# PROGRAMME TO PROMOTE THE RETURN OF RURAL YOUTH AND EMPLOYMENT

- CONTEXT: LEADER PDR: 2014-2020 & LOCAL DEVELOPMENT STRATEGY

- AIMS

- ACTIVITIES & RESULTS

- FINAL REMARKS

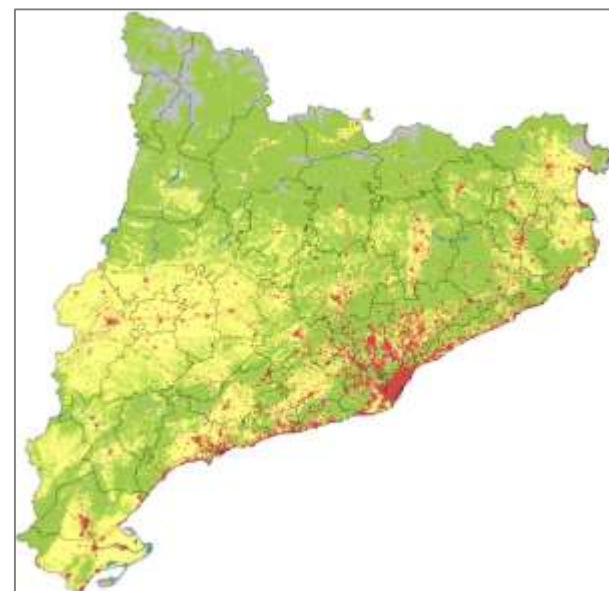# CONTEXT: LEADER [PDR: 2014-2020] & LOCAL DEVELOPMENT STRATEGY

# ODISSEU



## 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 unemploy. 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 que social and economic development of rural areas and stop depopulation

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

**STRATEGIC CHALLANGES 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

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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):

