

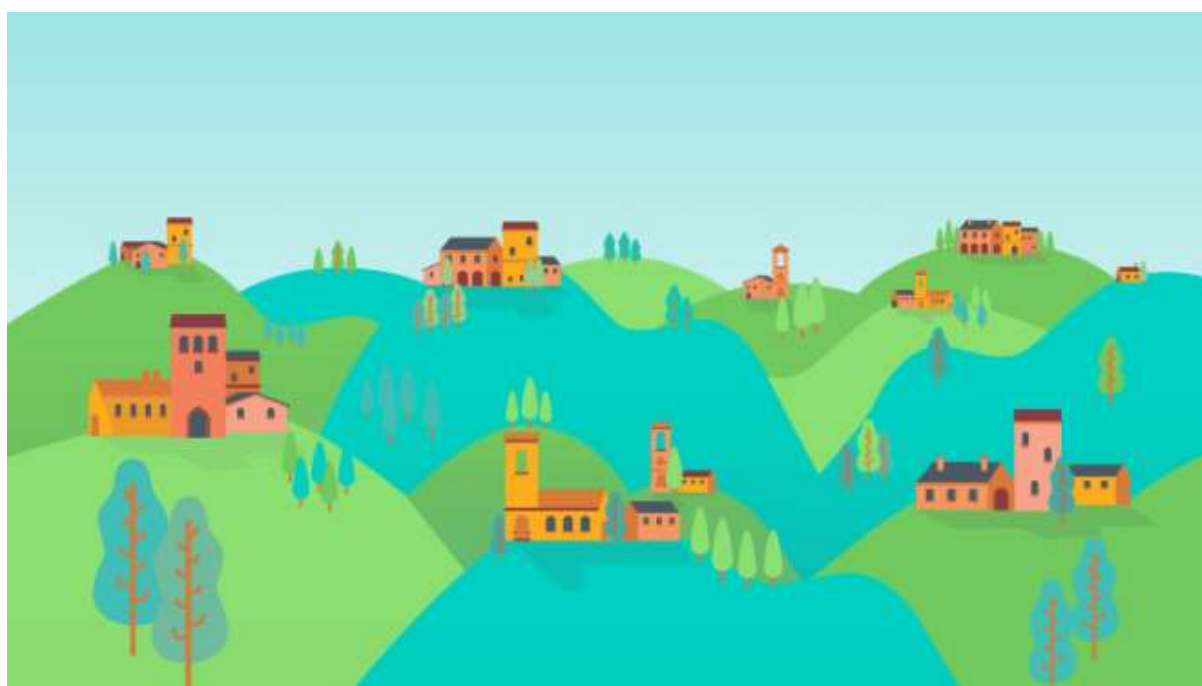


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**PRHBYW - Promote Rural Heritage by Youth Workers**

Manual of Competences:  
**"Advisor for the promotion of cultural  
heritage in rural areas"**





## PRHBYW - Promote Rural Heritage by Youth Workers

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## PRHBYW - Promote Rural Heritage by Youth Workers

### 1. Introduction

Today, an increasing number of young people living in rural areas of Europe find themselves socially and civically marginalized. There are several reasons for this, including geographic isolation, growing rural poverty, difficult access to employment and low levels of participation in international projects.

These young people are largely unaware of the international mobility opportunities offered by programs such as the European Solidarity Corps or Erasmus+, where resources are offered for their professional and personal development.

However, there are many rural youth organizations that strive to boost youth participation in their communities, but face increasing difficulties in securing this long-term commitment. Lack of tools and means adapted to their expectations and difficulties is a common reason, but there is also insufficient knowledge of the resources embodied by local heritage to attract young people involved in local life. At the same time, rural heritage conservation groups struggle to mobilize young people.



“Valles Pasiegos”, una de las regiones rurales de Cantabria. Fuente: Alerta Cantabria (2020)

Cultural heritage, whether tangible or intangible, is key to the identity of rural areas and yet is at risk of disappearing without efforts to transmit it and "recover" this heritage from the point of view of younger people. However, this heritage represents a legitimate conduit for promoting active European citizenship as well as a source of employment for young people with little or no academic qualifications.

