text? o Research what the term netiquette means. What are according to you the most	Supporting didactic material ▪ Handouts

		important rules to follow? Why?	
40 minutes	Define what are good life-long community leaders – identity kit	• Ask the group to read the text presented • Group Exercise, Discuss in groups: ○ What other characteristics do you think are necessary for a good community leader?	Supporting didactic material ▪ Handouts

60 minutes	Social Media Usage:	• Preparatory activity:
		  ○ What is your experience with Social Media?
		  ○ Do you think Social Media can help with the promotion of Rural Areas?
		• Ask the group to read the text presented
		• Group Activity:
		  ○ Make a research online on the Social Media most used by your target group or persona. Which one is the most used?
		  ○ What is the best type of content for your target group/persona? Research about it and explain why you have used that type of content.
			Supporting didactic material:
			▪ PowerPoint
			▪ Handouts

50 minutes	IT-Tools	• Ask the Group to read the text presented • Group work: ○ Try to take photos or video	▪ PowerPoint Presentation ▪ Web-site

		following the rule of thirds. ○ Which are the focal points best suited for people? ○ Which for landscapes?	

1. What are the key aspects of media used in rural communities - How we can create connections?

The world has changed drastically in the last century, especially in the last 50 years. New Technology and Media have created a parallel world in which people are always connected, especially younger ones. Communication, music, entertainment, advertising have transformed during the years and adapt to the continuous changes is not always an easy task. New technology and media have created new ways to communicate and have has influence on all the aspects of our world: social, political, economic, … Approach to new media and technology today seems to be necessary not to be excluded from the globalised world.

New Technology and Media rely on the biggest revolution of the last two centuries: the Internet. Internet does not provide only information but also all types of product and services one can ask for. The impact of Internet in our world is massive, in matter of few years everything has changed and almost every aspect of our life depends on it even when it seems it is not: The diffusion of internet and then new media and technology has proceeded from the main cities arriving only after in little villages and rural communities.

A Rural community is defined as a community which has established itself far from the bigger centres and which focuses mostly on activities related to agriculture, rearing and craftsmanship. New technology usually spreads form the centre arriving to the outer edges only after some time. Even if this expansion today is really fast, introduce new media and technology to rural communities is not easy. Since these communities are based mostly on manual work, the use of new technology and media is seen as something very difficult, almost impossible, even in the everyday life.

The life in rural communities can be defined as "harsher" than the life of urban centres, especially those of big proportions. Access to services is not as easy, people sometimes have to rely on the closest urban centre to get access to what they need. This communities feel at times excluded from the country's economic and social growth. Little communities may not have all the services and technology needed nowadays but are the core of the history of a country, especially in Italy. The lack of opportunities, technology and services has caused in many countries the migration of younger generations and families to bigger centres causing a depopulation of the rural areas, which sometimes result uninhabited.

For example in Italy the majority of little rural centres are more and more uninhabited: the Anci (National Association of Italian Municipalities) has estimated that in the majority of little rural centres (below 5 thousand inhabitants) almost 74 thousand inhabitants have left their villages to move to bigger cities. These rural communities have a lot of potential since they are appealing to tourists that come to visit since they constitute a major characteristic of Italy.

So how can we make the use of new media effective in rural areas and bring added value to their potential and create connections?

We have to make people from rural communities understand the added value of new media in their everyday and working life. Despite the majority of productive activities in rural communities are manual activities relating to agriculture, rearing and craftsmanship, these also need today the support of new media to be productive and active in today's economy. It is not positive to overlook the importance of the new media in rural communities because this can lead to lack of competitivity when in reality the services and products they have to offer have a major potential. Exploiting this potential can help "revive" these rural centres which are more and more uninhabited and in this way create sustainable pathways which can help in an innovative way these centres.

One of the key steps to act in this direction is to make the inhabitants of rural areas understand how new media work and what they can bring to their lives. The most important consequence brought by depopulation is the migration of young people from their original communities, resulting in this way in a disproportion in the age groups present. We all know young people are very predisposed to the use of new media since they have practically born using it, the approach to these is much more difficult for adults and older people. Many of them look at new media with suspect, sometimes they are willing to learn their use but they see it is something not adapt to them and they give up after a few attempts. It is important to make them understand, with the right tools, that they can learn how to use new media efficiently and bring added value to their persona, activity and in general to their territory. We have to create a pathway which can improve the view on new media on the adult and older generations and provide them with the guide and skills they need. This pathway must include all generations, also younger ones to give to this journey a sense of true sustainability and inclusion. Young people sometimes leave their original villages because of the lack of services and job opportunities in their communities but they are creative, active and only need the skills to boost up their career opportunities. Many young people have created different start-ups combining new technologies and media with the classic activities of rural communities: for example farms started to promote their products on internet to attract more customer also foreign ones and therefore increasing their sales. To promote their products these farms started using new media and technology creating promotional campaigns to promote their products.

The rural community has to approach to new technology in its entirety, to do this it is key to provide Leadership, Knowledge and Innovation[32]. By providing this set on competences, skills and approaches the community will be enriched and understand how new media works and how they can be implemented in their everyday and working life.

1.Activity

1. What does depopulation mean for you?

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[32] Image from the article "Recipe for Rural Community Development in the New Economy" http://icrps.org/2012/05/31/recipe-for-rural-community-development-in-the-new-economy/

This will be a personal question to which multiple answers are possible. To give a general answer the dictionary definition can be used and then in group you can reflect on it, also asking if they have some examples.
Cambridge Dictionary definition of depopulation: "the action of causing a country or area to have fewer people living in it"[33]

2. Group Work

1. What are the effects on rural communities and social media IT-tools and to whom?

Some of the answer is present in the article which the participants should read as first activity. The objective of this question is to discuss in group, so multiple answers are possible.

2. What challenges do rural communities and social media IT-tools bring and for whom?

To answer the question take into consideration the article. The objective of this question is to discuss in group, so multiple answers are possible. Suggestion: take into consideration also the mismatch between IT competences and older people.

2. The target and persona -set objectives

When working with new media various aspects are important. It is key to foster a useful use of new media to provide the people from rural communities with a guide which will then guide them in their journey with new media.

The work with new media starts with the definition of the TARGET and/or PERSONA:

"the target is a particular group of people you want to attract or to whom you want to address your product or service"[34]

"the persona (also customer persona) in marketing is a fictional character created to represent a user type to whom a service or product are addressed."[35]

The definition of the persona has to be as detailed as possible:

Answer to these questions:

-is a 50 year old person a target?

YES or NO

Why?

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[33] https://dictionary.cambridge.org/dictionary/english/depopulation
[34] The definition presented is the definition presented by CPA
[35] The definition is an adaptation and condensation done by CPA starting from the term "persona" present on Wikipedia https://en.wikipedia.org/wiki/Persona_(user_experience)

-is a tourist a target?

YES or NO

Why?

The answer of this questions may vary from participant to participant. When taking into consideration the participant's answer you have to analyse how detailed the explanation is. The answer to both question is no, because the description presented only presents part of the information. Take into consideration this example of target: American tourists aged between 20-25 years of age who like to visit places outside of the main touristic places, they like to have unique experiences like for example tasting local food. They are adventurous tourist who are pretty autonomous. They manage their trips on their own booking everything by themselves, usually directly on the internet. These tourists love in particular to visit Italy, they have already visited the most important cities like Rome, Florence, etc. and they now want to have a taste of the "true Italy".

Group Work: How can you define a good target and/or persona?

As previously said the target and persona has to be as detailed as possible in a way to design the products or services you want to provide in a detailed way.

After a target is defined you have to set some objectives concerning the product or service you want to provide. When defining objectives you have to take in consideration:

-short and long term objectives

-what you need to achieve them (knowledge, skills, facilities, guides, …)

-a date within which the objective has to be completed

-consider if your objectives are achievable

3. Define smart goals

Goals and objectives are two different things, look at these definitions:

> *objectives are the specific steps planned in order to achieve a goal*

> *goals are the final results, they are what you want to achieve*

When defining a goal it is useful to use the SMART Technique which will help you define clearly what you goals are and what you will achieve with the objectives you have previously defined. The work on objectives and goals should be done simultaneously so that you can define a specific and detailed plan in which the objectives are suited to the goals. Remember to always think in the short and long term.

Specific: define clearly what you want to achieve

Measurable: define how you can measure your achievement

Achievable: the goal you define has to be realistic, it must be achievable within your possibilities or through some objectives you know you can turn into reality

Relevant: the goal has to be pertinent with your objectives and with the field you work in

Timely: your goals should be achieved within a specific date, so you can manage your objective and the things you do accordingly.[36]

Group Work: Taking in consideration what you have learnt and what has been told you complete the following schemes setting your objectives and goals.

OBJECTIVES

What skills/knowledge I need (want to develop?)	What actions must I take to achieve this? (Take in account any obstacles to be overcome)	What resources and/or support will I need?	Target date for completion (take into account short and long term goals)	Target date for review	Completed ✓
Objective 1.					
Objective 2.					
Objective 3.					

GOALS

Skill or ability area	Specific task (what is the task or objective)	Measures (standards and parameters)	Achievable? (is it?)	Realistic (is it?)	Timing (start and finish dates)

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[36] The SMART Technique was designed by Peter Drucker's Management by Objectives concept. The first known use of the term occurs in the November 1981 issue of Management Review by George T. Doran. The description here are the ones used by CPA in their training courses. They are an adaptation and condensation of https://fitsmallbusiness.com/smart-goals-examples/

HOW TO ACHIEVE YOUR OBJECTIVE?

Objective

--How To get there…
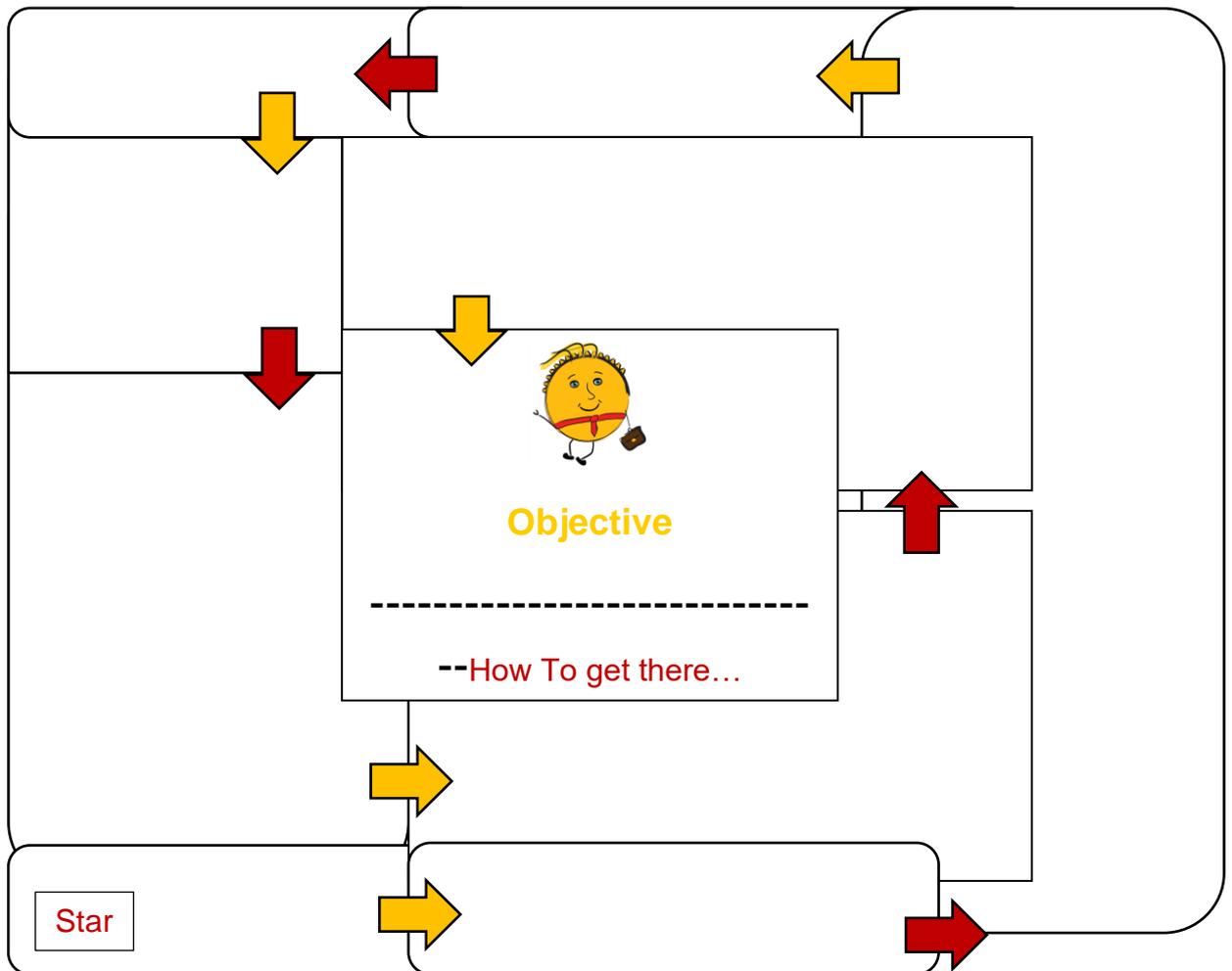
Star

This scheme presents in a unique way the steps to take to reach a goal. To be completed the participant has to first set a goal and write it down in the middle section. Then, starting from the start point the participants has to write down all the steps necessary in order to achieve that goal. For example: the goal is get a university degree, the steps to follow are: 1. Decide on what type of university to attend, 2. Get your A-levels, 3. Take into consideration the costs of the university, if the university is far from where you live or abroad, 4. Apply to university, 5. If the cost of the university is high you might get a part-time job, etc…