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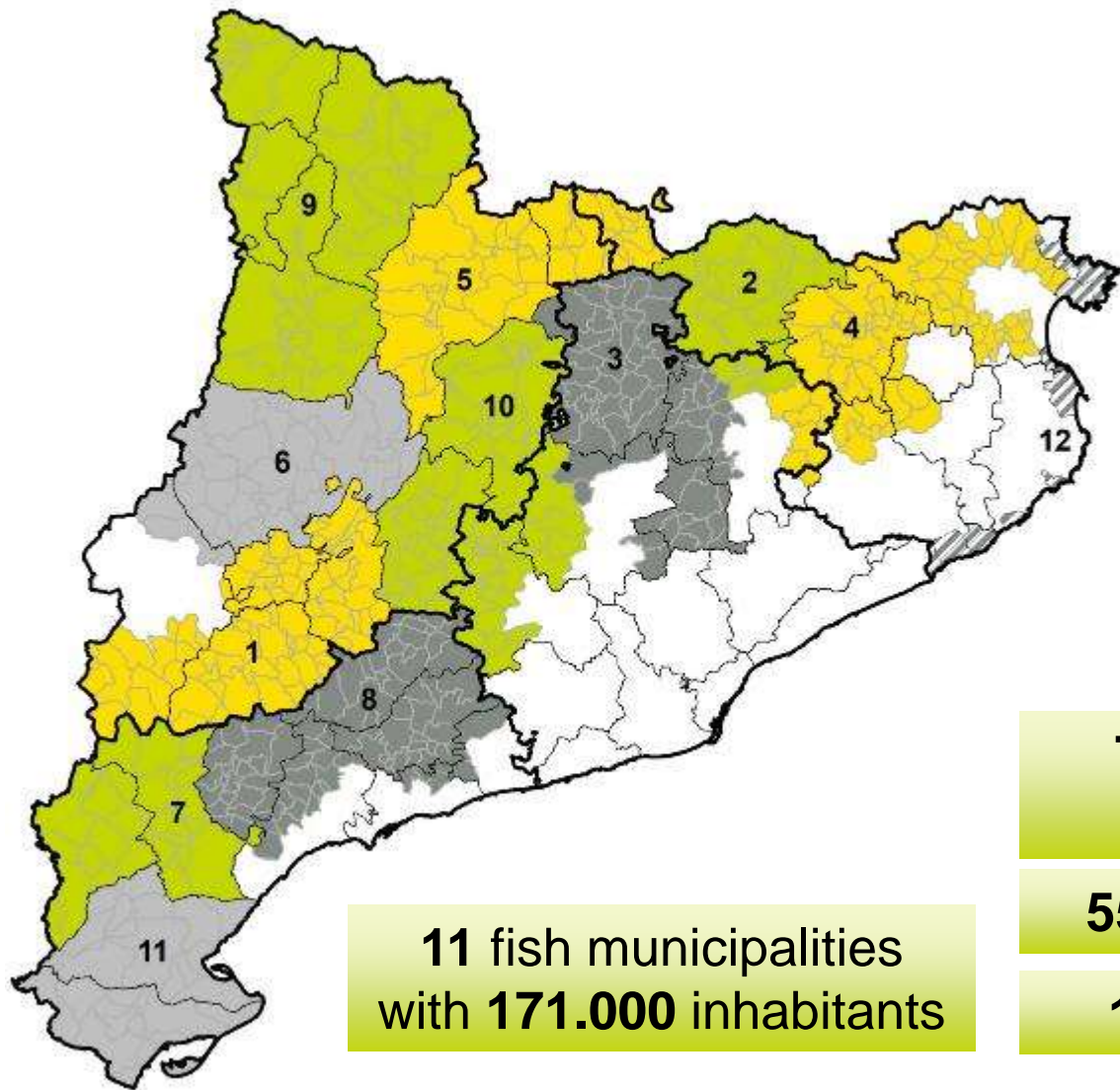
1.Associació pel Desenvolupament Rural de la Catalunya Central
2.ADRINOC
3.Associació Leader Ripollès Ges Bisaura
4.Consorci Leader de Desenvolupament Rural del Camp
5.Consorci Grup d'Acció Local Alt Urgell – Cerdanya
6.Consorci per al Desenvolupament del Baix Ebre i Montsià
