





Rural Youth Europe

Rural Youth Europe (RYEurope) is a European non-governmental organisation for rural youth. Established in 1957, it is an umbrella for youth organisations working to promote and activate young people in countryside. It provides international training possibilities and works as an intermediary between national organisations and youth organisations and public institutions at the European level. Rural Youth Europe is a member-led organisation: democratically constituted, the organisation is led by young people for young people.

Rural Youth Europe aims to:

- Educate and train young people and create an awareness of rural and social issues.
- · Actively encourage rural populations and
- Support the development of new rural youth organisations.
- Network with other European NGOs.
- Lobby and highlight the problems and needs of rural youth to focus the attention of international and national bodies, as well as the general public.

Rural Youth Europe unites 26 member organisations across 21 European countries. The membership base is over 500,000 young people who either live in rural areas or have an interest in rural life.

If your organisation is interested to join Rural Youth Europe or you would like more information about our events, please contact office@ruralyoutheurope.com or check our website www.ruralyoutheurope.com

Connecting











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Rural Youth Europe on the big screen!

Rural Youth Europe made two videos in 2011 to celebrate the European Year of Volunteering. The aim of the project was to promote rural youth work and the benefits of volunteering for rural young people. The videos feature young people aged 18-30 years who are active members of their national rural youth organisation, 4H club or young farmer club.

The first video is about Rural Youth Europe — who we are, what we do and who it's for! The second one is about volunteering and what it means for young people living in rural areas. Four young people were interviewed about doing voluntary work in their local community and their international volunteering experiences with Rural Youth Europe. The videos are on Youtube and Vimeo and you can also follow links on our website, Twitter or Facebook pages.

The videos were filmed at Rural Youth Europe events in 2011 including "Spice Up Your Potential!" in Strasbourg, France, "Be active – get better opportunities in life through volunteering!" in Ruse, Slovenia, and "Spice Up Your Community!" in Mollina, Spain. Interviews were also filmed in Jäneda, Estonia and Helsinki, Finland.

The young people involved in the project did fantastic work as the videos were filmed and co-ordinated entirely by volunteers on a very limited budget. Equipment hire and travel were supported by a grant from the European Youth Foundation (EYF).

We encourage you to promote the videos in vour clubs and associations!

Youtube links:

- http://www.youtube.com/ watch?v=xQUFBPTL3zU
- http://www.youtube.com/ watch?v=ndk-peCsvk4

inally it seems like a long winter will soon to be over and we can look forward to colourful spring and warm summer! When the sun comes out you can just feel how your



energy level is getting higher and you want to do things! Even though the winter has been dark and cold, there have been several highlights for us in Rural Youth Europe! After some cutting, editing and changing, our Rural Youth Europe videos are finally ready and really show what we're all about! The videos are something to use for you and your organisation, to promote yourself and us, and to explain to friends and family – I'm sure it will raise some eyebrows wondering how we all find the energy for what we do!

Something that is also giving us a good perspective of everything that is being done in our member organisations is the annual Best Practice Competition. With Austria and Wales as winners in 2009 and 2010, we are happy to announce that Northern Ireland are the 2011 winners with their project "How fit is your tractor?". It's a great project where both children and grown-ups can take part together in an activity for the whole community! I can only encourage you all to send in your best ideas and projects because who knows, you and your club might be the winners in the 2012 competition!

It is not only our member organisations that are running and participating in different projects, Rural Youth Europe are as well and if you've attended any of our events you most certainly have heard about Youth Employment Action (YEA). The YEA project was a long-term transnational project with the aims of improving employability for young people in Europe. Rural Youth Europe received funding to work with YEA between 2010 and 2012. An evaluation event was recently hosted by Estonian 4H where participants from our member organisations took part and evaluated the youth exchanges, seminars, trainings and other activities that have been held with a YEA perspective.

This is now my last editorial I'll write for the INFO magazine as I am leaving the board this August. I can only say thank you all for the great memories you have given me throughout my years of being active with Rural Youth Europe! This summer I will attend my 12th European Rally and I will do it with a smile, no matter how late I go to bed!