4. Communication skills

Social Media have changed the way we all communicate; today it is easier and faster to communicate with people around us but at the same time the communication skills in every day life are changed and sometimes lack of quality.

Having a good communication on Social Media is key to convey the information to the target group or persona correctly and includes different skills which can be adapted on the different Media used to communicate in the right way.

Communication is based on different types of contents, including video, photos, surveys, text, etc. It is important to choose the content best suited to the target group or persona.

Group Work

Research which is the content best suited to your target group? Do they prefer videos, photos or text?

After you have selected the content, you have to promote them on Social Media. To do so, and to get your message across is important to follow the so called "netiquette". Netiquette establishes some rules to respect regarding the proper communication on Internet and Social to make these places accessible for all and avoid social phenomenon like cyberbullying.

Group Work

Research what the term netiquette means. What are according to you the most important rules to follow?

Why?

5. Define what are good life-long community leaders – identity kit

The development and rediscovery of rural communities can be encouraged by the development of new skills and competences and by providing knowledge about the new media and how these can be used in order to promote the development of rural areas. Apart from the skills and knowledge is important to provide also a leadership formation for the community.

Leadership is important in these little rural centres especially because it can help drive the development of it and also incite all the community to work together towards a common objective. A *community leader* is:

"person who is perceived to represent a community interest's and needs. They have a vast range of roles and held this role as voluntaries"[37]

A community leader must not be confused with a political one, his/her objectives is to develop the community, give ideas and guide: he/she is the reference point of the

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[37] The definition is an adaptation and condensation done by CPA of the this definition https://educalingo.com/en/dic-en/community-leader

community, a person on which everybody can rely on. Of course a good community leader has some characteristics which need to be developed to create a sustainable and life-long leader:

1. Maximise strengths and weaknesses: a good leader has to identify strengths and weaknesses to maximise the possibility of achieving a good result. A good community leader has to define the potential his/her rural community has to offer, taking them as a basis for the creation of objectives that can bring added value to the community as a whole.

2. Mobilize others: a good leader has to incite, motivate and inspire all the people to work for a common goal. People, especially in rural communities, have to be convinced to collaborate and guided through the process. They have to feel motivated, useful and active.

3.Don't lead from above: a good community leader must not be perceived by the community as a person outside of the work that only gives orders. A leader has to guide and give a structure to the activities but has to participate actively in them.

4. Create new mentors and leader: this is the most important point for a life-long good leadership. A good leader should guide actively and recruit new future leaders, guide them and give them the skills, tips and case studies he/she has experience during his/her activity, this will create a sort of heritage about leadership that can help guide and improve the guidance of the whole community.[38]

Group Activity
What other characteristics do you think are necessary for a good community leader?

6. Social Media Usage:

Social Media today are an important part of our life. Many companies and organisation have understood the power of Social Media to promote their activities and products. Today almost every company has a Social Media page in which actively creates contents to get closer to their target market.

When approaching to Social Media for a professional use you must keep in mind your target group, in fact not all people use the same Social Media, for example studies have underlined how Instagram is mostly used by young people between 17 and 24 years old. It is therefore, a good idea to first do some research to find the most suited Social Media for your activity and target group. Today we have available thousands of Social Media around the world, therefore the choice of the correct social media to address the target is key for a successful promotional campaign.
The most important Social Media nowadays are definitely:

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[38] Characteristics taken and adapted from https://drsaraheaton.wordpress.com/2012/08/21/10-characteristics-of-community-leaders/

- Facebook: Facebook can be considered as the origin of modern Social Media, this is the most used Social Media in the world with billions of accounts active around the world, for this reason Fb (usually referred by this abbreviation) should be used when planning a Social Media campaign.
- Instagram: Instagram is today one the most used by a young target. The most important characteristics of Instagram is the presence of lots of photos, short videos and "Instagram story" which today are one of the key features used by users. The content on Instagram has to be very eye-catching since people rely more on images and videos than text itself.
- Youtube: this is the most important platform online for music and videos. Youtube differently from Instagram has not a duration limit for its videos so it can be used for a variety of themes from music videos to video tutorials. Youtube has become more and more important and it has also developed a new profession: the Youtuber, whose contents are followed constantly by thousands of users.

There are many more Social Media to add to the list but these are the most important ones to be consider when planning a promotional campaign.

Group Work

Make a research online on the Social Media most used by your target group or persona.
Which one is the most used?
Why?

After you have defined which is the most used Social Media you have to research which content appeals the most your target group/persona. Different target groups are attracted to different types of content, for example written text, video, images, gifs, etc. Selecting the right content for the target group is the best way to attract their attention and in this way have a successful approach to them.

Group Work

What is the best type of content for your target group/persona? Research about it and explain why you have used that type of content.

The development and rediscover of rural communities passes also through the use of ways of communication used by the majority of people. It would be useful to promote the rural community in object through Social Media creating a page in which you promote the most important features and characteristics of the rural area. In this way the attractions will be accessible by a greater number of people, attracting tourists and therefore revitalizing the rural community.
When taking into consideration the promotion on Social Media it can be useful to create accounts on more than one Social Media to address a wider public, even if it is always key to take into consideration the target.

6.1 The importance of hashtags

One of the most streaking peculiarities of Social Media is hashtags. People who use Social Media everyday are very familiar with their use but it is important to understand how they work, what is their purpose and how they can be created.

Hashtags have been created by a social technology expert who first used them on Twitter. The aim was to gather discussion and online exchanges in a more restricted group to provide the user with a more precise and specific platform for the topic they are looking for. Today hashtags are used and created by celebrities, big companies and institutions to bring more followers and increase brand recognition.[39]

Create a successful hashtag is not an easy task but it can be crucial to increase awareness on what you want to promote on Social Media. It is important that the hashtag reflects with simple and catchy words the essence of your work, it has to be simple and unique, so that it encourages people to use it. After having decided on the hashtag it is key to search on Social Media if it has been already created; if it is not the case than you have to start spreading the hashtag using it on every social media platform and post available, it is useful to use it everywhere on leaflets, on messages, etc.

Group Work

1. Which is the top hashtag used today? Make a research and find what was the origin of that hashtag.

2. Try to create your own hashtag, remember it has to be memorable and unique and describe your essence.

6.2 Is my page being successful?

Creating a Social Media page is only the first step to create awareness on Social Media. The contents you post on Social Media have to be effective to catch attention of the target, but how can you know if your page is successful and if the content you are posting is effective?

The tools available for this purpose depend on the Social Media you are using, let's make the example with Instagram with its tool "Instagram Insights". Bear in mind that this function is only available for Business accounts.

"Instagram Insights" is the basic analytic tool present on Instagram that can help you visualize data on followers demographics and actions, as well as your contents. To access Insights you have to tap on the bar graph icon present on your page.

You can find different sections, the first one you have to take into consideration is the followers section in which you can find a summary of followers demographics including gender, age group and location of the followers of your page.[40]

This tool is very important because it allows you to see if the contents you are posting are effective for your target group, if it is not it can help you have an insight of the situation so that you can rethink on the content you are posting.

In this segment you can also see the Online times, so you can adapt your posts to the best hours and days in which your follower are using the Social Media.

You can also see data on individual posts: the number of times your profile was viewed, the number of clicks on links you have posted, etc.

It is important to play with this tool to discover more and more about your profile and your content so that you can better plan and design the most appropriate post to create awareness.

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[39] https://www.hashtags.org/featured/hashtag-history-when-and-what-started-it/
[40] https://www.socialmediaexaminer.com/4-ways-to-use-instagram-insights-to-improve-marketing/

Group Work

We have presented a few example on what you can find on "Instagram Insight"; Do Facebook or Youtube have similar tools? Research

It is important when taking into consideration Social Media to play with them to discover the functions and tools available.

7. IT-Tools[41]

Create contents to promote on Social Media is easier than what is imagined. Usually people think that to create good contents is necessary to use expensive and inaccessible tools, in reality what you need is a smartphone: today everybody has a one which is used every day to telephone, send messages, receive e-mails but most people do not know that with a smartphone is possible to create quality content which can then be used for different purposes.

The contents which appeal the most to the public are videos and photos; these can be created directly with the smartphone by using *free apps* which help you to create and edit them. When creating a video it is very important to follow some technical rules which can make the video more appealing.
After the subject of the video or photo is chosen it is crucial to follow the "rule of thirds":

It is important to take in consideration the focal points of the photo/video: these focal points can be found by drawing 2 vertical and 2 horizontal imaginary lines, like in the photo.
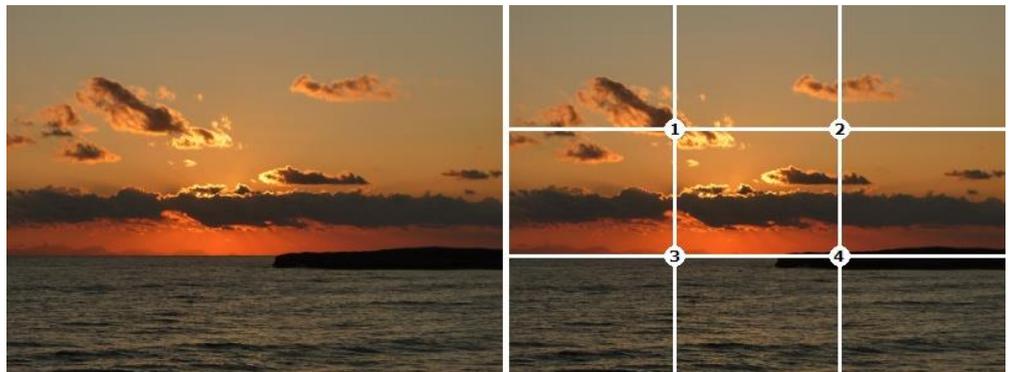
It is suggested to place your subject in one of the four focal points which can be found at the intersections of the lines; by placing your subject in one of those the eye of the viewer is naturally attracted to the image and he/she will find it pleasing because the image will result balanced .

The focal point which is used to place the subject have their importance: focal points 1&3 are the most powerful ones, they attract the eye more than focal points 2&4. The importance of the focal points creates a sort of "*inverted N*". This is valid for all kinds of photos.

Subject of videos and photography can be people, landscapes or objects. When taking a photo or making a video it is important to place them on the right spot, and when using a smartphone to always take the photo or make the video from an horizontal position, never vertical

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[41] Information on this paragraph have been taken from https://phlearn.com/magazine/rule-of-thirds-how-to-use-it-in-your-photography/

Group Work

Try to take photos or video following the rule of thirds.
Which are the focal points best suited for people?
Which for landscapes?