7.Associació Leader de Ponent
8.Consorci Grup d'Acció Local Noguera – Segrià Nord
9.Consorci Leader Pirineu Occidental
10.Consorci per al Desenvolupament de la Catalunya Central
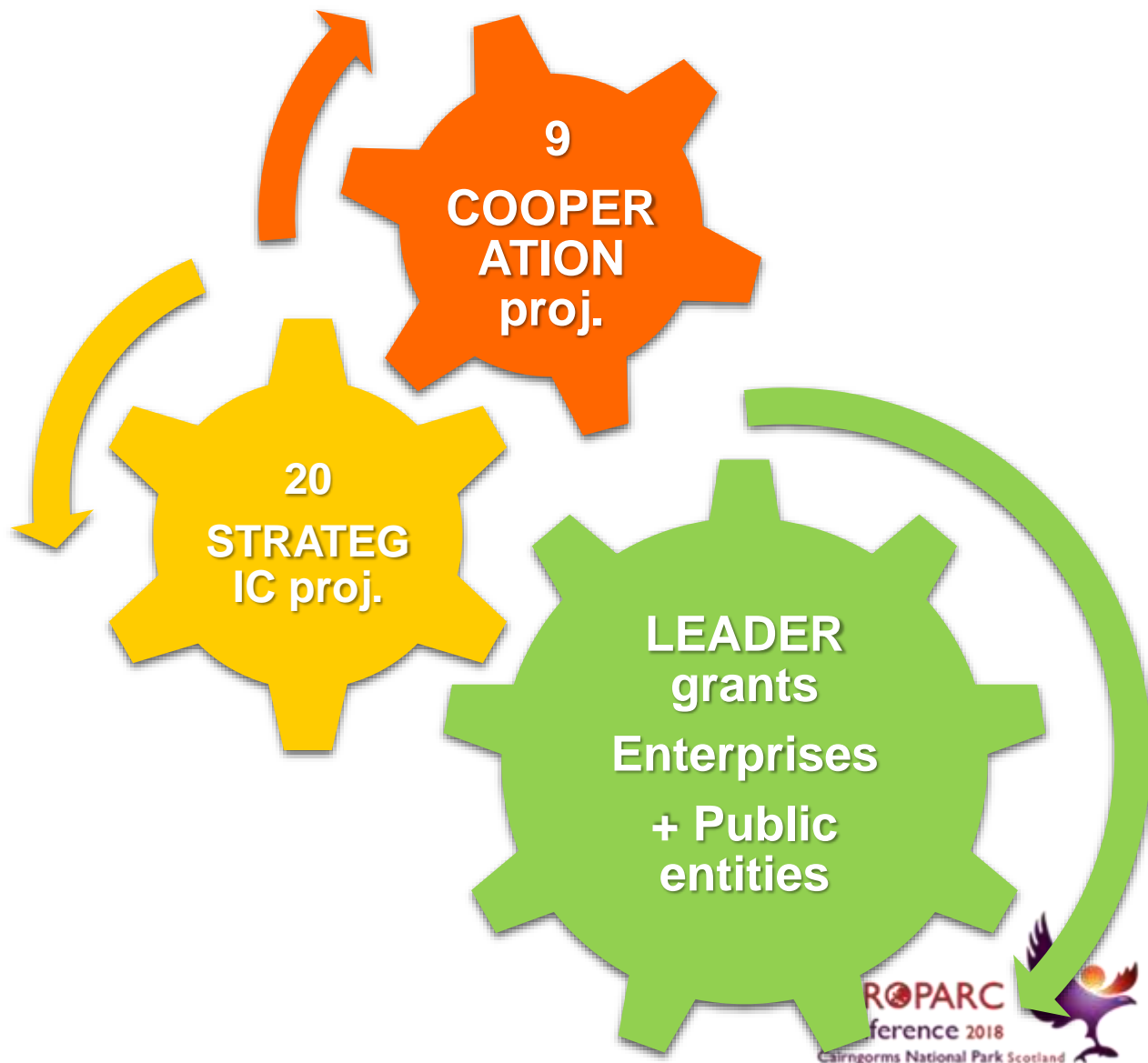11.Consorci Intercomarcal d'Iniciatives Socioeconòmiques
12. Associació Grup d'Acció Local Pesquer Costa Brava