ULRICA BERGLÖF Board Member for Scandinavia Rural Youth Europe

Youth Employment project comes to an end

Participants from Rural Youth Europe member and partner organisations from across Europe came to Estonia in March to evaluate the different activities organised through the Youth Employment Action (YEA) project. The evaluation event was titled "Europe under construction: what is the future of youth employment?".

The event took place in the wonderful area of Jäneda from 5-10 March, was where my Rural Youth Europe adventure first started with the Rally in 2009, hosted by Estonian 4H.

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32 participants came together to evaluate the Youth Employment Action project, which is a long-term transnational project, organised by Rural Youth Europe and funded by the Youth in Action programme of the European Commission. The participants had all been to the different events that were held within the project period between 2010 and 2012.

On a cold snowy afternoon, we warmly welcomed participants to Jäneda and started with registration, tour and ice-breaking games before we enjoyed an evening sauna to warm up! Day two and three were all about the past - remembering what we learned from the earlier events through photos and creative presentations, discussion groups about what we had brought with us back into our organisations and evaluation of the different partnerships that RYEurope had in the events.

During this part of the programme, we also had a session where everybody together had to build a wooden playhouse without instructions. At first the task looked impossible with so many different pieces, but participants soon got the idea and started building together. In a short time the house was built, with the aim that the YEA project could be seen

as the foundation for the house and the four walls and the roof as symbols of the five core events the project was composed of. With this evaluation event we wanted to continue our important "construction" work on youth employment.







After the evaluation part ended, we took a short

break away from the past and into the present by visiting the beautiful town of Rakvere, about 1 hour from Jäneda. We had the opportunity to visit a local youth centre and a career counselling centre for



young people, and had a guided tour of the beautiful Castle of Rakvere.

Day four started with a presentation of the headlines from different newspapers about the present youth employment situation, before we created our visions of the youth employment situation in 2020. After visioning how we wanted Europe to look like, participants put these visions into action by creating feasible project plans for the future.

During an intense and productive day the groups came up with different projects, and by the end of the day five projects were chosen for further development. Among the projects were plans to expand the "Finnish model: driving licence to working life", and a "createyourownjob.eu" website.

On the last day the projects were presented to the "judges" and the winning teams were presented with prizes. The event ended with a final dinner and the launch of the new Rural Youth Europe videos.

During the week the YEA project was thoroughly evaluated, and everybody brought home with them some great plans for new co-operation projects, a bigger network and new perspectives on the youth employment situation in Europe.

GUNVOR GUTTORMSEN 4H Norway

Rural Youth Project of 2011

In 2011 Rural Youth Europe ran the best practise competition for the third time. We are proud to present here all the amazing projects our members were running in the past year.

WINNER:

How fit is your tractor? Young Farmers Clubs of Ulster

Kesh Young Farmers Club in Northern Ireland organised a "How fit is your Tractor?" competition in their local community. Members of the young farmers' club and local community brought their tractors to the Marina in Kesh and paid an entrance fee for the "fittest tractor" competition. The judge checked the engine, tyres, general condition compared to the age of the tractor, and there was a grand prize for the winner. Other club members competed against an independent judge to see if they could assess and pick the tractor closest to the judge's choice. There was also a junior section for children who came on their toy tractors.

The project had two aims: one was to give members a bit of fun and a chance to show off their tractors and the other was to support a local charity from the proceeds raised. Club members chose to give the proceeds to the Walker Family who have young child suffering from a brain tumour.

Not only club members, but parents, friends and local business owners of the town got behind the venture and made it a big success for the Kesh

community. The project was entirely organised by young people and all people involved were volunteers, including the professional judge, who not only volunteered his time but also gave a large donation to the project and the YFC club. Members of the Kesh club greatly enjoyed being involved in a project that benefitted someone in need and also brought the whole community together.