The focal points to be used depends on the subject, for people is best to opt for focal points 1 and 2, for landscapes is best to use the horizon as reference, like in the photo above.

Case Study

Country	Italy
Title	Abruzzo.house
Organization name	CPA di Giuseppina Bomba
Author	CPA di Giuseppina Bomba
	www.Abruzzo.House Abruzzo. house Owner

Activities planned/undertaken as part of your research?	Analysis of the situation of rural centres in Abruzzo Analysis of the activities carried out by Abruzzo.house
What are the case study's aims and objectives?	The aim of the case study is to show how a successful real estate agency can promote the territory. It is an example of how the activity of a company in a professional context can help revitalise rural centres.
Top highlights	The context of Abruzzo territory and rural centres

	Promotion of rural centres in Abruzzo (Central Italy) through the selling and requalification of typical Italian houses. The impact of Abruzzo.house and its activities on the territory Social Media as an innovative instrument to create awareness on the company
Detailed description of the chosen case study	Abruzzo is one of the most characteristic regions in Italy combining natural landscapes, culture, food and wine, etc. It offers the visitors a unique experience, complete of all aspects. Even if the region has great attractive the promotion of the territory is still lagging behind, especially when taking into consideration the rural centres. Abruzzo is mainly composed of little rural centres distributed in the whole territory, but especially in the mountains. These rural centres have been suffering for the last years of different problems in particular depopulation due to a series of causes (lack of public services, transportation, work opportunities etc.); this is causing many people to leave their centres moving to bigger ones. The rural towns result therefore abandoned or with a low percentage of population. Despite these problems the tourism sector in Abruzzo has become the backbone of economy, collaborating to the revitalisation of different rural centres. The most important characteristics taken into consideration are food and wine and natural landscapes which attract more and more the passionate ones. Taking into consideration the panorama of the Region the director of the agency combines the typical activities of the travel agency with the promotion of the territory and its rural centres, in particular those situated in the Chieti province. Abruzzo.house promotes the territory especially to the foreign visitors (UK, Sweden, USA, Germany,…) making them discover the unique treasures the region has to offer. To do this, a website was created which helps promote the houses and gives information to buyers about the rural centre, its peculiarity and strengths. For this purpose a section of the website is dedicated to the description of the

	region. The website promoting the towns has been divided into themes to catch at best the attention of the viewer.

The information are supported by original photos and short vlogs which show in a few minutes the local centres. The website includes also brief videos of interviews with the clients to promote the region through their own experience.

The promotion of the Abruzzo and its centres is done also through Social Media pages (Facebook, Youtube) which presents short videos and information which can be followed daily without any effort. |
| **Describe local, regional national and international Impact** | The work of Abruzzo.house has proven to be really effective in the promotion of the Region. Buyers, old and new, have been fascinated by Abruzzo and its rural centres and with their presence have helped to their revitalization. Abruzzo.house promotes centres which often are not well known by the wide public but that have much to offer. The work of Abruzzo.house has promoted tourism in these centres and the creation of new job opportunities related to the construction sector. The use of New Media has been proven to be particularly effective to attract visitors and buyers from Italy and all over the world since it is an easy yet effective mean of communication accessible to everybody.

The work of Abruzzo.house has given the opportunity to local communities to develop a sustainable and eco-friendly tourism. Traditions, Local food and the people of the place are the attraction. It has sustained the repopulation all year long and young people have set up business and come back to live in their villages, for example in the rural centre of Civitella Messer Raimondo 2 bars have reopened , a White water rafting centre is working all year round and the primary school which 12 years ago was going to close has now got children in each year. |
| **In conclusion** | This research is very useful for the practioners since they can have an overview of the situation on one of the most characteristic Italian regions which presents different rural centres and communities which need to be "revived". |

	Abruzzo.house is a very productive company which combines both the activity of a real estate agency with the promotion of the territory and its characteristic rural centres, the real estate agency does this also by using the innovative platform of Social Media. Abruzzo.house shows that not only specialised companies and associations can promote the territory but also how companies connected to another field of business can contribute to the revitalisation of rural centres and communities. The activity of Abruzzo.house has brought to the rural centres many benefits which have been welcome by their communities.

UNIT 6 How cooperation activities could benefit local communities, including the role of international migration and integration practices

Itaka Training

Aim

- To give a general overview and background on the topics of migration and rural development
- To share knowledge, experience and best practices on cooperation activities and integration practices in rural areas
- To engage with topics related to the SDGs of the United Nations in relation to active participation, community building, partnership building, social inclusion, and the reduction of inequalities
- To give an overview on how to design and plan future activities or actions

Learning Outcomes

By the end of the session the learned will have:

- Gained new tools and methods to use in daily work activity as trainer, social worker, etc.
- Gained theoretical and practical knowledge on the topics of the unit
- Gained insight into activity design and planning
- Practiced team building and team dynamics
- Practiced problem solving and system thinking
- Practiced active listening and active participation through dialogue and collaboration
- Practiced creativity and communication skills
- Practiced intercultural dialogue

Suggested pre-unit preparation

Ask learners to:

- Think of how migration can help deal with the problem of depopulation and ghost towns
- Research projects or activities that were implemented in their home countries that involved migrants and local communities
- Read: http://www.simra-h2020.eu/index.php/2017/02/14/can-the-rural-environment-become-an-opportunity-upon-the-arrival-of-refugees-in-europe/

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Table

TIME	CONTENT	SUGGESTED ACTIVITIES	RESOURCES
5 -10 minutes	Icebreaking activity and energizers	• Cell phone activity • Empty chair game	Personal cellphones from the participants. Chairs, activity room or open space with all necessary to provide formal non-formal and informal activities
5-10min 30 min	•Introduction •Migration: -Benefits and challenges -Urban vs rural -Integration, social inclusion and social cohesion	•Trainer will present the topic and content of the toolkit chapter • Group discussion	Trainer presentation, computer projector sheets of paper, highlighters, flip chart or whiteboard, post it, pencils pen

70 min 30/45 min	•Cooperation activities and integration practices in rural areas (1) •Cooperation activities and integration practices in rural areas (2)	•World Cafe Activity • Group Discussion	Activity room, tables, chairs, flipcharts, computer, projector.. Computer and projector
45 minutes	UN Sustainable Development Goals	• Group Discussion	Presentation, sheets of paper, highlighters, Flip chart, handsout or other material provided
30 min	Playing the system activity	•Playing the System	Activity room, post-it papers pens and pencils
50 min	Activity design	Activity Design	Papers, pencils, flipcharts
20 min	Reflection time	•Reflection	Pens and papers, personal notebooks, activity room or open space in nature

1. Introduction

This unit highlights the potential of international migration and integration practices for local communities especially in rural areas. The unit is divided in different sections that frame the issues and provide the needed theoretical background together with practical activities. The content is divided in 8 sessions and the estimated time to complete this unit is approximately 5 hours excluding breaks.

Icebreaking activity and energizers

Estimated time: 5-10 minutes.

Possible Activities:

Ask the group to put the cell phones on the floor in the middle of the room and then ask everyone to take one cell phone randomly from the floor. Find the owner of the cell phone and ask him /her to show last picture taken in the nature.

Objective: remember names, storytelling, building connection among participants

Empty chair on your right name game: The person whose chair on the right is empty must say a participant's name from the group while the person standing in the middle tries to occupy the empty chair before someone's name is done.

Objective: remember names, energizing the group

Note: Depending on the flow of the activities and the level of attention of participants it is possible to propose some energizers at the beginning of main activities session. Participants can be involved giving them space to propose their own energizers for example.

General introduction to the topic

Estimated time: 5-10 minutes

Activity:

Inform the participants about the content and the structure of the day.

2. The role of migration in solving the problem of depopulation
Estimated time: 30 minutes

The benefits and challenges of migration
Managing migration is one of the most profound challenges for international cooperation in our time. Migration powers economic growth, reduces inequalities and connects diverse societies. Yet it is also a source of political tension and human tragedies. The majority of migrants[42] live and work legally. But a desperate minority are putting their lives at risk to

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[42] The term 'migrant' is used as a neutral umbrella term covering 'refugees' and 'asylum seekers', thereby echoing the International Organization for Migration's definition of migration as: 'a population movement, encompassing any kind of movement of people, whatever its length, composition and causes; it includes migration of refugees, displaced persons, economic migrants, and persons moving for other reasons including family reunification'

enter countries where they face suspicion and abuse. Demographic pressures and the impact of climate change on vulnerable societies are likely to drive further migration in the years ahead. As a global community, we face a choice. Do we want migration to be a source of prosperity and international solidarity, or a byword for inhumanity and social friction? António Guterres, current secretary general of the UN, believes that three fundamental considerations should guide discussions.[43]

The first is to recognise and reinforce the benefits of migration, so often lost in public debate. Migrants make huge contributions to both their host countries and countries of origin.[44] They take jobs that local workforces cannot fill, boosting economic activity. Many are innovators and entrepreneurs. Nearly half of all migrants are women, looking for better lives and work opportunities. Migrants also make a major contribution to international development by sending remittances to their home countries.[45]

Second, states need to strengthen the rule of law underpinning how they manage and protect migrants – for the benefit of their economies, their societies and the migrants themselves. Authorities that erect major obstacles to migration – or place severe restrictions on migrants' work opportunities – inflict needless economic self-harm, as they impose barriers to having their labour needs met in an orderly, legal fashion. Worse still, they unintentionally encourage illegal migration. Aspiring migrants, denied legal pathways to travel, inevitably fall back on irregular methods. This not only puts them in vulnerable positions, but also undermines governments' authority. The best way to end the stigma of illegality and abuse around migrants is, in fact, for governments to put in place more legal pathways for migration, removing the incentives for individuals to break the rules, while better meeting the needs of their labour markets for foreign labour. States also need to work together more closely to share the benefits of migration, for example through partnering to identify significant skills gaps in one country that migrants from another are qualified to fill.[46]

Third and finally, we need greater international cooperation to protect vulnerable migrants, as well as refugees, and we must re-establish the integrity of the refugee protection regime in line with international law. The fate of the thousands who die in doomed efforts to cross seas and deserts is not just a human tragedy. It also represents the most acute policy failure: unregulated, mass movements in desperate circumstances fuel a sense that borders are under threat and governments not in control. In turn this leads to draconian border controls that undermine our collective values and help perpetuate the tragedies we have too often seen unfold in recent years. We must fulfil our basic obligations to safeguard the lives and human rights of those migrants that the existing system has failed. We must take urgent action to assist those now trapped in transit camps, or at risk of slavery, or facing situations of acute violence, whether in North Africa or Central America. We have to envisage ambitious international action to resettle those with nowhere to go. We should also take

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[43] 'Towards a New Global Compact Migration', United Nations Secretary-General, 12 January 2018, https://www.un.org/sg/en/content/sg/articles/2018-01-11/towards-new-global-compact-migration.
[44] As an example, please refer to 'The Fiscal Impact of Immigration on the UK. A Report for the Migration Advisory Committee' (London, United Kingdom: Oxford Economics, 28 June 2018).
[45] 'Towards a New Global Compact Migration'.
[46] 'Towards a New Global Compact Migration'.

steps – through development aid, climate mitigation efforts and conflict prevention – to avoid such unregulated large movements of people in future. Migration should not mean suffering. We must aim for a world in which we can celebrate migration's contributions to prosperity, development and international unity. It is in our collective power to achieve this goal. This year's global compact can be a milestone on the road to making migration truly work for all.[47]

Urban vs. Rural

While there is a lack of detailed statistics on the number of migrants from third countries who settle in rural areas, the International Immigration Outlook (OECD, September 2016) shows that, in all OECD countries, migrants are overrepresented in urban areas.[48]

This phenomenon may be explained by a number of factors. These include: a perception that migrants may have of there being more jobs and housing opportunities in cities; the existence of support initiatives and organisations in urban areas with the capacity to facilitate their integration; the presence of a 'social network' involving friends, acquaintances and families with whom they hope to achieve family reunification.[49]

Conversely, rural areas may be seen as lacking a support framework in terms of local organisations, the availability of language courses and translation services, coupled with a perceived limited experience of integrating migrants. To this may be added a perception of social isolation due to the absence of a 'social network' comparable to that of their counterparts living in urban areas.[50]

In addition to the above factors, there is considerable diversity among the rural areas across the EU. According to Eurostat, predominantly rural regions[51] represent 51.8 % of EU territory[52], have a population of 112.1 million people and a population density of 50.5 inhabitants/km^2 (in 2013).[53] (By contrast, population density in the EU is 116 inhabitants per km^2.) Further diversity is evident in the settlement patterns of rural communities: from mountains to plains, from remote areas to peri-urban zones, from sparsely populated regions to densely populated valleys.[54]

[47] 'Towards a New Global Compact Migration'.