**73%** of the total surface of Catalonia

**556** out of 947 municipalities

**10%** of the total population

**11** fish municipalities with **171.000** inhabitants

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• promoting **enterpreneurship**,

• improvement and innovation of **business management**,

• atracting **human capital** and the **return of youth** to rural areas,

• promoting **local renewable energy sources** and **energy eficiency**,

• 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 atract new inhabitants,

• …

9 COOPERATION proj.

20 STRATEGIC proj.

LEADER grants

Enterprises

+ Public entities

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

**Measure 19. Community-led Local Development
(Leader programme)**

8.000.000          1.000.000

7.000.000

46.000.000

- Preparation of LDS
- Leader grants
- Cooperation projects
- Animation

**62 M €  (7'6% of RDP)**

**SMART TERRITORY**:

- Coaching of rural entrepreneurs to ensure their sucess

- Innovation transference to rural business

- Give value to local agrofood products and producers

- Link agrofood with other economic sectors:tourism, gastronomy, shops
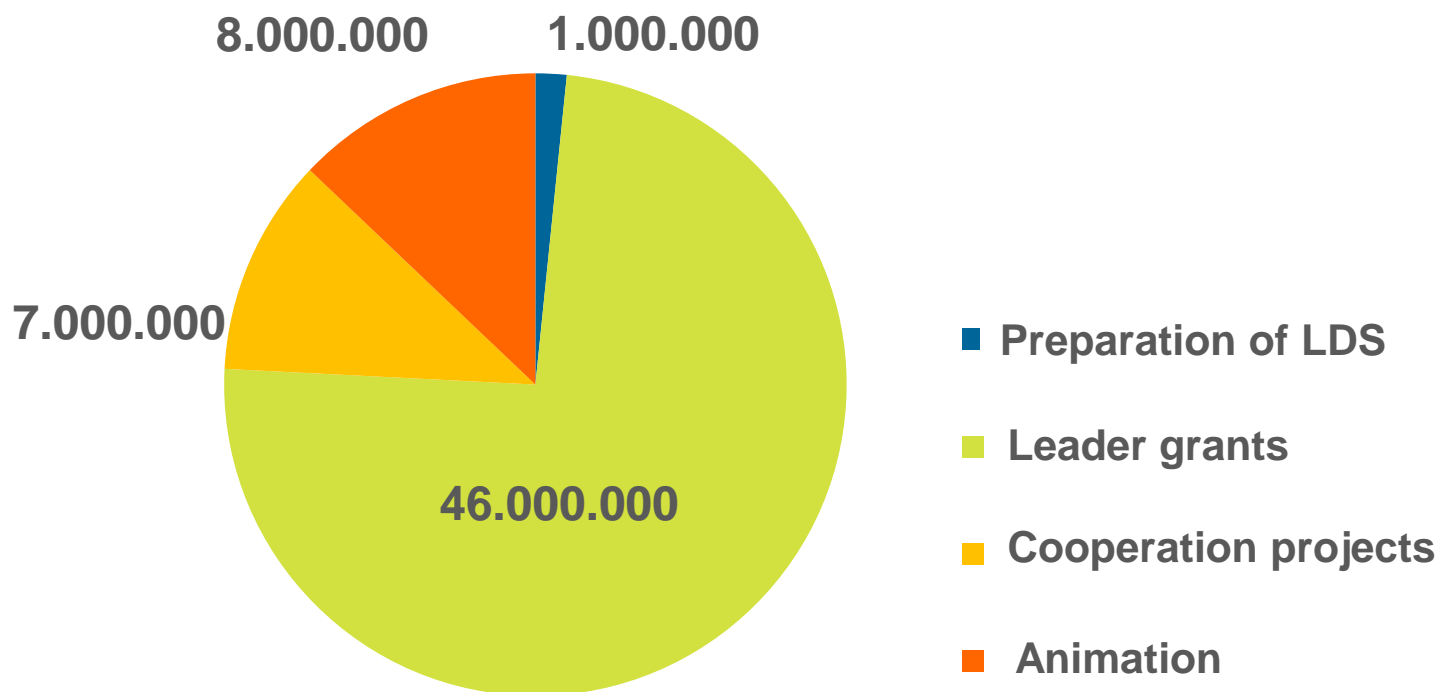
CHALLANGES:

- Lack of business competitiveness

- Weak network of small agrofood producers

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**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

**territori**
RESILIENT

CHALLANGES:
- Conservation of the natural and cultural rural heritage (forests, architectural elements, protected areas…)

- Climate change

**ODISSEU**

**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)

CHALLANGES:
- Depopulation

- Loss of human talent

- Lack of business competitiveness

**ODISSEU**

A few data of migrations from the diagnosis:



Saldo població jove
- Saldo negatiu
- Saldo positiu < 1.000
- Saldo positiu 1.000 - 5.000
- Saldo positiu 5.000 - 10.000
- Saldo positiu > 10.000
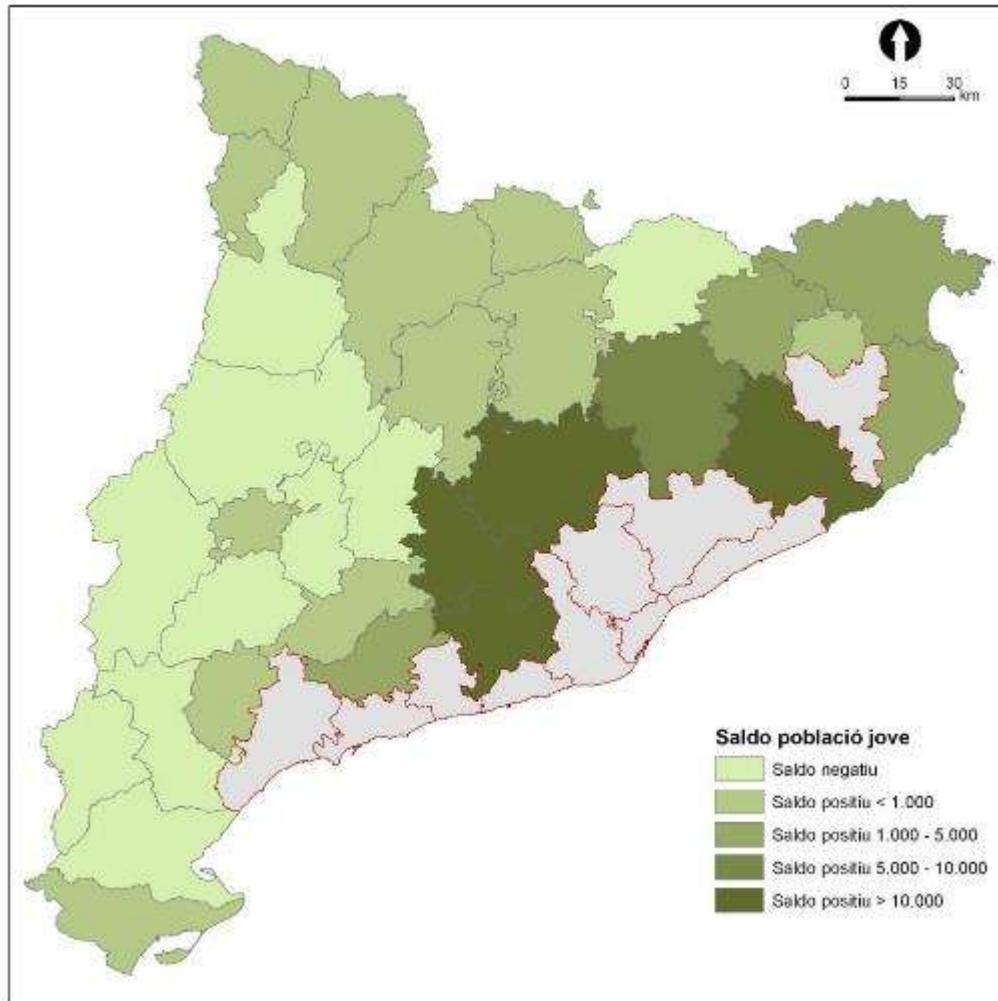
**Youth migration balance (2000-2009).**

- 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.