The target for fundraising was £300-£400 but the project raised nearly £1200 for the Walker family. The

> project proves that something small can turn into a major fundraiser in not only in a small rural community like Kesh, but also in surrounding communities. In Irvinestown many followup events continued during the summer and raised a total of £18,000 for a new MRI Scanner for the Royal Victoria hospital for Sick Children. The Club received many thanks and recognition from the public

for their fundraising efforts.

1st RUNNER UP:

We do, because we care seniors outside! (Teeme, sest hoolime - memmed õue!) Estonian 4H

The main aim of the project was to bring colour and life to the seniors who live in the Kurtna region of northern Estonia. Young people organised a picnic and end of summer concert for seniors from Kurtna nursing home and seniors' clubs with talented young people performing traditional Estonian songs. One of the very important goals of the project was to strengthen the link between generations. Another key target group of the project were young people who were not so active in 4H and who are not leaders. The project aimed to activate these young people not only in 4H activities, but also in their local community.

This project has been very important for Estonian 4H because 4H supports youth inclusion and projects which bring value for the local community. In Kurtna region there were not any joint events or links between senior citizens and youth, and young people did not go to the retirement homes. Due to this project communication between generations grew a lot. The project made Estonian 4H more visible and it also involved many nonmembers. The young people who were involved in the project are still visiting seniors in nursing homes and are planning future projects.



2nd RUNNER UP:

Jointly helping: Together in a good cause! ("Zusammen-Helfen: Mitanond für an quat'n Zweck") Austrian Rural Youth

Members of Landjugend Bezirk Kufstein in Tirol helped build a new part of a house for "Pro Juventute", where they care for people in difficult living situations. "Pro Juventute" is a nongovernment organisation that cares for disadvantaged children. Club members helped with their personal labour and they could also give financial help and organise events. Through the organisation of many different charity events, a total of €6500 was donated to "Pro Juventute" for their work with children. A lot of young people from the local community got involved and contributed to the success of the project.

As a result of this project a lot of people in difficult living situations were helped and they are very thankful for this support. The project gained a lot of positive feedback from the community and club members learnt a lot about social projects. The project was very successful in showing the local community that young people are interested in social engagement and it is highly valued by them



OTHER PROJECTS:



KLUB 1 Danish Young Farmers

Danish YF set up KLUB 1 for the students of agricultural colleges who have moved away from home for their education. The project helps the students to network, make new friends and motivates them in their education and volunteering activities. The project also benefits from support given by the colleges and helps Danish YFC to get new members.

Drama thieves Draamarosvot Finnish 4H

16 youngsters aged 16-22 years of the Hankasalmi 4H club did a theatre project based on a popular children's book. They performed the theatre show to over 700 people in 8 different villages. The project provided a new creative hobby for young people in the region, gave them more self-esteem, created a sense of community and helped spread an image of Hankasalmi as an active and vibrant rural municipality.



International Summer Weekend (ISW) Finnish 4H

The International Summer Weekend brought together youth from Finland and exchange students from different countries for a weekend of interactive activities. The youngsters organised a flexible and interactive programme which brought the participants together to learn about each other's culture, intercultural communication and their organisations. The young people involved gained new skills in organising projects, managing finances, practising their language skills and building new confidence.



Cofio'r Epynt Wales Young Farmers' Clubs

The project gave an insight into the heritage of the lost community of Epynt. The knowledge between generations was shared on different events and places by displaying old documented pictures collected from the community. A concert in the 1940s style, school demonstration day, and a trail walk where over 400 interested people listened to descendants of Epynt, were also organised for the whole community.

Ha Ha Latvian 4H

A week-long multilateral youth exchange was organised for 28 participants from Latvia, Poland, Austria and Slovenia, to discover the sense of humour from each country and each individual. The teams built a better understanding about other cultures by becoming acquainted with its jokes, sense of humour and culture of laughter, and learned that a positive atmosphere can do a lot more than money.



ideas, give inspiration and provide a learning opportunity for rural

best practise tition competition

Where are they now?