[48] 'International Migration Outlook 2016' (Paris, France: OECD, 2016), https://www.oecd-ilibrary.org/social-issues-migration-health/international-migration-outlook-2016_migr_outlook-2016-en.

[49] Ana Martínez Juan, 'EU Rural Development Policy and the Integration of Migrants', Members' Research Service (EPRS | European Parliamentary Research Service, February 2017), http://www.europarl.europa.eu/RegData/etudes/BRIE/2017/599266/EPRS_BRI(2017)599266_EN.pdf.

[50] 'A Capacity Building Manual for NGOs Promoting the Integration of Migrants and Refugees in Rural Areas', Euracademy Thematic Guide Series (Euracademy, n.d.), https://www.euracademy.org/wp-content/uploads/2016/03/ThematicGuide13_eng-1.pdf.

[51] 'Glossary: Urban-Rural Typology - Statistics Explained', accessed 4 September 2019, https://ec.europa.eu/eurostat/statistics-explained/index.php/Glossary:Urban-rural_typology.

[52] 'Statistical Factsheet European Union' (European Commission, May 2018), https://ec.europa.eu/agriculture/sites/agriculture/files/statistics/factsheets/pdf/eu_en.pdf.

[53] 'CAP Context Indicators 2014-2020' (European Commission, 2014), https://ec.europa.eu/agriculture/sites/agriculture/files/cap-indicators/context/2015/c4_en.pdf.

[54] 'Report to the Second European Rural Parliament' (European Rural Parliament, November 2015), http://europeanruralparliament.com/phocadownload/ERP2015%20ALL%20Europe%20shall%20live%203b.pdf.

In terms of population structure, a general pattern is the ageing of the rural population (the number of people over 65 has risen by 28 % since 2005) resulting in ever fewer people of working age.[55] A number of rural areas have also experienced population decline. Other challenges facing rural areas include:

a weak labour market;

the lack of diversification of their economies;

farmland abandonment;

a lack of adequate transport connections and broadband internet coverage;

high numbers of early school leavers;

a lack of education facilities;

and a higher poverty risk.[56]

These challenges, cited in the literature, are also perceived by rural dwellers. The 2015 report of the second European Rural Parliament (a pan-European campaign comprising European countries beyond the EU Member States) gathered the voices of rural communities from 36 countries.[57] Their concerns include the limited base of rural economies, the lack of opportunities for employment, the loss of population as young people move to the cities, the decline of rural services, the suffering of older people, poverty, and social exclusion among disadvantaged people and ethnic minorities.[58]

The arrival of migrants has the potential to help to breathe new life into declining villages, creating new opportunities for growth in agriculture and non-agricultural activities, reversing depopulation trends, contributing to the sustainability of public and private services and revitalising the labour market.[59]

Integration, social inclusion and social cohesion

Migrants constitute a diverse group of people whose motives for migration, skill levels, needs and capabilities vary widely. According to data from the International Organization for Migration, 387 739 third-country nationals arrived in Europe by sea and by land in 2016, and those who arrived in 2015 numbered more than 1 million.[60] The majority came from Syria, Afghanistan and Iraq but many also came from Eritrea, Somalia, Nigeria or Pakistan. Member States are confronted with the need to address the implications of this significant

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[55] 'What Can LEADER/CLLD and Other Bottom-up Initiatives Do for Social Inclusion in Rural Areas?', (June 2016), https://enrd.ec.europa.eu/sites/enrd/files/w8_factsheet1_leader_clld.pdf.

[56] Martínez Juan, 'EU Rural Development Policy and the Integration of Migrants'.

[57] 'European Rural Parliament - Activities', accessed 4 September 2019, https://europeanruralparliament.com/index.php/campaign.

[58] 'Report to the Second European Rural Parliament'.

[59] Thomas Liebig, 'Integrating Immigrants and Their Children: Overview and Challenges for Rural Areas', (6 September 2015), https://www.euracademy.org/wp-content/uploads/2015/06/Kalamata-Euracademy-Sept-2015-T.Liebig.pdf.

[60] 'Europe | Flow Monitoring', accessed 4 September 2019, https://migration.iom.int/europe?type=arrivals.

arrival of migrants, which has impacted on them in different ways.[61] In general terms, Greece and Italy are the major points of entry, with migrants transiting through Slovenia, Croatia, Hungary and Austria. Germany, Sweden and Austria are the main destination countries. As a result, the European Union's immigration policy has acquired a prominent role.

Immigration policy is regulated at both European Union and national level. At EU level, the legal basis is established by Articles 79 and 80 of the TFEU.[62] There are common rules on entry and legal residence in a Member State, which include provision for the purposes of family reunification. At national level, Member States are responsible, inter alia, for determining admission rates for third-country nationals seeking work in their territory and for establishing integration policies for legally resident third-country nationals.[63]

The Commission's action plan on the integration of third country nationals (June 2016)[64], shows that the EU plays a central role in the assistance, development and coordination of activities and policies of the Member States. This action plan proposes a more strategic and coordinated approach to the use of EU funds to support national integration measures. It highlights the ESIFs as an important funding source to support integration measures covering education, housing, health, social inclusion and labour market related investments.

Within the general framework of the CAP, the rural development policy for 2014 to 2020 makes no specific provision for migrants. However, the EAFRD[65] lays down a series of objectives, priorities and measures that can be adapted to offer support to those rural communities receiving migrants.

One of the objectives of EU rural development policy is to achieve balanced territorial development of rural economies and communities including the creation and maintenance of employment. Promoting social inclusion, poverty reduction and economic development in rural areas is one of the six EU priorities for rural development. The Commission's action plan on the integration of third country nationals stresses the potential contribution of the EAFRD to support integration actions under this priority, including job creation, basic services and social inclusion.[66]

Member States and regions draw up multi-annual RDPs at the beginning of the programming period. The RDPs define strategies in a Member State or in a region based

[61] 'Rural Responses to Challenges in Europe', EU Rural Review (Luxembourg: European Union, 2016), https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-rr-21-2016-en.pdf.

[62] 'Consolidated Version of the Treaty on the Functioning of the European Union', OJ C 326 § (2012), https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A12012E%2FTXT.

[63] 'European Web Site on Integration - European Commission', accessed 4 September 2019, https://ec.europa.eu/migrant-integration/main-menu/eus-work/actions.

[64] 'Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. Action Plan on the Integration of Third Country Nationals' (European Commission, 7 June 2016), https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1475052702262&uri=CELEX:52016DC0377.

[65] 'Regulation (EU) No 1305/2013 of the European Parliament and of the Council of 17 December 2013 on Support for Rural Development by the European Agricultural Fund for Rural Development (EAFRD) and Repealing Council Regulation (EC) No 1698/2005', Pub. L. No. 32013R1305, 347 OJ L (2013), http://data.europa.eu/eli/reg/2013/1305/oj/eng.

[66] 'Action Plan on the Integration of Third Country Nationals'.

on their socio-economic and environmental needs while respecting the EU priorities for rural development. The RDPs are designed on the basis of four to six main EU priorities and their sub-priorities or focus areas. For each of these, they set quantified targets and choose the measures they will use to achieve them according to the 'menu' of measures established by the EAFRD.

These measures support rural society as a whole and can involve farmers, forest owners, local associations or small and medium sized enterprises. Some can help rural communities in their efforts to integrate and support migrants. Two measures in particular are relevant. The measure 'basic services and village renewal in rural areas' (Article 20 of EAFRD) can provide funds to equip villages with the necessary infrastructure and services to host migrants (such as leisure and culture centres, infrastructure and the provision of access to broadband). The measure 'farm and business development' (Article 19 of EAFRD) can support investments for the development of farms and for business start-ups involving non-agricultural activities in rural areas.

Group activity: A group discussion activity will be held analysing some important concepts. Discussion will be conducted in small groups and using post-it/ flipchart/papers to write down main key points and ideas. The participants will be divided into groups in which they will talk about the concepts tackled. The discussion will be focused on the three main parts on the session:

Benefits and challenges of migration

Urban vs. rural migration

Integration, social inclusion and social cohesion

The discussion will focus on the experiences of the participants so that they can learn about situations in different countries. Each group will have to submit 4 to 5 key words that represent the key points of the discussion. This will allow to see how the discussion evolved in different groups and what were the issues that were discussed.

Objective: discussing, reflecting, getting and fixing information on important concepts useful for further analysis and activities

3. Cooperation activities and integration practices in rural areas (1)
Estimated time: 70 minutes.

Several rural communities in Europe have launched projects to support the integration of migrants. Some of them were implemented or started during the previous programming period. The projects are generally 'small scale and 'soft' in nature'[67] and are not intended to solve the migrant crisis but rather reflect the commitment of individuals and communities to offer a response that can benefit both the new arrivals and the host society. Although the majority are co-financed by the EAFRD, there are projects combining the financial support

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[67] Ed Thorpe, ed., 'Migrant and Refugee Integration' (Publications Office of the European Union, 2016), https://enrd.ec.europa.eu/sites/enrd/files/publi-eafrd-brochure-03-en_2016.pdf.

of several EU funds (i.e. co-financed by more than one EU fund). At Member State level, public administrations and private foundations are also implementing and funding their own integration projects.

Projects co-financed by the EAFRD

Many of the projects co-financed by the EAFRD and targeting migrants have been supported under the Leader approach. Its flexibility helps LAGs to design a variety of activities aiming at engaging people, building social capital and community ties or providing coordinated responses in a rural area.

Examples

In **Finland**, the municipality of Punkalaidun (South-West Finland) implemented the Immigrant Villages Project (2011-2015)[68] with the support of the LAG 'Joutsenten Reitt', private funding and voluntary work. Its aim was to facilitate the integration of migrants into the local community by boosting work opportunities in farms, in small enterprises and in the third sector. The municipality appointed an 'integration coordinator' who acted as a contact and guidance person for migrants and as a liaison between them and the local society. This project has had a positive impact on the municipality and migrants. The migrants' arrival has revitalised the decreasing and ageing population and has revived the local economy thanks to the reactivation of agricultural businesses and increasing sales in local shops. The project was declared Leader project of the year in 2013 and received a certificate of honour at the Satakunta rural gala in autumn 2014. The LAG 'Joutsenten Reitt' has started a new project called 'Immigrants in the everyday life of rural areas' aimed at disseminating the practices of the Immigrant Villages Project in Punkalaidun to other municipalities.

In **Germany**, the project My Community – make yourself at home (2013-2015)[69] was launched thanks to the initiative of the NGO Caritas Kempten-Oberallgäu. With the guidance of LAG Regionalentwicklung Oberallgäu and the involvement of local stakeholders, governments, churches, organisations and the mobilisation of more than 1 000 volunteers, the project covered 27 municipalities. In the form of working groups, the project implemented a range of integration activities, also focusing on children and young people, across the region. An online platform meanwhile facilitated the dissemination of information.

In **Austria**, the municipalities of the Elsbeere-Wienerwald Region are implementing a project (2016-2019) aimed at providing a coordinated and complementary response to the large arrival of migrants in the region. The project, managed by a LAG, involves local authorities, the police, the Red Cross, local associations and volunteers. It includes events to bring together local communities and migrants (culinary events, football clubs) and language training courses for migrants.