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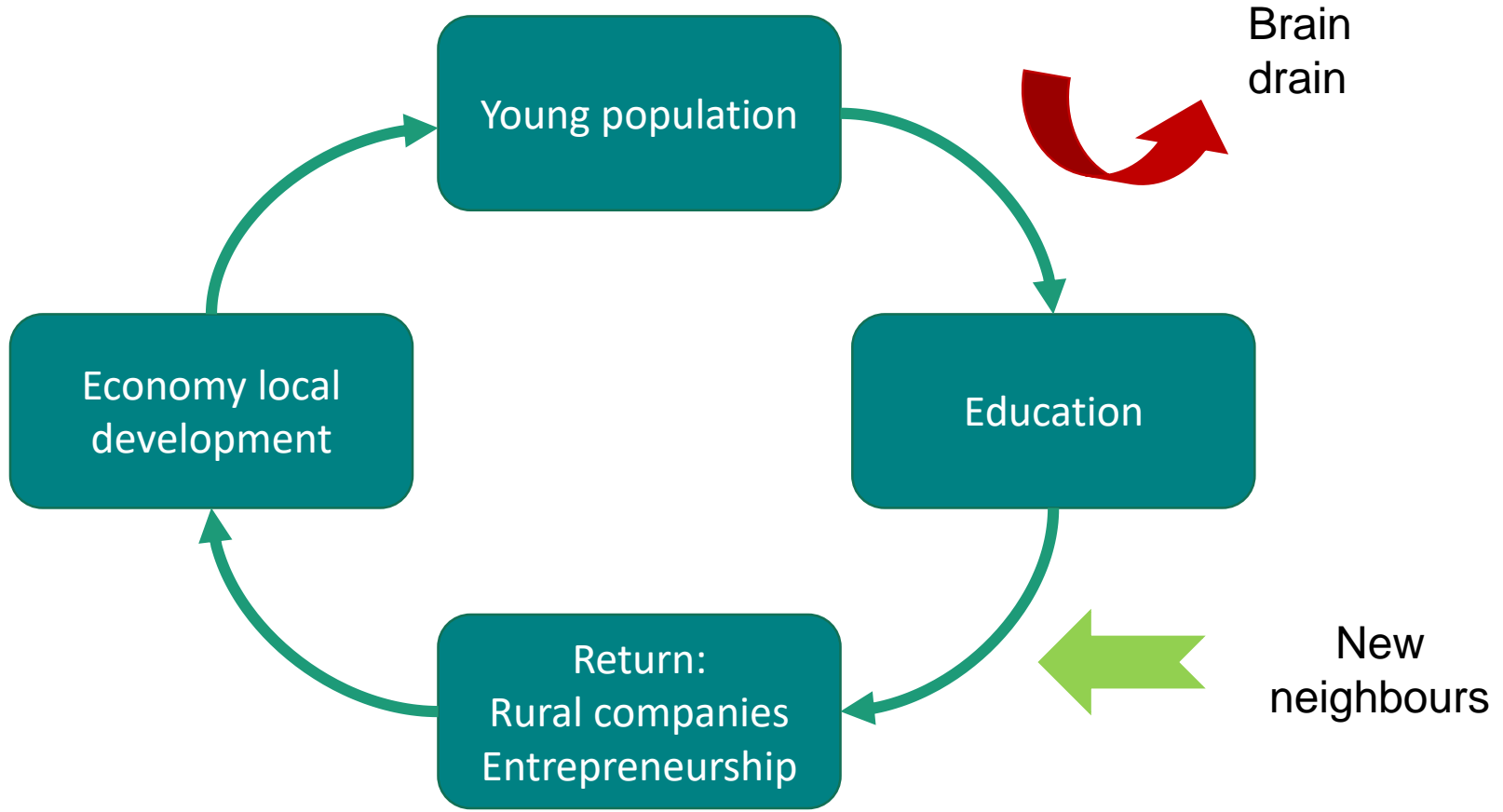
# **Aims**

❑ 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.

