PROGRAMME TO PROMOTE THE RETURN OF RURAL YOUTH AND EMPLOYMENT

AIMS

ACTIVITIES & RESULTS

FINAL REMARKS
MAIN FEATURES

- **Surface**: 32,107 Km² (6.3% of the Spanish surface)
- **Population (2016)**: 7,5 inhabitants
- **Total population density**: 234.3 inhab./Km²
- **Rural population density**: 32.7 inhab./Km²

- Forestland 43.9% and Agricultural land 35.5%.

- **Unemployment rate (2T 2018)**: 11.39%

- **Youth unemployment rate (16-29 yr.)**: 21.1%
LEADER programme
(Liaison Entre Actions de Développement de l'Économie Rurale)

LEADER is a methodology started 20 years ago in order to involve local actor to design and implement Local Development Strategies using a bottom-up approach in European rural areas.

Its main aim is to promote the economic diversification and increase the quality of life of rural areas.
Leader is implemented through the **Rural Development Programmes (PDRs)** in every Member State or region, cofunded by the European Agricultural Funds for Rural Development (EAFRD).

**RURAL DEVELOPMENT PROGRAMME OF CATALONIA - PDR.CAT 2014-2020:**

**YOUTH**
Rural youth policies, to promote the social and economic development of rural areas and stop depopulation.

**INNOVATION**
Encourage Innovation and knowledge transfer on the agrofood sector.

**STRATEGIC CHALLENGES RDP.CAT 2020**

**ECONOMY AND EMPLOYMENT**
Increase the economic development, create employment, specially in the agrarian, food and forestry sector and rural areas.

**CLIMATE CHANGE**
Promote the mitigation and adaptation to climate change and the conservation of natural resources.
The **Local Action Groups (LAG)** are local organisations who bring together public and private actors who define a **Local Development Strategy** by an assessment and involving local actors.

In Catalunya there are **11 LAGs, 2 FALGs** and the regional network **ARCA** (Associació d’iniciatives Rurals de Catalunya):
73% of the total surface of Catalonia

11 fish municipalities with 171,000 inhabitants

556 out of 947 municipalities

10% of the total population

1. Associació pel Desenvolupament Rural de la Catalunya Central
2. ADRINOC
3. Associació Leader Ripollès Ges Bisaura
4. Consorci Leader de Desenvolupament Rural del Camp
5. Consorci Grup d’Acció Local Alt Urgell – Cerdanya
6. Consorci per al Desenvolupament del Baix Ebre i Montsià
7. Associació Leader de Ponent
8. Consorci Grup d’Acció Local Noguera – Segrià Nord
9. Consorci Leader Pirineu Occidental
10. Consorci per al Desenvolupament de la Catalunya Central
11. Consorci Intercomarcal d’Iniciatives Socioeconòmiques
12. Associació Grup d’Acció Local Pesquer Costa Brava
- promoting entrepreneurship,
- improvement and innovation of business management,
- attracting human capital and the return of youth to rural areas,
- promoting local renewable energy sources and energy efficiency,
- valorisation of local agrofood products,
- economic and tourist development of natural protected areas,
- management of cultural and natural heritage,
- promoting coworking as a new working formula to attract new inhabitants,
- …
Measures 19. Community-led Local Development (Leader programme)

- Preparation of LDS: 62 M € (7.6% of RDP)
- Leader grants: 7,000,000 M €
- Cooperation projects: 8,000,000 M €
- Animation: 1,000,000 M €
CHALLENGES:
- Lack of business competitiveness
- Weak network of small agrofood producers

SMART TERRITORY:
- Coaching of rural entrepreneurs to ensure their success
- Innovation transference to rural business
- Give value to local agrofood products and producers
- Link agrofood with other economic sectors: tourism, gastronomy, shops
RESILIENT TERRITORY:
- Redefine rural heritage as a resources and create self-sufficient management systems
- Involve the private sector for a sustainable business management
- Tourism based on local resources
- Participatory tools for the conservation of heritage elements

CHALLENGES:
- Conservation of the natural and cultural rural heritage (forests, architectural elements, protected areas…)
- Climate change
TALENT TERRITORY:
- Facilitate the access of talent in rural enterprises
- Promoting rural (youth) entrepreneurship and employment
- Promoting coworking as a new working formula to attract new population
- Improve the perception of rural areas and their job and life opportunities (rural-urban linkages)

CHALLENGES:
- Depopulation
- Loss of human talent
- Lack of business competitiveness
Youth migration balance (2000-2009).

- Overall, the youth migration balance for this period has been positive for young people between 15 and 34 years old, with almost 62,000 new inhabitants.

- The area surrounding Barcelona are those that have increased the most.

- In 10 counties the balance is negative.
Aims

Brain drain

New neighbours

Return: Rural companies Entrepreneurship

Education

Economy local development

Young population
Aims

- Encourage and facilitate the return and settlement of young people in rural areas.