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[68]   'Immigrant Villages Project', accessed 4 September 2019, https://enrd.ec.europa.eu/sites/enrd/files/gp_webtemplate_punkalaidun.pdf.
[69]   Alex Papakonstantinou, '"My Community – Make Yourself at Home"', 13 October 2016, https://enrd.ec.europa.eu/projects-practice/%E2%80%98my-community-%E2%80%93-make-yourself-home%E2%80%99_en.

Projects co-financed by different EU funds.

In the current programming period, multi-EU funding offers opportunities to combine different policies. Building synergies between the ESIFs under specific themes and objectives entails associated benefits for local economies. The combination within the same project of a social policy based more on people, provided by the ESF, and a territorial policy based on rural development, provided by the EAFRD, implies synergies that may have positive cumulative effects.

Example

In **Italy**, the project 'Terre & comuni' (February-July 2015, Frosinone)[70] is co-funded by the EAFRD and the ESF. The project, developed by a social enterprise and a LAG, aimed to integrate migrants in a rural disadvantaged area and at risk of abandonment through three objectives: supporting social inclusion of migrants and other disadvantaged people, promoting social innovation and improving quality of life in the area. After a series of training courses and practical initiatives the outcome of the project was positive for locals, migrants and disadvantaged people.

Other sources of funding

Member States and private foundations are also financing integration-related initiatives that include a variety of projects and activities involving local actors, civil society organisations and voluntary participation.

Example

In **Ireland**, Fáilte Isteach ('Welcome in')[71] is a community-based project that began in 2006 as a local rural initiative involving older volunteers welcoming migrants through conversational English classes. The project has evolved and grown over the last 10 years from a local rural project to a national initiative. Nowadays, Fáilte Isteach helps local organisations across Ireland to organise and coordinate conversational English lessons. The project is funded by the Department of Justice Office for the Promotion of Migrant Integration and the Iris O'Brien Foundation. Fáilte Isteach was awarded the European Economic and Social Committee Civil Society Prize in December 2015.

Implications

The projects cited above illustrate that the arrival of migrants has implications for both host communities and third-country nationals. A comprehensive strategy for the integration of migrants in rural areas requires a multi-faceted approach, covering such issues as:

- an analysis of the initial conditions and needs of migrants;
- the availability of infrastructure to accommodate migrants and their access to basic services (housing, schools, health);
- local development coordinators such as integration coordinators or local coaches;
- the provision of training and job opportunities;
- participation of migrants in society;

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[70] Roxana Vilcu, 'Terre & Comuni', 26 July 2016, https://enrd.ec.europa.eu/projects-practice/terre-comuni_en.
[71] 'Fáilte Isteach Homepage', accessed 4 September 2019, http://www.thirdageireland.ie/failte-isteach.

- the engagement and cooperation of local communities;
- volunteering;
- coordinated and complementary activities;
- networking as a source of capacity building;
- information sharing and learning from best practices;
- interactions between migrants, local authorities, stakeholders and civil organisations;
- the promotion of social cohesion and sustainable rural development.

Stakeholders' views

A number of rural organisations have outlined the role and potential of rural territories in the integration of migrants. Among them we can find:

The Euracademy Association, a pan-European non-profit organisation focusing on capacity building in European rural communities which prepared a manual on the occasion of its 14th Summer Academy, held in Greece in September 2015. The manual proposes a 'business planning for NGOs' including the analysis of strategic priorities, the development of a communication plan and estimation of the human and financial resource implications. The manual highlights networking as a source of capacity building.[72]

The European Rural Parliament which adopted the European Rural Manifesto calling for a 'warm-hearted response, based on solidarity between people' to the arrival of migrants in Europe.[73] The manifesto also emphasises that their integration offers many opportunities for local communities.

The International Association Rurality-Environment-Development outlined in its strategy for the development of rural territories by 2030 (Making Europe grow with its rural territories),[74] how the promotion of a bottom-up, participatory and inclusive approach in rural areas can contribute to the integration of new populations, such as migrants.

Euromontana (the European association of mountain areas), in the document 'Toward Mountains 2020', acknowledges that mountain areas can be welcoming territories for migrants who can dynamize local development in a context of depopulation.[75]

European Parliament and advisory committees

The European Parliament has been actively participating in recent discussions about migrants. It has emphasised the importance of providing support for the social inclusion and integration into the labour market of migrants. In its resolution of 27 October 2016 on how the CAP can improve job creation in rural areas, Parliament highlights the positive role of

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[72] 'A Capacity Building Manual for NGOs Promoting the Integration of Migrants and Refugees in Rural Areas'.

[73] 'Manifesto', accessed 4 September 2019, https://europeanruralparliament.com/index.php/archive/erp-2015/european-rural-manifesto-2015.

[74] 'Making Europe Grow with Its Rural Territories. Contribution to a European Rural Post 2020' (Attert, Belgium: R.E.D. International Association, April 2016), http://www.ruraleurope.ovh/wp-content/uploads/2018/03/RED-Com2030-E.pdf.

[75] 'Mountains 2020', Euromontana, accessed 4 September 2019, https://www.euromontana.org/en/working-themes/mountains-2020/.

migration in boosting economic growth and fostering social cohesion in rural areas.[76] Parliament also calls on the Member States to strengthen the role of the social partners and social welfare organisations working with the authorities to promote the social and economic integration of migrant workers, including female seasonal workers, migrants and refugees. The resolution of 6 July 2016 on the preparation of the post electoral revision of the 2014-2020 MFF[77] points out that the structural funds can provide a valuable contribution in the context of the refugee crisis. Parliament also considers that the mid-term review of the MFF should take stock of a number of new situations and political initiatives (such as the migration and refugee crisis), together with their respective budgetary consequences, which were not anticipated at the time of the MFF's adoption in 2013. In its resolution of 8 March 2016[78] on the situation of women refugees and asylum seekers in the EU, Parliament encourages Member States to make use of the ESIFs in addition to the Asylum, Migration and Integration Fund to promote refugees' integration into the labour market. Parliament also stresses that the principle of gender parity should be observed in coordination committees and any other body representing refugees, whether in urban or rural areas.

The European Economic and Social Committee[79] and the Committee of the Regions[80] both recognized that the local level plays a decisive role in integration and that communities should be given advice and guidance on well-functioning integration measures. They also urge the EU, national and sub-national authorities to work in close cooperation with civil society, migrants' associations and local communities and to be receptive to their input.

Group Activity: Four activity tables will be arranged with different topics written on a flipchart. Firstly, each person will choose one question and seat at that table. After each round of approximately 15 minutes, people would move to another table. During each round, fruitful discussions will be captured on the flipcharts, where participants write down personal notes and contributions.

Questions on the table can include:

Challenges I face in implementing integration activities in my in my local community.

Cooperation activities as best practices that have inspired me.

How is migration perceived in my local community

Activities, campaigns or other actions I've implemented (or I use to do)in my community

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[76] 'European Parliament Resolution of 27 October 2016 on How the CAP Can Improve Job Creation in Rural Areas', OJ C 215 § (2018), https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52016IP0427.

[77] 'European Parliament Resolution of 6 July 2016 on the Preparation of the Post-Electoral Revision of the MFF 2014-2020: Parliament's Input Ahead of the Commission's Proposal', OJ C 101 § (2016), https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1567593435505&uri=CELEX:52016IP0309.

[78] 'European Parliament Resolution of 8 March 2016 on the Situation of Women Refugees and Asylum Seekers in the EU', OJ C 50 § (2018), https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1567593653269&uri=CELEX:52016IP0073.

[79] 'Integration of Refugees in the EU', European Economic and Social Committee, 17 December 2015, https://www.eesc.europa.eu/en/our-work/opinions-information-reports/opinions/integration-refugees-eu.

[80] 'Opinion of the European Committee of the Regions — European Agenda on Migration', O J C 51 § (2016), https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1567594183294&uri=CELEX:52015IR2607.

Objective: sharing experiences and best practices, understanding different local, regional and national realities. Get to know each other's in term of work experiences, motivations and inspirations, finding common grounds and differences for fruitful new ideas and collaborations.

Cooperation activities and integration practices in rural areas (2)

Estimated time: 30-45 minutes

Based on the knowledge acquired before the focus will now shift to the analysis of the cases studies. The analysis that will be conducted is a SWOT analysis.

A SWOT analysis is a framework usually used as an evaluation tool for companies and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.[81] SWOT stands for:

- Strengths
- Weaknesses
- Opportunities
- Threats

Activity:

Trainer will present the case studies. Group discussion will follow.

Objective: Getting knowledge from two successful concrete realities implemented in Calabria, SWOT analysis process

UN Sustainable Development Goals

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.[82]

For more on the SDG please visit: https://sustainabledevelopment.un.org

Activity

The activity will consist in discovering and discussing the SDGs. The 17 sustainable development goals handouts will be put in a big circle on the floor so that each participant can go around them and having a look.

Trainer will start discussion providing some questions and reflection moments such as:

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[81] Mitchell Grant, 'How SWOT (Strength, Weakness, Opportunity, and Threat) Analysis Works', Investopedia, accessed 3 September 2019, https://www.investopedia.com/terms/s/swot.asp.
[82] United Nations, 'About the Sustainable Development Goals', United Nations Sustainable Development, accessed 3 September 2019, https://www.un.org/sustainabledevelopment/sustainable-development-goals/.

- Have you ever heard of the SD goals and if yes have you ever worked and taken action with them?
- Can you see a connection between some SDG's? can you connect some of them?
- Focus discussion on some SDG's as mentioned in the content. How to use them and which actions we can take in terms of activities, projects, campaigns, etc. to reduce inequalities reach social inclusion for better opportunities for the overall Community

Objective: Knowing and using UN SDG's as tool of discussion and planning action. Linking different interconnected issues like community development and social inclusion of disadvantaged people

Playing the system activity
Estimated time: 30 minutes

Activity

This session includes a group game based on problem solving. Firstly, it is asked from the participants to elect three people to be "problem solvers". They have 3 minutes to choose these people democratically. This element represents the process of democratic representation. If the group does not reach an agreement these three persons would be selected randomly. After the problem solvers are elected, the actual problem is presented. The problem consists in positioning every person at an equal distance based on the written papers that contained 3 random names. During the process of finding a solution the rest of the group (who is being moved) cannot talk. This exercise can take 15 minutes. a reflection about how participants feel in their roles (problem solvers and pawns) will follow. After this moment, another similar exercise is presented to the team. This time, group is asked to make a circle, close their eyes and choose in our minds two random persons. After the choice, participants should position themselves at an equal distance between those persons. At the end of the activity reflection will follow again reasoning about the traditional problem-solving system vs system thinking.

Objective: understanding the importance of group dynamics and active participation. Comparing the traditional problem-solving method with system thinking method

Activity design
Estimated time: 50 minutes

Activity

The activity will be structured in some step after a brief introduction of the trainer:

The first step is "Brainstorming":

In the first activity the participants, divided in groups, will experience the importance of brainstorming on a "original" topic given by the trainer and on a topic related to the training.

In the second activity participants divided in group will experience the silence brainstorming: according to the topic participants without communicating will start the design project idea.

The second step is "Project design":

Participants will reflect and visualize trough colours and papers on important points of project design: Team, resources, spaces, target group, aim, vision. In small groups they will work on their project ideas.

Objective: Designing activities, fixing ideas to develop in future projects, getting inspiration and motivation from the group

Reflection time

Estimated time: 20 minutes

Activity

Reflection as the most important part in the learning process will be held through a group discussion, a reflection in pairs, and a personal written reflection on some questions provided by the trainer .example of questions could be: what did you learn from the activity day? Which one was the most useful and interesting part of the day? How did you feel and what did you learn from yourself? How was working in group and how was the group dynamic? Which actions would you like to implement once come back home? Did you get any inspiration from participants or activities? (these questions are just some examples)

Objective: increasing self-awareness and knowledge ass a process of self-development; fixing new learning, getting new ideas

Case study

Country	Italy
Title	Jungi Mundu
Organization name	EUROCOOP
Author	EUROCOOP
	Resources can be found at: https://www.eurocoopcamini.com/ http://www.comune.camini.rc.it https://europa.eu/youth/volunteering/organisation/914318024_fi

Activities planned/undertaken as part of your research?	The data that informed this research was mostly gathered online. This case study was chosen as an example of a successful project because of its salience with regards to the contents that are addressed in this unit.