This project has been created by two Spanish organizations from the region of Cantabria (Ser Joven and Cantabruri), two Italian organizations from Lombardia and Piemonte (Joint Exchange Association and Di Ramarsi) and one organization coming from Romania (Asociatia GEYC). This project provides a combination of organizations with experiences in Erasmus+ projects as well as more rooted associations



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working with rural development, sustainable farming and experimental archeology as a tool to revalorise cultural and local heritage.

In order to understand the challenges and needs that the rural youth face and to know what is the most suitable way to use cultural heritage as a tool of economic development and social inclusion, the following profile for young workers is intended to be created: *"Advisor for the promotion of cultural heritage in rural areas"*. This person needs to be able to use digital tools to raise awareness about rural heritage, especially among young people and parties actively involved in the project's thematic. The combination of tradition and modernity is essential in the process of rural development without leaving no one behind.

## **2. Challenges and Opportunities of our rural areas**

### **2.1 Cantabria**

The young population, those between the ages of 15 and 29 represents in Cantabria approximately 13% of the total population (ICANE, 2019). This percentage is reduced slightly if we take into account only the 73 rural municipalities belonging to the five Groups of Local Action in Cantabria (GAL).

Despite assuming an important part of the social fabric, youth are not present in the decision-making process at the level of other age groups. Similarly, in rural areas especially, youth associationism "shines" by its absence, which further reduces the margin of participation and incidence of young people on the public scene. There is, therefore, a void of youth representation that affects the expression of youth needs, interests and concerns in the policies of all kinds that are developed in our community autonomous, and our territories are no exception.

We understand that it is necessary for young people in the rural world to start from their own reality in order to achieve their real involvement and favor active intervention within their region, promoting the creation of youth associations, nowadays non-existent in these areas.

In a world like today's in constant transformation, facing uncertainties such as change climate, the increasing robotization of more and more areas of daily life and the effects it will undoubtedly have on the educational, professional and labor world, as well as the plausible horizon of a new economic crisis due to of the COVID19 pandemic, young people must be the cornerstone of any of the decisions and solutions that they arise in our societies as protagonists who will be of the future. Modernization has



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bypassed rural youth, and for years, urgently, globalization that forces the abandonment of the traditional and indigenous and a rural depopulation that causes the disappearance of the gradual, but unstoppable, of our heritage have not helped alleviate this situation.

In this context, we want to work to promote initiatives that provide our young people with tools, by valuing the importance of youth associations in rural areas of the region. They have been visibly affected, in recent years, by an exodus / migration of young people to the large cities of Cantabria in search of job opportunities that otherwise would not have a place in their professional development and even personal.

Once the social and territorial reality of the region has been described, it is necessary to intervene in this area with the aim of launch a project that is capable of integrating the youngest in the participation in dynamics of social, economic and environmental development, and that serves as an impetus for the creation of interconnection networks between young people from the most rural areas of Cantabria, thus creating a solid youth associative fabric.

### **2.2 Italy**

Po Valley (Pianura Padana) accounts for almost 23 million people (40% of the total national population) and covers 50% of the national GDP. It represents the most industrialized area of Italy, with lands allocated to agriculture constantly decreasing: 28% of agricultural lands have been used for buildings and industries since the 1970s. This loss of agricultural soil, increases the difficulties linked to loss of biodiversity due to intense and chemical farming in the remaining agricultural area.

