



DigiRUR

Vol 1- March 2023

<https://digrur.eu/>

NEWSLETTER



AIM

To encourage youth rural entrepreneurship by providing a complete package of all the theoretical and practical knowledge and skills needed to start a business in rural areas.



NATIONAL LIVING LABS

The purpose of the Living Labs was:

- (a) to provide feedback to DigiRUR consortium on the planned actions and
- (b) to envision engaged stakeholders with a sense of ownership of the project and its expected result.

The local Living Labs took place online or blended format. An online Summit of Stakeholders brought all stakeholders together, in order to present results and to emphasize on the transfer of experience and European added value.

STAY RURAL AND SUCCESSFUL IN THE DIGITAL ERA

Living labs were held in all partner countries. The facilitators presented the project, the partners and the desired results. During the labs the facilitators and the participants had a discussion about local entrepreneurship and mapping down the obstacles of youth entrepreneurship in rural areas.



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CARDET- CYPRUS

In the 8th of June, CARDET organised the National Living Labs in Nicosia.

During the labs, the participants met each other and the project coordinator present the project and desired outcomes.

After having a workshop talking about local entrepreneurship and mapping down the obstacles of youth entrepreneurship in rural areas the participants noted the following:

**Difficulties in connections with the city,
Limited jobs available in rural areas,
Expressed the need to build a network for local entrepreneurs etc.**

In the Living Lab in Spain organised by the UIC, the participants mentioned obstacles in rural area such as:

- Family, politics, services – discourage young people from becoming entrepreneurs
- You cannot learn to become an entrepreneur in the classroom
- Learning marketing and advertisement is as important as the idea itself
- Success stories and getting to know successful entrepreneurs could boost motivation
- Young people need a few examples of entrepreneurs coming out of the same area
- Being in touch with other entrepreneurs can help them
- Participants expressed the need of building alliances among municipalities



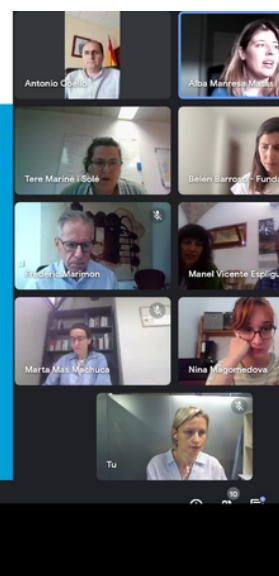
Erasmus+ Project

DigiRUR: Stay rural and successful in the digital era

1 Nov. 2021- 31 Oct. 2023

Ref: 2021-1-BG01-KA220-YOU-000029589

Barcelona, 24 mayo 2022



UNIVERSITAT INTERNACIONAL DE CATALUNYA-SPAIN



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LAG- BULGARIA

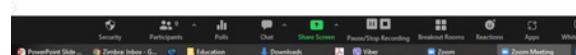
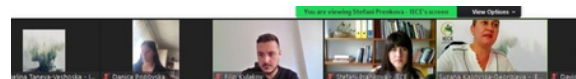
In the Living Lab organised by LAG, the participants mentioned the obstacles of rural areas:

- Fewer opportunities for formal and non-formal education: there is a lack of specialized schools and universities as well as NGOs working with young people;
- Employment: few jobs and high unemployment rate among young people;
- Free time: little or no cultural events and sites such as theater, cinema, concerts.
- Transport and mobility: public transport is not well-developed;
- Lack of information about initiatives, campaigns and opportunities for young people;
- -Infrastructure problems: access to new technologies, some often lack internet connection in the villages.

The living lab organized in North Macedonia was attended by a total of 9 representatives from 3 municipalities from the target region, youth representatives, and members of non-governmental organizations.

During the event, a discussion was opened in which resources from publications of the National Youth Council of Macedonia on youth perceptions of entrepreneurship were shared, and participants shared valuable opinions on the topic of entrepreneurship in rural areas.

The event was successfully conducted, and as a result, a memorandum of cooperation was signed by some of the stakeholders.



IEGE- NORTH MACEDONIA



ITTI- BULGARIA

In the 09th of June 2022, ITTI organised the Living Labs in Bulgaria. During the labs, they presented the main topic of the project: "Opportunities for the development of entrepreneurship among young people in rural areas" and present the opportunity to join the Rural Entrepreneurship Ecosystem Panel and signing the Memorandum of Understanding.

Portuguese Living Labs were divided into three different events, taking place on several days and comprising a total of 9 participants.

All events took place online, and they were attended by representatives of distinct actors and relevant entities: youth organisations, VET schools, and regional entities connected with rural and agricultural development.



VIRTUAL CAMPUS - PORTUGAL



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Living labs in Greece took place in 09th of August 2022 with the Mayors from Ancient Olympia and Pyrgos.

Greek REEP is established in the Region of Peloponnese, with the participation of the prefecture and the directorates for Agricultural Development. On 23/11/2022 DigiRUR representatives from CRETHIDEV and Guruservices were invited and participated on the online meeting of the Directors for Agricultural Growth of the 3 NUTS level 3 regional units of the Peloponnese region, and discussed details about implementing REEP activities including selecting of participants from the region for the pilot training, as well as future implementation of the DigiRUR OER in Greek for larger groups of young person from the region.

CREATHIDEV AND GURUSERVICES.BIZ – GREECE

STAY RURAL AND SUCCESSFUL IN THE DIGITAL ERA



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