What are the case study's aims and objectives?	The aims and objectives of this case study are: To recognise the added value that migration and international cooperation projects can bring to rural areas. To learn about the experience with these topics in Calabria (Italy). To understand how migration can revive ghost towns To understand the significance of this case study in the broader discourse around migration.
Top highlights	Implementing cooperation and integration projects on the territory can help revive ghost towns. These types of projects can create a sense of community and also help fight organized crime. They can also help revive the economy of the villages and towns. They also help with the integration and the social inclusion of migrants. They offer interesting solutions to the issues related to migration. Given their success and the previous points these innovative ideas have the potential to become flagship projects and inspire others locally and abroad.
Detailed description of the chosen case study	EUROCOOP Servizi Società Cooperativa Sociale (henceforth "EUROCOOP") is a social cooperative based in a small hillside village in Calabria, southern Italy. Camini, the village where the cooperative is based, is located in the Locride area, which until recent times was characterised by poverty and on-going depopulation. For decades, Locride – and Camini – was hollowed out by emigration, a direct result of the extreme poverty and lack of job opportunities. Over this same period, the area was also blighted by the activities of organised crime groups, which had a negative impact both on the wider region and beyond. Nowadays, thanks to the activities of civil society organisations and growing community resilience, the situation is changing. While the overall pattern remains uneven across the region, the village of Camini itself is undergoing something of a renaissance. Camini has experienced authentic social and

economic growth as a result of its reception and integration of third-country nationals programme, which it developed broadly following the model of change initiated by its globally renown neighbouring villages of Riace and Badolato.

For the past twenty years, these southern Italian villages which have embraced refugee resettlement programmes have experienced economic growth and expansion, as the local municipalities implemented long-term goals with their new migrant communities. Working together, migrants and local Italians have rejuvenated these former 'ghost towns' together – which have now become global symbols of internationalism, humanitarian aid and solidarity.

In this context, the organisation EUROCOOP launched in 2011 a comprehensive migration project in Camini, which paved the way for the current operations centre "Jungi Mundu" – which means "Join the World" in the local dialect. The project facilitates asylum seekers' reception and integration, adopting a scattered hospitality approach in contrast to the transitory way of life that typifies the crowded migration centres in many larger cities. The "Jungi Mundu" centre - open 24/7 - is acknowledged as a safe haven for the new residents, especially families and minors, who in turn have actively contributed to community development since their arrival.

| **Describe local, regional national and international Impact** | In the past few years, the organisation EUROCOOP has been ever more successful in delivering real and meaningful community outreach, through social inclusion programmes implemented at the local, regional and international level. Local Italians and the new migrant population collaborate and bond through activities such as the daily crèche, cooking, arts, reconstruction, and ceramic laboratories. Activities include a homework club, tending the local didactic farm and fruit and vegetable plots, helping vulnerable people with medical visits, Italian lessons, women's club, computer literacy, and supporting local entrepreneurship. |

In 2016, EUROCOOP also began a long-term partnership with the international organisation "Projects Abroad", one of the world's largest international volunteering and internship providers, which opened an office in Camini to support local

	staff in hosting the always eager cadre of international volunteers. Camini's first wave of volunteers comprised 26 young people, which number grew to 87 the following year and then 102 in 2018. Most volunteers are in the age range 18 to 30, and come from the following countries: Australia, Canada, China, Denmark, Finland, France, Germany, Japan, Norway, Spain, Sweden, Switzerland, the Netherlands, the UK, and the USA. The volunteers support many activities, including: language classes, building restoration, child care, educational events, intergenerational leisure activities, sport, women's empowerment, homework assistance, local food production, and the foundation of a new library. The international volunteers who devote their time and commitment to the projects implemented in Camini have also helped with the re-design and re-opening of the artisan shops which represent a significant resumption of commercial activity. This is a further example of the community revitalisation programme that non-migrant local population, international volunteers and migrants have worked together on in an intergenerational and sustainable perspective providing a new lease of life to rural villages which had been abandoned over two centuries. This is a virtuous circle which is now framed into long-term strategies and policies, and which sees migration together with transnational youth mobility as positive factors enhancing the whole society economically, socially and culturally.
In conclusion	This case study is very helpful in understanding what practical activities can be implemented in the territory to help fight depopulation while improving social inclusion and integration in the receiving countries. The participants can learn from the experiences of other contexts and get inspired about the actions that can be taken.

UNIT 7 The necessity and the ways to rediscover a sense of European identity through cultural heritage

Kairos Europe

Country	United Kingdom
Title	The "Put it to the People" march in London: Anti-Brexit pro-EU demonstrations as a way to rediscover a sense of European identity
Organization name	Kairos Europe
Author	Kairos Europe
	Resources can be found at: https://www.reuters.com/article/uk-britain-eu-march/hundreds-of-thousands-march-in-london-to-demand-new-brexit-referendum-idUSKCN1R40C6 https://www.bbc.com/news/uk-politics-47678763 https://www.theguardian.com/politics/2019/mar/23/put-it-to-the-people-march-against-brexit-london-revoke-remain-reform https://www.theguardian.com/commentisfree/2016/oct/07/eu-citizenship-stripped-brexit-theresa-may https://www.bbc.com/news/politics/eu_referendum/results https://theconversation.com/peoples-vote-march-when-it-comes-to-crowds-history-shows-its-not-all-about-size-114329 https://www.ft.com/video/df8aad87-6b10-44e5-89ab-d990112f99f3 Photos by Alexander Andrews, Eddie Howell and John Cameron from Unsplash (https://unsplash.com/)
Activities planned/undertaken as part of your research?	An investigation into the "Put it to the People" march in London, 2019. An analysis of protests as an essential component of European democracies, which are part of a common European cultural heritage.

	The understanding of the anti-Brexit protest in March 2019 as a way of using this form of cultural heritage in order to create a complex, shared, "rediscovered" European identity.
What are the case study aims and objectives?	The aims and objectives of this case study are: To consider the impact that Brexit has had on the sense of European identity of citizens residing in the UK To recognise protests and public demonstrations as a form of cultural heritage, related to the fundamental values of European democracies To learn about how anti-Brexit pro-EU marches can be understood as a way of forming, rediscovering and strengthening a European identity in opposition to a pro-Brexit, anti-EU position To understand how protests can form new communities with similar ideas, despite different socio-economic backgrounds To show that through this form of cultural heritage, namely protesting, these citizens have rediscovered and reinforced their common European identity in a powerful and symbolic way, in a country which was never considered to have a strong Europhile population
Top highlights	European democracies form part of a common European cultural heritage Protests can be understood as a fundamental aspect of European democracies, and therefore as an illustration of this form of European cultural heritage The Put it to the People march in London, 2019 was an anti-Brexit protest which used this platform to vocalise, strengthen and rediscover a sense of European Identity The symbolism, placards, interviews and analysis of the Put it to the People march shows that this protest was a clear manifestation of European identity This form of cultural heritage was therefore used in order to rediscover and reinforce their sense European identity The sense of European identity displayed in this protest march can be contrasted with the unstable and uncertain

	sense of European identity in the UK which has come about due to Brexit.
Detailed description of the chosen case study	This case study looks at the necessity and the ways to rediscover a sense of European identity through cultural heritage. In particular, it looks at how the People's Vote protest march in 2019 can be seen as a form of cultural heritage, which has led to the rediscovery of a sense of European identity for many citizens living in the UK. Democratic values form the foundation of European countries and are included in the essential values of the EU itself. The understanding of what constitutes a democracy has evolved, and our current post-war models cannot be compared with the Ancient Greek example. This development constitutes part of our common cultural heritage, and the adoption of democratic values as core principles has united post-communist, post-dictatorial and post-war countries, despite differences in cultures, languages, histories and peoples. Delving deeper into the idea of democracy as a common cultural heritage, one fundamental right is the right to protest. The ability to freely demonstrate and to visibly vocalise one's opinion and discontent is a right which is fundamental in a democracy, and which cannot be found under dictatorships or totalitarian regimes. The capacity to protest is an essential right for all citizens. Considering the particular protest which this research is investigating, it has been noted that "marching collectively in shows of power such as the People's Vote march continues a long tradition of orderly mass protest asserting legitimate demands via the power of political persuasion." (https://theconversation.com/peoples-vote-march-when-it-comes-to-crowds-history-shows-its-not-all-about-size-114329) Since the 2016 referendum in the UK regarding EU membership, the UK has been in a state of crisis, unsure of its place in the EU. Citizens in the UK, whether British or European, have felt that their core identities have been put into question. Brexit has forced people who never before considered their EU citizenship to choose whether it formed an integral part of identity or not. Many British citizens have felt that they have been unjustly stripped of their European Citizenship, whilst others have rejoiced in being rid of it.

European citizens living in the UK have also felt unsure about their future and their place within British society.

The divided nature of Brexit has meant that people from both sides have been vocal in their discontent. The research of this case study looks at the "Put it to the People" march in 2019, in which pro-European protesters came to the streets to demonstrate their opposition to Brexit, and push for a second people's vote on the issue.

The aim of this case study is to show that through this form of cultural heritage, namely protesting, these citizens rediscovered their common European identity in a powerful and symbolic way. Moreover, it can even be argued that people who had barely ever considered their place in Europe before have now formed a clear understanding of their place in the EU and their identity as a European citizen.

This could even be described as the "rediscovery" of a European identity, which has come about due to its existential threat as a result of Brexit. It has moreover been noted that the UK has never had a large "Europhile" population (https://www.ft.com/video/df8aad87-6b10-44e5-89ab-d990112f99f3), however, since voting to leave the EU, the pro-European section of the UK population has become more pronounced and vocal, and by growing stronger the common EU identity becomes more and more established.

How can we tell that this protest is representing and creating an EU identity? First of all, through symbolism. In these protests, the amount of strong EU symbolism is striking. The EU flag flooded the protest and could be seen everywhere, even combined with the UK flag. Moreover, many placards used a clever play on words to demonstrate their feelings towards the EU, such as "Never going to give EU up".

Photo by John Cameron on Unsplash

Photo by Alexander Andrews on Unsplash

Photo by Alexander Andrews on Unsplash

("Bollocks to Brexit" is the slogan of the Liberal Democrat party in the UK, which is the most vocal anti-Brexit political party).
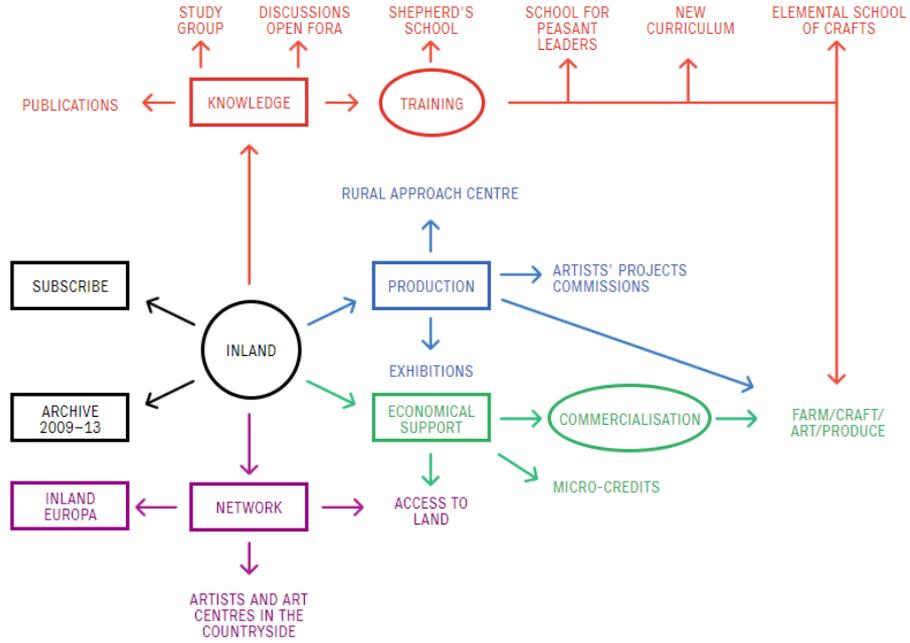
Photo by Eddie Howell on Unsplash

Describe local, regional, national and international Impact	At a national level, many pro-European citizens living in the UK have managed to rediscover and reaffirm their sense of European identity, in contrast to its uncertain existential position due to Brexit. People have managed to find a community of people who feel European and who have positive attitudes towards the EU, European values and the European project. This has allowed a strengthening and solidification of their European identity through cultural heritage – namely the fundamentally democratic right to protest and vocalise one's opinion.