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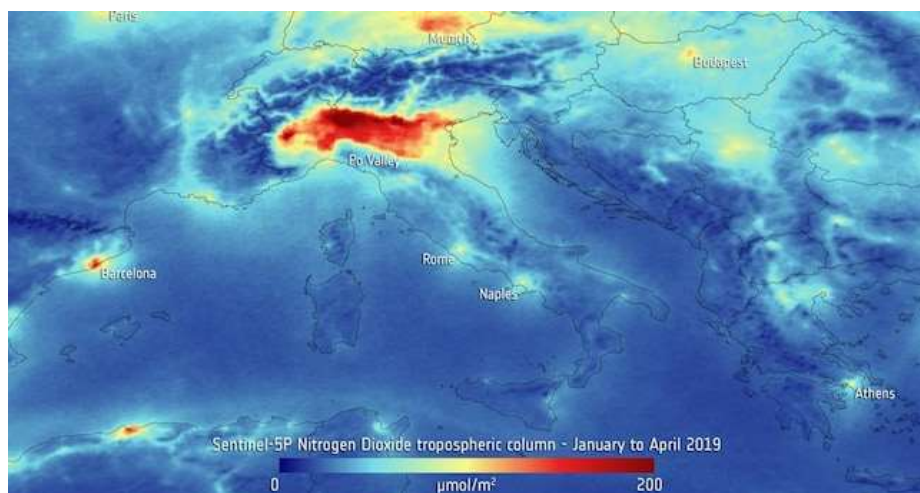
*Piadura Padana*. Fuente: Wikipedia

Po Valley is the most polluted area of the country and one of the most polluted in Europe. The pollution comes not only from agricultural activities (especially intensive animal farming) but also from industries and factories. Even more, the geographical disposition of the mountains does not help letting the air circulate. The only winds come from the East and are locked in the surrounding mountain chains, making Turin one of the most polluted of all the cities in the area. Co2 and other polluting agents, as a consequence, remain captured in the atmosphere.

Many youngsters do not want to get engaged in rural activities but would rather move to bigger cities, where they can find better opportunities to develop their careers. On the other hand, those who decide to stay (or those who decide to move from the cities to the countryside) struggle to start their farms as the majority of fields around the cities are owned by landowners who possess the land as part of their family heritage, making it difficult for newcomers to be able to find land and affordable prices with which they can start their initiatives.



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Source: ESA 2019

This situation is now changing: we have experience with Associations working with local institutions, mapping and collecting fields from landowners who do not use them and so to organically and officially give them to young people, wishing to start their rural projects, in use with long term contracts, thus creating collaboration between neighbors and exchange of knowledge between different generations. They are called Associazioni Fondiarie (Land Associations), and here is an example: <https://associazionecornalin.wordpress.com/lassociazione-fondiarial/>

### Local and European Funds

Given the aforementioned premises, starting a new farm is a challenge for the new entrepreneurs, especially if they do not have the right knowledge or skills to access land and funds for rural development. Here we have collected the main and bigger ones, that can actually provide an help to the establishment of new realities in the area.

Structural measures for farms connected with their local realities, divided into:

- SETTLEMENT FUNDS (4.1) - useful for those who have to start their activities
- IMPROVING FUNDS (6.1) - useful for those who have already started and wish to improve specific activities of the farm.

Beyond the aforementioned funds, there are other resources devoted to biological conversion and farm modernisation. These European funds are important tools to support rural citizens and to promote rural territories. Among those, the CAP (Common Agricultural Policy) has the objectives to increase agricultural productions, insure equal standard of living to the agricultural population, stabilize market





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and prices for the consumers. It recognizes the centrality of agriculture in all the member countries. Thanks to these policies the farmer can ask for annual payments in different categories (basic payment, payments linked to agricultural practices or for small farmers).

Among the national policies, farmers can find useful benefits to develop their business in the tax credits system. The 2021 Budget Law (L. 178/2020) outlined the tax benefits available to businesses and provided for in the Impresa 4.0 National Plan, and it was renovated until the end of 2022. The tax credit incentive for the purchase of new capital goods, aims to encourage new investments by companies in new and ordinary capital goods and in 4.0 technology.

Local Trade Association play a central role to support the farmers in managing the fiscal frame, accessing information for the possible funds, promote the local products and social role of the rural realities among the urban ones. They can also provide and promote individual consulting and specific training.

The Rural Development Program is a seven-year program of European fundings that started in 2013. The program is now the most important source of contributions and support for Lombard agricultural and forestry entrepreneurs. Thanks to the RDP, agricultural and forestry entrepreneurs can carry out projects and investments for the improvement of their farms and the Lombard agroforestry sector. The RDP 2014-2020 makes more than € 1,142,000,000 available.

