

Rural Pact Conference

15-16 June 2022



Rural Youth as Leaders of Change



Rural Youth as Leaders of Change

Doris Letina

Vice-president of CEJA & apple farmer, Slovenia



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My story



My farm

My commitment with
Slovenian Rural Youth
ZSPM



My role as Vice President
of the European Council of
Young Farmers (CEJA)

Service to my rural
community





Rural aspirations for 2040

Young farmer's perspective

Back in 2019, CEJA joined forces with Rural Youth Europe and MIJARC Europe to develop a 7-point manifesto on the future of rural areas:

1. Accessible and life-long education and training in and for rural areas
2. Targeted investments supporting activities that facilitate entrepreneurship in rural areas
3. Actions targeting the preservation of the social fabric of rural areas
4. Better availability of affordable health services
5. Reliable infrastructure and connectivity
6. Actions to tackle environmental and climate change
7. Support for rural youth and young farmers' organisations



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Youth engagement in the Rural Pact

Young farmer's perspective



1. Foster **intergenerational dialogue and solutions**
2. Develop the **right opportunities** for ourselves and rural youths at large
3. Incarnate rural areas as **ambassadors**



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Thank you



Rural Youth as Leaders of Change

Nicolas Verderosa

Founder & CEO, Ruralis.com, Italy



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My story

The beginning

- Raised in a small town in rural Campania, Italy
- Moved to Milan to start Business & Economics studies
 - Completed 2 Erasmus+ programs in Latvia & Spain
- After graduating I went to New York City to work in the travel & tourism industry
- Left the USA after 2 years to start an MBA program in Germany & Spain
- Started a travel company with €0 investments in rural Campania, Italy

My story

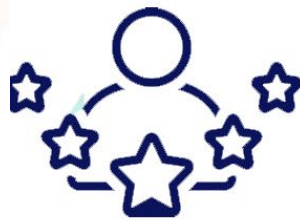
Past years

- Started Ruralis.com during the global pandemic
- Big challenges
 - Service Providers, Bureaucracy, Suppliers, Human Resources, Internet, Access to Capital
- Success despite challenges
 - 2020 to 2021: revenue growth of 534%, hosted 1000+ tourists
 - 2021 to 2022: expected revenue growth of 400%, expecting 5000+ tourists
 - Team of 8 employees
- Leader in rural development travel industry in Italy

Ruralis.com

Business Model

Accommodation



Experiences



Ruralis



Tourists

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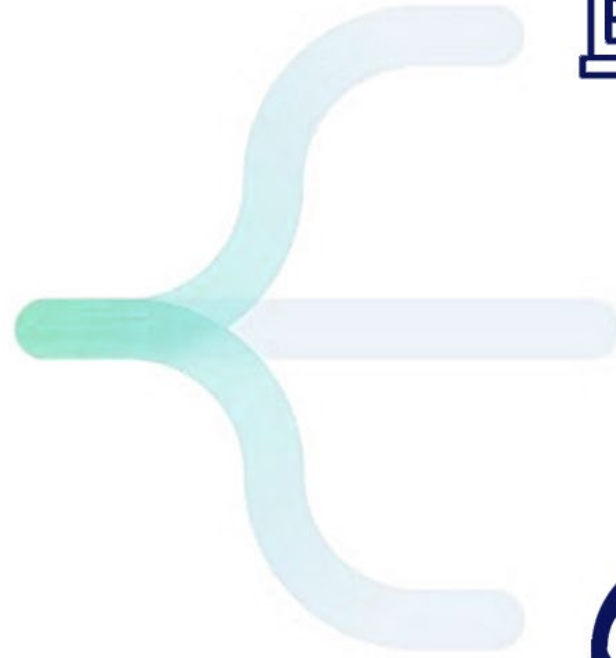


Ruralis.com

Rural Development



Ruralis



Municipalities



Province



Region

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Rural aspirations for 2040

Young entrepreneur's perspective

1. Direct funding from the EU | Separate fund for Young Rural Entrepreneurs
2. Reverse and prevent brain drain
3. Preserve and conserve natural resources and ecosystems
4. Modern Infrastructure
5. Happiness



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Youth engagement in the Rural Pact

Young entrepreneur's perspective

1. Specialize in business in rural areas
2. Promote rural areas (conferences, social media, etc.)
3. Provide expertise to rural stakeholders



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Thank you



Rural Youth as Leaders of Change

Anu Suotula

Youth activator, LAG Keskipiste-Leader ry, Finland



My story

Youth activator Anu Suotula

Before I started working in the LAG Keskipiste-Leader 2017, I had worked in a wide variety of jobs. I have worked as a swimming teacher, baby swimming advisor, youthwork advisor, managing director, but also I have worked in a local supermarket as a saleswoman. Just for example.

In January 2017, I started working in the LAG as a part-time employee. In september 2017, I got a full time job in a Youth project and in January 2022 I got a permanent job.

Many youth activities and also other things that we have done in our LAG **are something what other LAGs haven't done.** It means that we had to be **creative and open-minded.** We had to think about our role in youth work field very carefully and start to live like that.



Rural aspirations for 2040

Young activator's perspective

We can't change things if we won't give real opportunity for young people to participate in development work.

It means that we have to listen to young peoples' needs and ideas. After that we have to make sure that they have real opportunity to implement their ideas.

They don't need adults to do these things for them, they need opportunity to implement these things themselves.

1. Attitude change
2. Better co-operation between different youth organisations
3. LAGs give real opportunity for young people to develop their home area



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Youth engagement in the Rural Pact

Young activator's perspective

If we want to activate young people in rural development, we need resources to do that. This project world is quite difficult to understand and young people need somebody to explain that bureaucracy.

1. Resources to project employees to work with young people
2. Young people into strategy work
3. Resource for national coordination for rural development from a youth perspective



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Thank you



Time for your voices



How can we contribute to the Rural Pact?



Conversations in small groups

1. Introduce each other and share any activities you already have related to the session topic
2. Exchange ideas and take notes on the Template

Template

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How can we contribute to the Rural Pact?

Session topic: _____

Participants:

Key Ideas:

What new ideas emerged from the presentations? What key ideas can you share from your own context?

Opportunities for collaboration:

What opportunities for collaboration do you see?

Concrete actions (name, organisation, action)*:

What concrete actions are you willing to take to contribute to the Rural Pact?



Don't forget to submit a commitment!

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COMMITMENT CANVAS

What concrete actions am I / is my organisation willing to take to contribute to the Rural Pact?

Please fill out one canvas for each commitment you are willing to submit

This is: <input type="checkbox"/> An idea for a commitment / <input type="checkbox"/> A formal commitment	
Name: Name of organisation: Sector/type of organisation:	
Contact email:	Country:
Are you a member of the Rural Pact Community? <input type="checkbox"/> Yes / <input type="checkbox"/> No	
Description of the commitment:	
Key milestones you are planning:	
Which objective does the commitment contribute to? <input type="checkbox"/> Amplify rural voices <input type="checkbox"/> Networking & collaboration <input type="checkbox"/> Acting for rural areas	



“Harvesting” from our conversations

1) What new ideas emerged from our conversations?

2) What opportunities for collaboration came to life that would contribute to the Rural Pact?

slido

#Valley