	On an international scale, it has demonstrated to the larger European and global community that there is a strong community in the UK which does not agree with the referendum result and wants to keep their European identity and citizenship. This protest has communicated internationally that regardless of the outcome of Brexit, the European identity of many UK citizens remains strong, and has even become more firmly established, thanks to methods such as mass protests, which is an important example of our common European cultural heritage.
In conclusion	This research is important for anyone looking at how cultural heritage can help rediscover or reinforce a sense of European identity. Moreover, it is helpful for communities both in the UK and internationally to understand how this sense of European identity has developed since the referendum result, and how protests, as a form of our common democratic cultural heritage, have played a crucial part in this development. Finally, there is still scope for further research into the impact of these protests on a sense of European identity in the UK, in particular looking at how European symbols, history, culture and values play a significant role. This issue is likely to continue developing, and therefore it would be interesting to follow this issue closely in order to provide a more detailed analysis of the situation.

Country	Transnational network with seeds in Spain
Title	**INLAND (Campo Adentro)**
Organization name	INLAND - art, agriculture & territory
Author	Project promoted by Fernando García-Dory

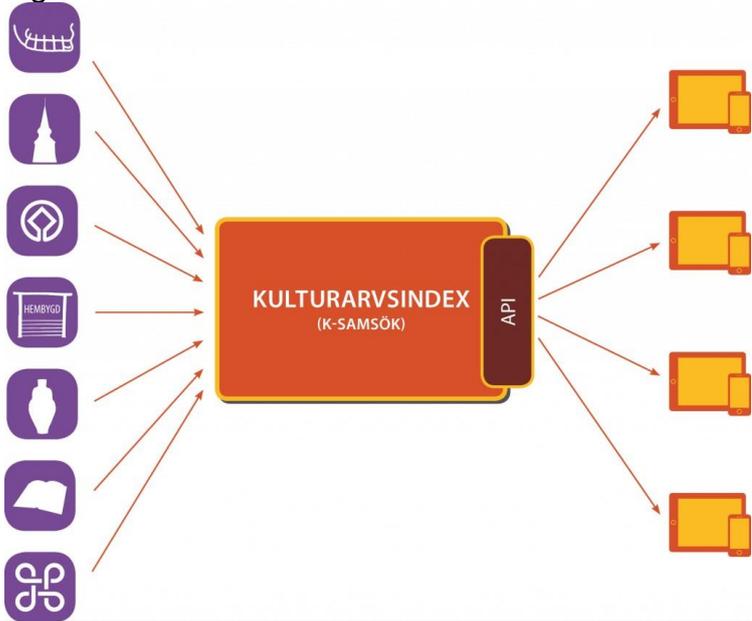|	
Activities planned/undertaken as part of your research?	Desk research
What are the case study aims and objectives?	INLAND is a project that examines the role of territories, geopolitics, culture and identity in the relationship between the city and the countryside today. Its aim is to introduce the possibility of contemporary art practice in relation to the rural, and how that context might modify the way art happens and circulates. The project focuses on the economics of art and land, organised utopia, and the ways we interact with the biosphere. INLAND is envisioned as a para-institution of "polyvalent specialist mobile units working in emergency contexts" that always operates "in relation to an 'official' institution, that is, a state, a company, or an art institution." This provides an entry point to think about the "growth of social formations, from a social movement to a state to a multinational chain."
Top highlights	INLAND is an arts collective, dedicated to agricultural, social and cultural production, and a collaborative agency. It builds on the premise that the rural offers a physical and cultural space for the generation of diverse ways of life that differs from the hegemonic model. INLAND is based on a sort of three words manifesto "art-agriculture-territory". It speaks from the silenced other realities resisting erasure. It proposes collective encouragement for the reclamation of the means of livelihood. As a cultural artefact it uses all representational tools at hand to expand – beyond the contexts it intervenes- what is produced in the instant and immediacy of the everyday. As a para-institution, INLAND is working together, against and beyond existing institutions.
Detailed description of the chosen case study	The INLAND Europe network sees socially engaged art practice as a crucial component for community empowerment in rural development. It is based on the strong belief that creative investment can contribute to the revival of declining rural areas. INLAND started in 2010 initially as a three year project with support from the Spanish Rural Network. It developed art projects in 22 villages, driven by the manifesto of 'art, agriculture and territory', and has since extended to other European countries, creating a transnational network.

| | INLAND project locations include a forested area in northern Finland, vineyards in southern Italy, an island of Denmark and high moorlands in Scotland. All of these are relatively remote places, with limited access to cultural production and distribution and often at high risk of progressive abandonment and decay.

The art projects start by bringing artists together with rural communities, as well as other stakeholders such as policy---makers/ governance bodies, farming organisations, art institutions and various rural associations.

The projects consist of different phases:

An analysis and mapping of the local situation and needs. An open call and invitation to artists. Training for artists and local stakeholders. Production of individual or collective artist works and methodologies of 'co-creation'. In this process, the artist is the catalyst for the work in which the rural community plays a full part, not only providing 'material' for the artist's work.

It is important that the art works and projects are meaningful and useful in the local context: for example, by offering opportunities to young generations facing increasingly competitive forms of urban life or by exploring responses to rural challenges – such as the delivery of rural services. |
|---|---|
| **Describe local, regional national and international impact** | INLAND started in Spain launching a cultural strategy in support of rural life over a period of three years (2010-2013), specifically made up of an international conference, artistic production with 22 artists in residence in the same number of villages across the country, and exhibitions and presentations.

This was followed by a period of reflection and evaluation (2013-2015), launching study groups in Netherlands and Spain, and series of publications.

It continues now extending its methodology in different countries (Italy, Netherlands, Finland, Germany or Scotland) to question harmful EU policies regarding the rural and culture, and recovering an abandoned village as organisation´s headquarters and "community of practice".

Today INLAND functions as a group to open space for land-based collaborations, economies and communities-of-practice as a substrate for post-Contemporary Art cultural forms. Appearing in different forms in different |

	countries, whilst dissolving individual agency in the collective, INLAND Europe publishes books, produces shows and makes cheese.
	INLAND also advises as a consultant for the European Commission on the use of art for rural development policies, facilitates shepherds movements, and is promoting access to land in different locations for collective artistic and agricultural production
In conclusion	INLAND provides artists, farmers, intellectuals, rural development agents, policymakers, curators and art critics, amongst others from the rural and urban spheres, with an open platform for presenting their research and practice. The content is gathered here before it is conveyed to the rest of society.
	INLAND's main value lies in the applicability of its method. It promotes cells in specific rural locations -some of which remain undisclosed – whilst operating at a supranational level, setting up agencies in different countries to affect agrarian and cultural policy frameworks in Europe.

Country	SWEDEN
Title	Swedish Web Service supporting European Identity through Cultural Heritage
Organization name	K-Samsok and K-Samsöks API
Author	Charlotte Meletli

Activities planned/undertaken as part of your research?	Desk and web-based research
What are the case study aims and objectives?	- K-samsök aims to collect and make available cultural heritage from Swedish museums and other memory institutions and contribute to the European collection of cultural heritage. - Cultural heritage data - such as museum objects, picture collections and archival documents - that are found in a variety of institutions and locations are collected into K-samsok's database and made available for use, enrichment and development.
Top highlights	- It's a Swedish web service and online platform which collects good examples of application and e-sources of cross cultures. - The Swedish Name for SOCH is "K-Samsök" which can be translated as "cultural cross-search". - It connects a large number of people together regarding traditional and new buildings in Europe. - The applications include information on objects includes archaeological, ethnological and religious objects, as well as ancient monuments, historical buildings and places, and natural objects. - The technical infrastructure harvests data from organizations that have joined K-samsök, such as museums, libraries, local associations and authorities. - Ultimately, citizens benefit from K-search. Individual users, through K-samsök's applications, have access to a combined cultural heritage and can seek knowledge regardless of which institution the information and objects are on or where the user is located.

Detailed description of the chosen case study	K-samsök collects and makes available cultural heritage from Swedish museums and other memory institutions. Cultural heritage data - such as museum objects, picture collections and archival documents - that are found in a variety of institutions and locations are collected into K-samsok's database and made available for use, enrichment and development. The below diagram shows their way of working. The gain information of Cultural Heritage items, ideas and artifacts through Swedish museums and then digitalise this information in the K-Samsok database.
Describe local, regional national and international Impact	Ultimately, citizens benefit from K-search. Individual users, through K-samsök's applications, have access to a combined cultural heritage and can seek knowledge regardless of which institution the information and objects are on or where the user is located. They can also use the freely available cultural heritage and contribute their own material through various technical solutions. It allows them to connect not only to the Swedish Cultural Heritage but also the Cultural Heritage of Europe. K-samsök allows memory institutions to contribute content to a digital cultural community cost-effectively. Through K-samsök, the cultural heritage reaches and is enriched through context, linking to other resources, greater use and increased feedback. The fact that the content is also delivered to Europeana provides further benefits and scope. The Europeana Foundation is the organisation tasked by the European Commission with developing a digital cultural heritage platform for Europe.

	Developers and clients of technical applications, such as web services and mobile applications, create exciting and interesting solutions based on K-samsok's content. This contributes to knowledge, learning and experiences as well as to business development
In conclusion	With K-samsöks API you can find descriptions and images of, among others: Ancient remains, such as rune stones, tombs, industrial remains, wrecks, rock carvings etc. There are over 900,000 objects, the majority of which have coordinates and can be displayed on a map. Historic / k-marked buildings, such as churches, castles and other buildings that are considered important and worth preserving. Nearly 100,000 of 134,000 objects have coordinates. Photographs taken from the second half of the 19th century until today (1.4 million digital images). About 30,000 of these have coordinates. Object descriptions and pictures from Swedish museums, everything from stone-age objects to modern technology history from **Sweden and the rest of the world.** K-samsök is developed and managed by the National Antiquities Office in collaboration with Swedish memory institutions and authorities as well as the Europeana web service, which makes European cultural heritage available and promotes a common space of European identity and how we have grown together as Nations. The ambition is that the content of K-samsök can be used as freely as possible. Metadata is free to use (licensed with CC0) and providers have the opportunity to tag their content with Creative Commons licenses (plus Public Domain Mark and CC0). This is regulated by a rights model. Today, some content is not tagged, but the goal is that all content should be marked with rights information. The National Antiquities Office does not save any media (eg digital images), but these can be linked in from each institution. Each institution that delivers data to K-samsök is responsible for its data quality, updating, copyright status, etc.