The aim of the Program is to strengthen the agricultural and forestry sector by pursuing 3 transversal objectives:

- Innovation
- Environment
- Mitigation and climate adaptation

The objectives that support rural development are divided into 6 Action priorities for the RDP 2014 - 2020:

- training and innovation;
- competitiveness and income;
- agri-food chain and risk management;
- ecosystems;
- efficient use of resources and climate change;
- economic and social development of rural areas.

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### Conclusion

In relation to the local geographical context, historically, with the industrial development of the “Po Valley”, the mountain areas have been abandoned, and so many hectares before used for agriculture, have been covered by the alpine forest and so they become mostly a storage for CO<sub>2</sub> and biodiversity both of flora and fauna.

In recent times, many people are moving back to the mountain areas where they are investing in rural activities linked to small-scale tourism and local agricultural productions. This movement is bringing life in many valleys alive again and is also showing an increase of cultural events. These changes are making it even more attractive for urban citizens that wish to change their life and go back to living close and related to the natural environment.

Due to the difficulties in creating values from the agricultural production itself the new approach to rural development sees a wider spectrum of production and services that support the farm in income diversification; as a matter of fact, the majority of rural projects have invested in diversifying the activities that provide farmers with their income.

Furthermore, this approach makes them more resilient in order to face the future challenges of climate change, extreme climate events and social crises that characterize our times. Among these opportunities we have the development of new branches like tourism, education, cultural and food events.

### **2.3 Romania**

Romania covers an area of 238 000 km<sup>2</sup>, of which 87% is rural. Agricultural land covers 57 % of the total area and forestland 30 %. The total population is nearly 20 million – of which 45% live in rural areas. The share of agriculture in the Romanian economy (at 6.6% of Gross Value Added) remains one of the highest in the EU (more than three times the EU average of 1.7% of GVA). Approximately one-third of all farms in the EU are found in Romania, with some 3.9 million farm holdings. Increasing competitiveness of the sector and accompanying the restructuring process are key challenges. Farming structures are highly polarised - large and medium-sized farms account for around 7% of holdings but manage some 70% of agricultural area and have a clear competitive potential. Basic infrastructure and



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access to services in the rural areas continue to be of poor quality and insufficiently developed. 40% of the rural population is at risk of poverty and social exclusion. More than one-fifth of farmland is under high nature value systems of farming. In contrast, among the opportunities and potential of the Romanian rural areas are the recent trend in agricultural export growth, high quality of agricultural land conducive to increasing agricultural production, rich cultural heritage and biodiversity, closely associated with the use of traditional extensive land management practices.

One of the major opportunities in rural development in Romania is agri-tourism. The last two decades have shown that more and more and more tourists prefer to spend their free time away from noise and congestion of large urban concentrations. From this perspective, Romania has a clear comparative advantage possessing a natural landscape covering the entire geographical diversity of the marine landscapes to mountains, which is rare on the European continent. Another big advantage for agri-tourism is the good conservation of habits and popular traditions in many rural areas (Bucovina, Maramures, Apuseni, Northern Oltenia). Therefore, the opportunity for local investors and national authorities is to exploit this global trend, which started to manifest in the territory of Romania. In addition to participating in the recreational needs of clients, tourist activities can produce significant effects on the Romanian village. An investment in tourism in a rural community can be an argument powerful enough to convince the authorities to consider and implement projects for expansion and improvement of sanitation facilities, transport, methane gas etc. The rural tourism market is an area very little exploited than Romania. The revenues in tourism reach only half a billion euros, a quarter of Bulgaria, but the eighth part of income is similar to Hungary and only 7% of revenue Croatia. The potential agri-tourism could create new jobs, would produce an income and lift living standards for employment of Romanian villages. Another opportunity is the great natural potential of Romanian agriculture.

Comparing the degree of development of urban and rural areas of Romania shows that, in terms of modern economic criteria, the Romanian village presents symptoms of underdevelopment. This is a special problem for Romanian society because half the national population lives and works in these conditions. Therefore, there are reasons to believe that in the medium and long term, the development of the Romanian rural area will reduce existing disparities between national areas and the development of the village in western Europe.