# ODISSEU

**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**"

2012-2014

2016-2020

**Second stage: Implementation**

Youth      Rural business      Territory      Young farmers

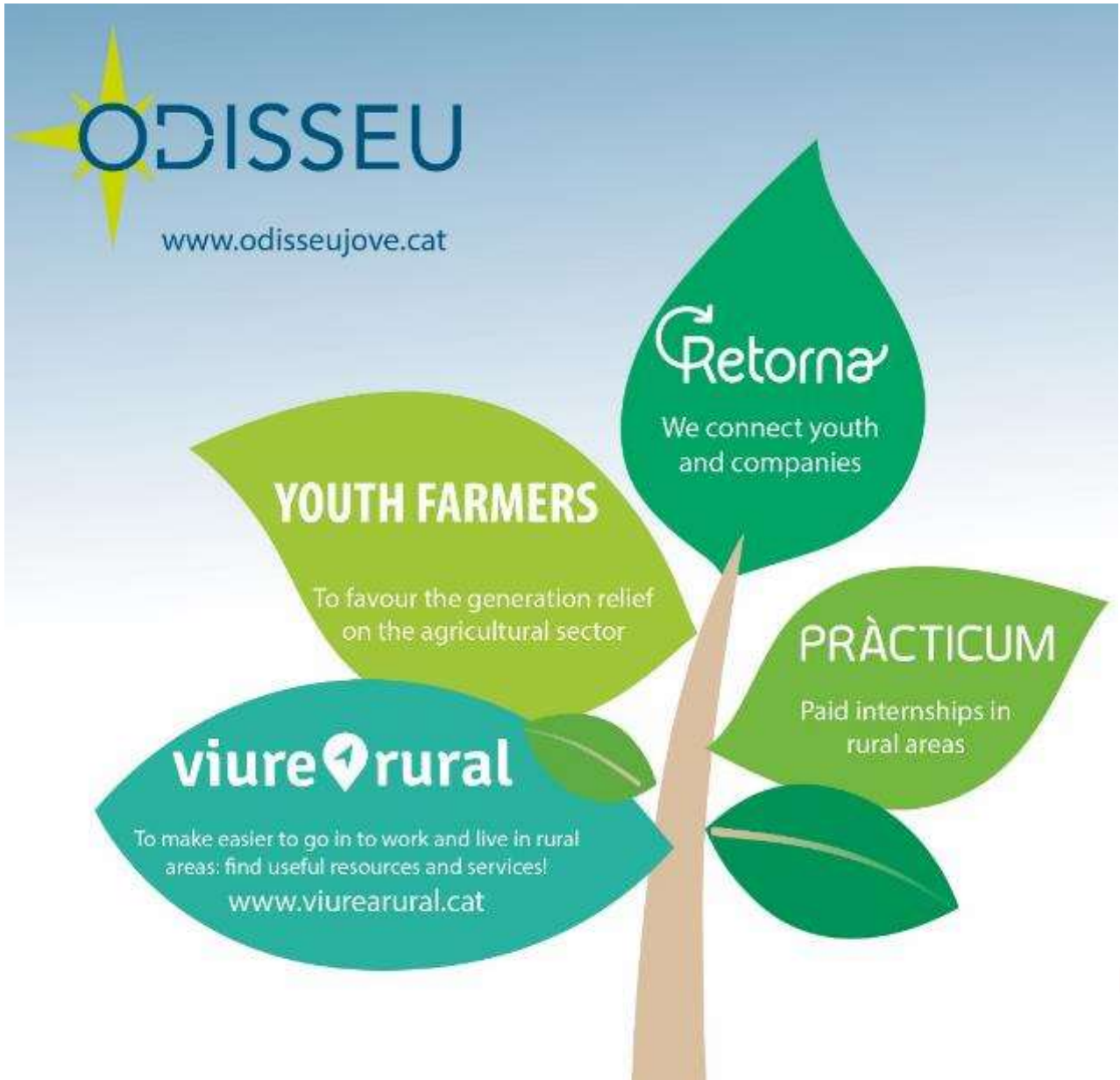| IN | OUT | EMPRESA | INCOMING | AGRICULTURE |

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# ACTIVITIES & RESULTS

# '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)



CONSULTA ELS PROFESSIONALS

**retorna.odisseujove.cat**

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# 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**:

| Ajuts Odisseu | | Empresa | | Estudiant |
|---|---|---|---|---|
| 2,5 €/hora pràct. per 300 hores (750 €/total) | **+** | >2,5 €/hora pràct. per mín. 300 hores | **=** | Mín. 5 €/hora pràct. |

+ free university taxes

# Practicum Odisseu grants

| RESULTS: | 2016 | 2017 | 2018 |
|---|---|---|---|
| Nº demanded internship positions | 24 | 80 | 137 |
| Percentage of internship positions that found students | 54% | 55% | 50% |
| Beneficiary enterprises | 11 | 33 | 40 |
| Grants | 12 | 43 | 45 (69 demanded) |
| Labour insertion of students | 3 (25%) | 12 (28%) | - |

▪ 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

# Young farmers

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

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

# 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.

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OUT  IN

## 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

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## Selected as an European good practice:

▪ Selected as a good practice by the **European Network of Rural Development** (ENRD):
*https://enrd.ec.europa.eu/projects-practice/odisseu-bringing-back-youth-rural-areas_en*

▪ Presentation of the project at the ENRD Workshop '**Making Rural Areas More Attractive for Young People**' *(Brussels, 3rd May 2018)*
*https://enrd.ec.europa.eu/news-events/events/enrd-workshop-making-rural-areas-more-attractive-young-people_en*

# FINAL REMARKS

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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