In 1996 the Spice Girls was on the top of the charts and Independence Day was the movie everybody spoke about. 1996 is also the year when this article starts its story...

We interviewed some of our famous past chairpersons to find out where they are now. In this edition of INFO magazine, we'll introduce you to three of them and ask what their highlights on the board were and what are they doing now.





Erling Vang Mathiasen, Danish 4H

When were you on the Rural Youth Europe board?

I was on the board in the mid 90s and served as Chairman from 1996 to 1998. In my time one of the major tasks was to integrate youth organisations from the new democracies in Eastern Europe into the European co-operation. "TO CREATE A WIDER EUROPE" as we phrased it. The challenge was to include organisations with very limited funding. The old organisations in Western Europe claimed to have financial problems as well. But these were like second to none.

What are some highlights of your time on the board?

One highlight was celebrating the organisation's 40th anniversary in 1997 at the Rally and General Assembly held in Bavaria, Germany.

What do you do nowadays?

After my time in Rural Youth Europe, I was for some time active in different Farmers Union organisations as well as some political work. Today I am a full time farmer. In year 2000 I decided to start farming in a new country, Latvia, where lands and nature are still considered a multiple resource. I am now running a dairy farm in Latvia with 100 milking cows. I'm planning to increase this year to 160 cows and the farm to

What impact did your role as Chairperson have on your life?

The time as Chairman was a great personal challenge. It gave me experiences I will value for the rest of my life.

Would you encourage young people to join the board?

I would certainly encourage any young person who has the opportunity to take a position in a national or international organisation. It is a great experience!



Neil Sands. Scottish Association of Young Farmers' Clubs

When were you on the Rural Youth Europe board? I was on the board from 1996 - 2000. From 1998 to 2000 I was Chairman, retiring after the Rally in Wales in 2000.

What are some highlights of your time on the board?

Every rally and seminar were all great experiences - all different, all wonderful weeks. Meeting people from all over Europe and getting to know them and their organisations was a great learning experience. If I had to pick one, the Rally in Switzerland was probably the highlight for me - brilliantly organised, breathtaking scenery and friends made for life.

What do you do nowadays?

I still do the same job I have always done - dairy farmer, milking cows and everything else that has to be done. I've been married to Eleanor for twenty years and have three children (two boys and a girl).

What impact did your role as Chairperson have on your life?

Being involved with the organisation gave me contacts all over Europe, many of them I still keep up with. It made me a more confident person and able to communicate with anyone regardless of the language barrier - you can always get your message across!

Would you encourage young people to join the board?

I would encourage anyone to get involved with the board, it is a unique organisation and a wonderful opportunity to experience rural Europe and give something back to the organisations and members that gave you so much enjoyment!



Dace Gigele, Latvian Young Farmers' Clubs

When were you on the Rural Youth Europe board?

I was on the Board between summer 1998 and summer 2002. During the first two years I was representative for Group 4 (Eastern Europe) and from summer 2000 I was Chairman of European Committee for Young Farmers and 4H Clubs (nowadays Rural Youth Europe).

What are some highlights of your time on the board?

First it was the fact that I was the first woman as Chairman sometimes I prefer to use the word "Chairperson"! I was also the first Eastern European Chairman. During my time on the Board we moved the office from Bonn to Berlin. We had very constructive Secretary General and positive atmosphere in the Board. Board members were very active and responsible, and I'd highlight the fact that we actively took part in work of the European Youth Forum and the Advisory Council of European Youth Foundation. During this time we also changed the design of the magazine and finally got colour printing!

What do you do nowadays?

I'm managing my own company in the field of agriculture.

What impact did your role as Chairperson have on your life?

Working in an NGO helps a lot as it develops different skills which are useful and practical in your further life. Personally, I'd say that being Chairman has deepened my leadership skills, particularly in international situations, which I have improved and still continuing to learn and improve.

Would you encourage young people to join the board?