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### 3. Table of Competences

#### 3.1 Competence Areas

The main capabilities and skills of the future "advisor for the promotion of cultural heritage in rural areas" are divided into the following competence areas:

A1	Academic Competences
A2	Digital and Technical Competences
A3	Personal Competences

The areas give structure to the competence framework and establish the themes for the competences included. The areas can serve an important function in the use of the framework by offering high level areas for strategic planning, priorities and action.

#### 3.2 Definition of Competences

Academic competences	Description
Social sciences oriented background	In order to efficiently fulfill the tasks of this post, it is highly recommended to have a degree related to History, Anthropology, Public Administration, European Studies, Economy, Law, Archeology or other related fields.
Post graduate education	A Master's Degree on Rural Development, Cultural Heritage, Project Management, Sustainable Development, Ecology or Biodiversity is an asset.
Research skills	To have the ability to find the information needed and to use it appropriately, report writing and presentation skills and having the capacity to apply appropriate evaluation methods and use the results is essential for this job post.

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Technical and digital competences	Description
Commercial Awareness	The advisor should be aware of the market needs of the rural areas and how to meet them efficiently.
Basic Information and Communication Technology (ITC) skills	Understanding and applying a range of computer programmes, softwares and other applications needed for the promotion of cultural heritage and rural development in the region.
Document processing capabilities	The advisor shall have the ability to work with databases, Word and Excel while analyzing useful data.
Organizational skills	Capacity to understand and to take different roles in teams, to motivate others to take an active role, to develop partnerships with other actors and interested parties.
Digital communication skills	Be able to promote the activities related to the job post in all social media: Instagram, Facebook, Twitter and Tik-Tok in order to reach the target population. Moreover, it is an asset to have video production skills.
Cultural competences	The advisor needs to be an empathetic and respectful person who understands that culture is not static nor unique, therefore they have to embrace all the traditions that are rooted in the region even if they are not personally attached to them.
Social competences	The advisor must have the ability to evaluate social situations and determine what is expected. Moreover, this person has to understand the social behavior most appropriate for that context,

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Personal competences	Description
Building Relationships	Capacity to work for change, to have the knowledge about the youth policy situation in the rural areas of the working country and the ability to act with others for shaping necessary policy changes.
Communicate effectively and actively	The ideas and concepts proposed are being heard and people are acting upon them. It also means to be able to listen, understand, and take action on what other people say. Having good presentation skills is also an asset for this post.
Autonomy and self-development	Extracting lessons from experiences and steering one's own development process. Being proactive in helping rural areas by presenting constantly new opportunities for development.
Generate Solution	It involves being able to identify and define the problems of rural communities, generating alternative solutions, evaluating and selecting the best alternative, and implementing the selected solution.
Interpersonal communication skills	Verbal and non-verbal communication skills, capacity for teamwork and conflict-resolution abilities. The advisor needs to realize that they will have contact with a variety of key agents for rural development (from politicians to farmers or breeders), so it is essential to understand the specific context.
Critical thinking	To understand the challenges of producers coming from rural areas and to defend and promote small-scale sustainable agriculture instead of the big agribusiness. Concerning other sectors linked to cultural heritage, it is essential to embrace their difficulties in order to advocate for change and to raise awareness among the rural youth.



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### 4. Impact

This section of the manual of competences has been done in a participatory way together with youth workers that attended the blended mobility in October 2022 in Cantabria. The facilitators of the project posed the following questions concerning the five main impact areas that would improve with the creation of this job post.

Furthermore, some minimum Key Performance Indicators (**KPIs**) were established in each of the sectors.

Rural Heritage Strategy	Creation of 1 consistent rural heritage strategy that will be revised and updated yearly.
Economy and Entrepreneurship	Consultancy for at least 5 entrepreneurs a year.
Educational Opportunities	1 communication campaign/project per semester.
Environmental Sustainability	1 sustainability report per year 3 events/workshops/collaboration agreements with organizations experts in environmental transition.
Relationship with Public Institutions	3 new partnerships yearly.