AMURT

Country	Portugal
Title	Case Study for Chapter 7 of the toolkit
Organization name	AMURT Portugal
Author	Malgorzata Apanowicz and Suzanne Gelsthorpe

Activities planned/undertaken as part of your research?	Intercultural nights in vegan/vegetarian cafe in rural Portuguese town
What are the case study aims and objectives?	To bring together people from different cultures and ethnic backgrounds in a fun way. To create an understanding of the traditions of different countries.
Top highlights	The organisation of cultural nights at Ananda Cafe to present the values and ways of life of different countries through a representative. Food, music are from the country presented and a powerpoint is shown.
Detailed description of the chosen case study	Ananda Cafe is a vegan/vegetarian restaurant that opening in Covilha town in around 2012. As the restaurant grew in popularity and people from a wide range of backgrounds and nationalities started to frequent the venue, it grew from being a mere restaurant into a social hub where people would meet to exchange ideas and share. Gradually the idea was born to hold cultural nights to celebrate the cultural differences of the non-Portuguese residents and became a wonderful way of welcoming them into the community. These evenings proved very popular and word spread, attracting a large number of people to the cafe. Ananda Cafe plans to continue to hold these cultural nights as long as there are people from different cultures available to share. The target group is mostly determined by the social background of the clients of Ananda Café, which is the main place for advertising cultural nights as well as by the

	appeal of individual cultural nights. We do not target any particular social grouping when advertising our events .
	Most of the participants are people who are interested in other cultures and who are open to new ideas. They come from a wide range of backgrounds and may be students, couples with children or even older people of 50+. Often they are in some way connected to the topic of the evening.
	Why have you chosen this case study
	Because it is an effective method of bringing people of different ethnic backgrounds together and creating a deeper understanding, leading to social integration
Describe local, regional national and international Impact	These events add to the cultural resources of a small town making it more attractive especially to the youth.
	They also promote cultural diversity by helping to create an understanding of other ways of looking at life in a safe manner through entertainment. These evenings are educational and provide insights into the history and culture of other races through a personal representative with whom we can all identify.
	Cultural nights also create a space for intercultural dialogue. They provide opportunities to network for future projects and to inform people of our other activities.
	The impact we have nationally and internationally starts with individuals who are inspired by these events to volunteer in or travel to those countries and who help to develop networks and build on the connections created by these evenings. These events have helped draw together numbers of people from different ethnic backgrounds with similar interests leading to an Eco Democracy Conference held last year at the local University of Beira Interior and the foundation of BioEco, an association which is active throughout the region uniting consumers and producers of biological food. BioEco is now an official advisor to the Fundao municipality, the neighbouring town. We have observed that as word of these cultural events spreads, more people attend and connections grow.
In conclusion	Such events can be multiplied throughout Europe where massive population movements have thrown together

<table>
<tr><td></td><td>large numbers of people from different ethnic backgrounds, providing plenty of opportunities to learn from each other and to overcome prejudices, fear and mistrust. Entertaining programmes such as this enrich community life by bringing together people of different age groups and backgrounds in an atmosphere of friendship and help to break down barriers, teaching tolerance and respect for each others' differences. They can open people's minds to the beauty hidden within other cultures and create lasting connections between people. In short, they and are a good way to initiate networking. When we develop personal connections to people from very different cultures, we learn to understand their problems and the difficulties they face both individually and within the community. Understanding is the first step towards integration. Integration strengthens the community. The benefit for the individual immigrant is that they start to feel acceptance and widen their circle of friends and acquaintances within the community.</td></tr>
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Country	Italy
Title	The promotion of cultural heritage in Europe: the case of "museum mediators"
Organization name	CPA Training
Author	CPA Training
Activities planned/undertaken as part of your research?	Desk Research
What are the case study's aims and objectives?	• To show the role that cultural heritage plays in the construction of European identity • To show the importance of training of key figures in institutions such as museums • To show how networks of practitioners in the field of cultural heritage can connect in Europe
Top highlights	• The training of key figures such as museum mediators is essential for the promotion and protection of cultural heritage • It is fundamental to share this knowledge across countries and borders • Sharing the knowledge about the protection and promotion of cultural heritage creates networks of practitioners all over the European Union • Tourism and cultural heritage are very profitable sectors if managed correctly • These networks create pathways that can be used all over the EU thus strengthening European identity
Detailed description of the chosen case study	The UNESCO defines the concept of "cultural heritage" as follows: *"Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations"*

	According to UNESCO the cultural heritage can be: • **Tangible cultural heritage**: paintings, sculptures, monuments, archaeological sites, and so on • **Intangible cultural heritage**: oral traditions, performing arts, rituals • **Natural heritage**: natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations Cultural heritage constitutes the backbone of the tourism sector in all Europe; therefore, it is important to create and support sustainable pathways and professions which can help develop the sector in all EU. The ICOM (International Council of Museums) and the EU Council have underlined how important it is to educate people in heritage as an instrument to promote intercultural dialogue. CPA has been active for years in this sense, creating a new profession: the "Museum Mediator" which has been first developed in Italy and afterwards has spread in other EU countries like Romania, Germany, Spain and Greece.
Describe local, regional, national and international Impact	The Museum Mediator is not active only in museums but in the general in the promotion of cultural heritage for intercultural dialogue creating in this way sustainable pathways which can allow the development of attractive touristic offers which can help promote territories, traditions and culture. In these context CPA has created different training courses and activities with cultural heritage as *trait d'union.* These training courses, like the course "Art-Artisan and Culture", have helped develop new skills and competences, including transversal skills. This course has been the example of intercultural dialogue, helping rediscover a sense of EU identity. Romania, Spain, Greece, Germany and Italy have collaborated and exchanged ideas, stories, examples of good practice while learning new skills like storytelling and innovative use of new media, useful skills to create innovative pathways which can help promote and develop tourism in rural areas.
In conclusion	Promoting cultural heritage through the creation of a professional like the Museum Mediator creates a common pathway which can be used in the EU serving therefore as a

	link to help develop a more solid EU identity rediscovering the values and cultural features common to all EU creating benefit for current and future generations.

Country	Italy
Title	European universities, migrants, and local communities coming together: the case of Crossings in Belmonte Calabro
Organization name	Itaka Training
Author	Itaka Training
	Resources can be found at:
	https://www.theguardian.com/travel/2018/apr/28/hilltop-village-holiday-homes-belmonte-calabro-calabria-italy
	https://www.repubblica.it/viaggi/2018/08/17/news/belmonte_calabro_il_borgo_che_risorse_ora_fa_tendenza_all_estero-204318774/ (in Italian)
	https://larivoluzionedelleseppie.org/workshop/crossings-2019
	https://www.dropbox.com/s/mbramvslzjxkq41/Dossier%20Assemble_04%20eng.pdf?dl=0
	https://www.pillamaro.it/arte-cultura-spettacolo/inaugurato-ad-amantea-il-seppie-lab-laboratorio-di-idee-progetti-e-sogni (in Italian)
	http://ecovacanzebelmonte.it/en/diffuse-hotel/
Activities planned/undertaken as part of your research?	This case study looks at how initiatives taken to revive rural towns can have far-reaching implications that include cultural heritage and European identity. The research was conducted through the analysis of different sources related to the project such as briefings, articles, and websites.
What are the case study's aims and objectives?	The aims and objectives of this case study are: To understand how cultural heritage and migration converge. To understand how to jointly tackle rural depopulation and challenges related to migration.

	To understand the role of European identity in these processes. To understand the added value of international partners. To show how international projects can have a very tangible impact on local communities.
Top highlights	- Depopulation and migration are two issues that can be tackled in one action by integrating migrants in local communities - International cooperation projects with European partners can have a major impact on local communities - The cultural heritage of local communities does not have to be forgotten in order to foster integration. The former does not exclude the latter and they can actually benefit from each other (they can actually be mutually beneficial) - A sense of European identity is developed because these projects inspire others across Europe to implement similar activities. Almost all European countries are affected by rural depopulation and migration. These initiatives offer solutions that focus on giving opportunities to different local communities across Europe, thus creating a network of local communities in different countries. - The project started in London but was carried out in Belmonte Calabro.
Detailed description of the chosen case study	Crossing's is a humanitarian project implemented through disciplines of Art & Architecture. It aims to raise awareness and suggest solutions for two contemporary phenomena: the depopulation of Calabrian villages, and the influx from Mediterranean migration. These are two opposite and contrasting realities, which come together to inspire a mix of cultures as they transform the social landscape. The project was initiated at The Sir John Cass School of Art, Architecture and Design (The Cass) at London Metropolitan University as part of their teaching program, and now involves as main stakeholders the Municipality, Università Mediterranea di Reggio Calabria and the collective Orizzontale.

In July 2019, students, young scholars, professionals and academics from around the globe joined the residents of Belmonte, including local artisans and migrants, to welcome people from neighbouring towns (Amantea, Longobardi, San Pietro in Amantea) for a full immersion in architecture, art, photography and fun.

The innovative aspect of the initiative breaks the classic processes of linear learning. It aims to experiment with some new pedagogical approaches in all creative fields, promoting multidisciplinary discussions and critical confrontations.

To improve the cultural and social fabric of rural areas the project proposes to:

Enlarge the spectrum of educational opportunities for locals and migrants by providing working space, tools, one to one mentoring program with university students, access to online learning platforms, and access to their network of professionals in the creative industries.

Facilitate business incubation for locals and migrants by providing guidance, working space, tools, and assistance for the funding of projects.

Create local to global academic collaborations connecting Calabria with a new network of collaborators and a new audience with deeper interest to the region on the architectural, anthropological and artistic level.

Enhance social cohesion and cultural life through events, debates, exhibitions and workshops.

Crossings is not the first time that Belmonte Calabro has been involved in activities related to depopulation and migration. In the past years a group of seven young entrepreneurs decided to invest in their hometown by implementing a sustainable project that gave birth to the EcoBelmonte Albergo Diffuso

The albergo diffuso of Belmonte Calabro was born and has grown from the permanent activity of preservation and processing of places and spaces; it is a model for the development of the region with no environmental impact. In fact, to give it life it was not necessary to build anything thanks to the recovery and restructuring of what already

	existed, respecting and preserving the original spirit of the place and turning the small uninhabited houses at the historical centre into inns to offer comfortable accommodation, using a green criterion of building, bioconstruction and bio architecture. Therefore, it has the strong value that is attributed to the so-called "sustainable development", which is progress that takes into account future generations by not only respecting the environment today, but also preserving and defending it for the sole benefit of those who will live tomorrow.
Describe local, regional, national and international Impact	Crossings aims to includes the local community and migrants, promoting the region as a fertile and attractive place to initiate creative and social interventions. These people and landscapes are choreographed in harmony with the existing local resources, allowing participants to test themselves by making different self-built projects in a heterogeneous and fun environment. As explained in the project briefing, migration represents a big chance to repopulate rural areas that could otherwise be left to die along with their culture and tradition. It is interesting to notice that the rediscovery of the cultural heritage of these communities is carried out with the help of migrant communities and international partners and that it has the potential to set a successful example for others to follow all over Europe.
In conclusion	This project is particularly interesting because it shows how cultural heritage can be intertwined with rural depopulation, migration, and international projects. As the example of Crossings in Belmonte Calabro shows, challenges in Europe such as depopulation and migration can be addressed by implementing projects that bring together academics, professionals and artisans from different European countries with locals and migrant communities. The implementation of these types of projects can help to find solutions to common European problems, and can inspire other European communities. These common solutions and the way they were praised on the international and European stage foreshadow the creation of a common European approach to solve issues related to migration and depopulation.

Conclusion

This project started from an analysis carried out by Kairos Europe, IFALL, and Itaka Training on the effects of rural depopulation and new opportunities to address the problem. In fact, the partner has started a considerable wide network to link together realities experiencing similar issues to cooperate and support each other, having a clear idea of communities' needs and creating sustainable activities for the entire area. The same principle could be adopted in more European terms and spread in different countries. The challenges present in such context are multilevel and touch different social and economic aspects, but also political and environmental, with the risk of leaving entire areas of Europe completely abandoned. With this toolkit we want to give answers to these challenges.

The process of writing this toolkit took many months and effort by different people. The project saw the participation of six partners from five different countries. The diversity of our partnership gave us the chance to explore different topics from diverse backgrounds and points of view. We find this to be a particularly enriching feature of this toolkit that makes it one of a kind. The added value of diversity was made possible by the Erasmus+ Programme of the European Commission.

During the duration of the project, at the end of October 2019, we also organized a learning, teaching, and training activity in beautiful Lamezia Terme (Calabria) hosted by Itaka Training, in which all the project partners actively participated. We used the training to test the work that we had done on the toolkit and we also got the chance to visit some of the places that were at the centre of our case studies (Belmonte Calabro). It was an amazing experience and the toolkit benefitted immensely from this testing.

Implementing a real-life training based on our toolkit gave us the chance to test our assumptions about our work and improve it to reach the best outcome possible. What we have achieved is a comprehensive toolkit that addresses different issues related to depopulation and rural development in different countries in Europe. We hope that our work will be used by others in the future and that it will have an impact on the regions affected by depopulation in Europe and all over the world.

The Back to Roots Team