- Promote youth employment and employability and entrepreneurial skills.

- Promote access to young educated professionals by enterprises located in rural areas, in order to support their competitiveness.

- Increase the awareness on life opportunities in rural areas to attract new inhabitants.
Aims

TARGET: Young people from 16 to 35-40 years old.

- University students are those more likely to doesn’t come back to rural areas.

- Educated youth can have a strongest impact in terms of employment and competitiveness in rural areas.

Difficulties to contact young people which is in urban areas:
  - Universities
  - Barcelona City Council
First stage: Building the programme

Diagnosis: “Rural youth migrations: what does the rural labor market offers to young people?” (2011/2013)

Exchange trip: “Place aux jeunes en région”

Second stage: Implementation

Youth  Rural business  Territory  Young farmers

IN  OUT  EMPRESA  INCOMING  AGRICULTURE

UNIVERSITAT
ACTIVITIES & RESULTS
Activities & Results

YOUTH FARMERS
To favour the generation relief on the agricultural sector

RETORNA
We connect youth and companies

PRACTICUM
Paid internships in rural areas

VIURE RURAL
To make easier to go in to work and live in rural areas: find useful resources and services!
www.viurearural.cat

www.odisseujove.cat
‘RETORNA’ Database of young professionals

Database to visualize young professionals which would like to work in rural areas using LinkedIn. Started on autumn 2016.

Registered young people: 460
+225 future users
(14/09/2018)
Practicum Odisseu grants

Paid university internships in enterprises located in rural areas, in order to promote business competitiveness and the return and settlement of youth in rural areas.

**Duration**: minimum 300 hours.

**When**: specially on summer (until the end of the academic year).

**Who**: university students (degree/master) (more than 50% of the credits finished).

**Economic aid**: + free university taxes
## Practicum Odisseu grants

<table>
<thead>
<tr>
<th>RESULTS:</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Nº demanded internship positions</td>
<td>24</td>
<td>80</td>
<td>137</td>
</tr>
<tr>
<td>Percentage of internship positions that found students</td>
<td>54%</td>
<td>55%</td>
<td>50%</td>
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<tr>
<td>Beneficiary enterprises</td>
<td>11</td>
<td>33</td>
<td>40</td>
</tr>
<tr>
<td>Grants</td>
<td>12</td>
<td>43</td>
<td>45 (69 demanded)</td>
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<td>Labour insertion of students</td>
<td>3 (25%)</td>
<td>12 (28%)</td>
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- Difficulties to contact university students (30% deserted positions)
- Most demanded profiles on business and management; marketing; tourism and engineering degrees.
- Growing demand of rural business
‘Viure a Rural’: welcoming new inhabitants

www.viurearural.cat

Creation of a new virtual platform to provide viable information about resources and services available in rural areas
Elaboration of a welcoming protocol under construction

+1.200 resources available

7 areas:
Work & Entrepreneurship
Education
Health
Housing
Sports
Culture & leisure
Environment & mobility
Activities & Results

Young farmers

Diagnosis of new young farmers and the viability of their farms.

Qualitative and quantitative analysis of the 112 measure of Setting up of young farmers (2007-2013)
Activities & Results

Young farmers

- There were approved 1,637 grants, 74% to male farmers and 26% to female farmers.
- Medium average age on setting up is 29.1 (women 5 years later than men).
- Different profiles of young farmers:
  - Traditional: rooted (29%) & mobile (40%)
  - Newly arrived: rural (14%) & urban (17%)

'New entrants':
Farm business incubators, Generational relief, Business coaching, etc.
Other IN activities:
- Informative sessions to last years high school students and professional training students from rural areas to give awareness on rural opportunities and present Odisseu tools.
- Individual training and awareness activities in each territory: entrepreneurship contests, employment fairs, training on entrepreneurship skills, etc.

Other OUT activities:
- Participation in local employment and university fairs
- Awareness campaigns (weekend train enquiries)
- Youth-business networking sessions
Selected as an European good practice:

- Selected as a good practice by the European Network of Rural Development (ENRD):

- Presentation of the project at the ENRD Workshop ‘Making Rural Areas More Attractive for Young People’ (Brussels, 3rd May 2018)
1. It is important to adapt the different activities with young people according to their age/ life stage.:
   - 16-18yr: Before leaving → awareness
   - 18-25/30yr: incentives to come back (job opportunities)
   - 30-40yr: welcoming new inhabitants

2. Natural protected areas are a value to take into account for rural population as well: social values.

3. Build on local resources to boost the economic activity (forest, energy, agriculture, tourism, stars, etc.): economic values.

4. Promote young farmers and enhance its role as landscape conservationists.

5. It is necessary to involve all implicated actors to achieve a strategy to attract new inhabitants in rural areas.
Gràcies! Thanks!

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#Odisseujove

With the cooperation of 11 LAG of Leader Action Groups of Catalonia and the Youth professionals network.