#### 4.1 Rural Heritage Strategy

**Minimum KPIs - Creation of 1 consistent rural heritage strategy that will be revised and updated yearly**

**Think of an example of heritage either tangible or intangible from your region. What would you change to make it more appealing to youth?**

**Romania:** Traditional clothing (Bihor)

Depending on the region, Romanian traditional clothes vary and have different styles and patterns. With time, people lost their interest in these types of clothes.

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One way we could make traditional Romanian clothes more appealing to young people is to adapt these types of clothing and patterns to our modern clothes. For example, Dior copied Romanian clothing and their collection became really popular. After this, Romanians wanted to fight back and initiated a campaign that focuses on raising awareness about the value of keeping our tradition.

The advisor for the promotion of cultural heritage in rural areas will create a **one year revised strategy on rural heritage** taking into account the particularities of the regions heritage. Concerning the example given by the youth workers, this figure will raise awareness among youngsters about the need of promoting critical thinking and valuing what they have in their local community. Together with the local municipalities and public institutions, the advisor could create a campaign on the dangers of the appropriation of the richness of the cultural heritage by big clothing industries.

Moreover, the advisor will involve local youngsters in active participation in social media, taking into account that it is a really powerful tool to sensitize about rural heritage.

### **Cantabria:** El Pendo Cave and Covachos de Peñajorao

The group of participants coming from Cantabria focused on another different example of tangible rural heritage: prehistoric caves. They decided to create an awareness campaign that will be published in social media in order to revalorise both sites.

#### **El Pendo Cave**

*Did you know that Cantabria is one of the regions of Spain with the most prehistoric sites? One such example is the El Pendo Cave (Escobedo, Cantabria), discovered more than 100 years ago. Would you like to know more about it? With archaeological remains dating back between 80,000 and 12,000 years, this cave has yielded traces of Homo sapiens and Neanderthals. However, the most striking feature of the cave are its impressive paintings. The animals and signs on the walls of the cave are very important in the whole country, even though not all of them have been discovered yet!*

*This cave is open to the public, with guided tours! However, remember: getting to know it is a privilege for everyone, and its preservation is necessary to be able to continue researching and learning about the region's past. It is very important, always, to respect the environment and not to throw rubbish or other elements harmful to the environment.*

*Help us to protect and preserve the cave! Are you in?*

#### **Covachos de Peñajorao**

*Do you feel like getting lost in a natural environment in the middle of Cantabria? In Escobedo, Cantabria, you will find a Natural Area of Special Interest where you can walk, rest, visit one of the most important caves in the region and much more!*



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*In this area you will find forests full of species native to Cantabria and numerous caves that form a natural habitat in which numerous species live, both plant and animal. And, although it is the ideal place to find peace and quiet, remember to take care of this place! Visit the ANEI to enjoy nature, and help us to preserve and care for it, so that all the living beings that inhabit it can continue to do so and give us a place so rich in life!*

In this specific case, the advisor will offer the mentorship of these awareness campaigns, offering his/her expertise and multiplying the results to different actors active in the rural regions.

### **Italy: Viso a Viso - Cooperativa di Comunità**

Italian participants chose an example of a good practice that promotes rural heritage but that needs some improvements in order to be consistent.

Ostana is one of the most beautiful villages in the Italian western Alps (Province of Cuneo) - 1300 mts high directly facing Mount Monviso.

The village accounted for 1200 inhabitants at the beginning of the XX century but has suffered, like many other mountain realities in Italy, a continuous depopulation which left the village almost empty in the '80s. Today, Ostana is a clear example of territorial rebirth while also being a sparkling social laboratory founded on the valorization of alpine architecture, the local Occitan culture and youngsters living in the area. VISO A VISO ("face to face") was born in this very context from the collaboration of nine founding members who decided to give life to an entrepreneurial project dedicated to the community and its visitors. VISO A VISO aims at becoming a reference for the territory where people can listen to, share and create new development opportunities and ideas through co-planning practices, passion and energy.

VISO A VISO started moving its first steps in the territory in August 2020, promoting work opportunities, innovation, wealth and growth. VISO A VISO respects deeply the characteristics of the mountain territory and its natural cyclicity. Therefore, it offers different services and activities based on the season and business diversification.

The services range from wealth and community welfare, sustainable tourism, culture, hospitality and valorization of the local territory and products.

The role of the advisor would be to bring closer the public and private sector relationship as this is one of the main difficulties that the organization encounters according to participants' opinion and experience. Moreover, the advisor can help this organization with the long-term implementation strategy, trying to diminish the risks of entrepreneurial abandonment.

To sum up, as a key performance indicator, we can take into account that the advisor will write a coherent and consistent rural heritage strategy that will be revised and updated every year with contributions coming from the public and private sector and also from the citizens interested in revalorising heritage in rural areas and making it more attractive to youngsters.

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### 4.2 Economy and Entrepreneurship

#### Minimum KPIs - Consultancy for at least 5 entrepreneurs a year

For the advisor to support the economy and entrepreneurship and thinking about examples of small businesses that could be supported to promote rural heritage and at the same time create job opportunities by this role, we can take into account some examples brought by the participants attending the last mobility:

- Initiatives that produce animal feeders or that store cereals;
- Initiatives that allow people experience everyday life of the rural community in the countryside and that organize activities like making pasta, agricultural activities, etc.;
- Initiatives that offer visitor accommodation near touristic areas that have an added local value like renting bicycles or organizing tours, so visitors can hike, visit around and interact with the community directly.

For the advisor to support the economy and the local entrepreneurial initiatives and help them compete against multinational companies, this role will help improve their situation by adding quality standards and experience to their activity, while helping them find new ways to promote their businesses and activity sector.

The role of the advisor will improve the economic condition of rural entrepreneurial initiatives by helping promote the local area and attract more inhabitants to expand, in the end, the market for local producers and businesses.

All in all, as a key performance indicator, we can take into account that the advisor will offer consultancy services to at least 5 businesses, yearly, addressing, at least, adapting their business model to the specifics of the market, area and consumers, giving feedback on their marketing strategies and help calibrate their products and services offers.

### 4.3 Educational Opportunities

#### Minimum KPIs- 1 communication campaign/project per semester

These were the questions that were intended to be used to address the educational opportunities.

#### **Do you think that rural heritage is well-taught in the educational system?**

- Generic educational plans
- Decentralized governments

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- Few specialized teachers
- Teachers usually aren't local people
- Capitalism, globalization and postmodernity

These were the main challenges identified by youth workers in the participatory activity.

From the participants point of view the current educational system is too generic. Each area needs a different plan to develop the local heritage. So, the promotion of rural heritage should have specialized educators in these issues. Decentralization is the best way to get specialized staff. Why? Teachers aren't local people. Therefore, these teachers are not aware of the rural heritage that this project is trying to promote. The new post proposed here will provide support for the teachers. The education system needs to find the middle ground between globalization and the preservation of previous culture. The advisor will be in charge of implementing international projects both in the formal and non formal education field such as Erasmus+ with the aim of promoting local culture.

### **Why is non-formal education such as Erasmus+ important in order to promote rural heritage?**

- Specialized support to formal education
- Practical and experiential learning (learning by doing)
- Outdoor educational activities
- Different perspectives
- Strategies and experiences exchanges between Erasmus+ participants

Formal education is entirely based on theoretical knowledge. On the other hand, non-formal education is more flexible than formal education so it can be more specialized and is more appealing to youth. For example, non-formal education is useful for promoting practical skills. Therefore, both types of education need to complement each other, the theoretical bases with the practice of non-formal education. This combination encourages education to be approached from different perspectives and strategies, which is particularly useful for Erasmus+ participants. The advisor that this project proposes will be really useful to bring together and merge both educational systems. It will be the link between public institutions and associations that aim to preserve local culture. It will organize events in which high school and university students can participate too.

### **Would the creation of this job post improve the education opportunities in rural areas? Why?**

- Each area deserves the same specialization
- Create jobs
- Generate new activities
- Patrimonial network creation
- Prevention and protection of the rural heritage

The participants agreed with the creation of a specialized job position. They believe that cultural promotion will generate new jobs. It will also be a dynamic element in the area, helping to create new activities through its links with institutions. The participants even propose the creation of a patrimonial network. In summary, heritage prevention and protection will be a way of development in rural areas. This project proposes a minimum of 1 communication campaign/project per semester.

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### 4.4 Environmental Sustainability

**Minimum KPIs: 1 sustainability report per year - 3 events/workshops/collaboration agreements with organizations experts in environmental transition.**

**Think of an example of heritage from your rural areas that promote responsible consumption or try to have the lowest environmental impact.**

One idea and project could be the use of solar panels in order to produce energy and the use of wind energy installing turbines.

Another point the participants came up with was the collection of rainwater and/or the use of a well to irrigate the area and not waste drinkable water.

They also thought about the use of animal's excrements to grow plants and fertilize the fields.

#### **How can we make rural and cultural heritage really sustainable?**

The participants' proposition is to spread the voice with personal experience and raise awareness to the people next to them in the village. They talk about a "mouth to mouth strategy" on sustainable techniques and in the way of living, in order to make first the neighborhood and then the whole village sustainable. The idea is also to involve the mayor of the village to support them in this action, and later to ask for funds to different enterprises.

#### **Do you think that the creation of this job post will improve the situation of sustainability in the rural areas? Why?**

Yes, they all agreed on the idea that this job post would help create more attraction to rural areas and more job opportunities for young people. The concrete exemple they came up with was the local products market: if we keep buying and importing foreign products the local market would slowly disappear. They will encourage young people and the local society to buy locally so they can help keep this market alive and this would also contribute to the creation of more job posts.

The advisor for rural heritage will always keep in mind environmental sustainability; they will help young people to get in touch with organizations working with the ecological transition and with sustainable means. They will be a bridge between these actors and help them communicate and improve their work on the field making it more sustainable.

The idea is also to create some local events, workshops and projects together with these stakeholders and make young people understand they can do something concrete to improve not only their everyday actions but also how they can make this job and local actions on rural heritage sustainable with modern and developed means.

Many organizations and actors are working on the promotion of rural development and they can have the means to help young people starting their business and projects in this field.





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### 4.5 Relationship with public institutions

#### **Minimum KPIs- 3 new partnerships yearly**

We envision that the advisor will be a liaison between multiple stakeholders in the rural area. The minimum involvement and indicators to be reached, yearly, will be setting up at least 3 new partnerships between institutions that could be, but are not at the moment, collaborating to better the overall economic and strategic environment of the rural area.

For example, the advisor will act as a facilitator, to find new connections and make them come to live. One situation where the role will bring an added value can be setting up a partnership between the mayor's office and the local representatives of the producers, in order for the local authorities to offer better and more efficient consultancy services to the latter. Another example will be setting up a cooperation relationship between the local authorities and local museums in order to better promote the local area.

The advisor will be using the current manual as a starting point in their activity with the public institutions, this also being a tool to explain the added value the role and partnerships will bring on multiple levels to various stakeholders.

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### 5. Conclusions

It is important to take into account that the creation of the advisor is born to respond to the challenges and opportunities that youngsters are facing in the rural areas belonging to the “Promote Rural Heritage by Youth Workers project”.

Having made a collaborative diagnosis of the situation that these regions are facing, the partners of this project emphasized the need of creating this job post, a young person that works as an advisor for the promotion of cultural heritage in rural areas.

This advisor needs to possess the competences that have been described above in the three fields: academic competences, digital and technical skills and personal competences. These competences are essential in order to perform a quality based job and to efficiently achieve the main objectives of this project.

We conceived that this figure is really important for the rural environment since it will have a positive impact in the rural strategy, the situation of entrepreneurship in these areas, educational opportunities, ecological transition and in boosting a better relationship with public institutions. It is important to highlight that these positive impacts are the result of a participatory exercise with the youth workers that attended to the last mobility. These impacts have been measured both qualitatively and quantitatively.

The creation of this job post will therefore help youngsters to stabilize in the rural areas with valuable and permanent jobs and fight against youth precarity. This is needed in order to revert the worrying demographic loss and the brain drain that many rural areas in Italy, Spain and Romania are suffering.

We strongly believe that this manual will serve as a starting point and a common ground for youngsters living in rural areas, public institutions and private actors that have an active role in the socioeconomic development of rural regions.



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