Yes, I would. It's a great opportunity to feel that you are representing at first a regional group of people and then later a whole organisation. It's opportunity to get new ideas, learn different things, meet young people, have fun and do lots of different things that you haven't done before. Learning by doing is something that really broadens your outlook.

COMEM in Portugal

Lukas Helfenstein participated as the Rural Youth Europe delegate at the last COMEM (Council of Members Meeting) of the European Youth Forum. The meeting took place in Braga Portugal from 17-20 November 2011.

> The European Youth Forum (YFJ from Youth Forum Jeunesse) is the European platform for youth organisations in Europe. It is made up of around 100 National Youth Councils and International Non-Governmental Youth Organisations, such as Rural Youth Europe. It brings together tens of millions of vouth from all over Europe in order to strive for the rights of all young people. Twice a year the member organisations convene at the COMEM to set priorities and further develop the European Youth Forums policies.

> Before the start of COMEM, I participated in a Advocacy training organised by YFJ for delegates. The training covered first the basics of

advocacy and also focussed on two strands "funding for youth work: YiA 2.0" and "quality internships" for developing an advocacy plan. At the same time an Evaluation Meeting of the University on Youth and Development in Mollina, where RYEurope jointly organised a seminar called "Spice Up Your Community!", was held.

A highlight of the first morning session of the COMEM was the Plenary Debate on "A Europe for new generations", where an outstanding speaker was Antonio José Seguro, a former President of the European Youth Forum and leader of the opposition in Portugal. In the afternoon delegates

> met in groups for differ ent Policy Commissions to discuss six new policies, resolutions and position papers that were to be adopted the next day.

Later in the afternoon an open workshop on the Strategic Priorities 2013-2018 and a plenary discussion about Youth in Action and the future Multi-Annual Financial Framework were held. The last agenda item ended at 8 pm, but the programme of the day wasn't over yet. Buses brought over 150 delegates to the city centre for dinner and the ceremonial presentation and announcement European Youth Capital 2014 which will be Thessaloniki in Greece.

For the thematic squares on Saturday morning the delegates came together in groups to discuss different topics about youth such as "Young people's access to rights", "Youth work in international cooperation" or "Volunteer time is worth something". After the morning break, the assembly started voting on the resolutions and policy documents discussed the day before and the almost 100 amendments that were made on them. The COMEM ended with the Extraordinary General Assembly and the elections of 20 candidates to the Advisory Council for the mandate 2012-2013.

The COMEMs are intensive but very fruitful for RYEurope and all the other youth organisations in Europe. It gives RYEurope a very good chance to direct bring in our concerns and the needs of young people from rural areas. Furthermore, it is a great possibility to exchange with partners and network with other youth organisations from all over Europe.

LUKAS HELFENSTEIN Board member, Rural Youth Europe



OECD Conference on Youth Employment

The Organisation for Economic Co-operation and Development (OECD) held a conference in Berlin, Germany on 21-22 March 2012. It was held as a part of OECD's Local Economic and Employment Development Programme, this time focussing on job perspectives for young people.



The conference brought together representatives of local partnerships, government officials, local leaders, youth organisations, social entrepreneurs, business representatives, trade unions and academics to review how local development actors are adapting to the new economic reality and the innovations emerging on the ground to respond to these new challenges.

In the last two years Rural Youth Europe has been working a lot in the field of youth employment, so we were offered the chance to be one of the nearly 200 stakeholders present at the conference. In a workshop on "disadvantaged youth" it was discussed how barriers for young people to enter the labour market could be overcome. The lack of role models and the shortage of choices were identified as particular barriers in rural areas. The potential proximity of business to the school system on the other hand was regarded as a particular strength in rural areas.

An important part of the conference was learning about the German system of vocational training. A majority of schoolleavers in Germany will not enter university but first participate in a two or three year vocational training scheme combining practical work with vocational training and school programme. This system is supposed to be one of the reasons for the comparably low youth unemployment rate in Germany (6.3% in February 2012).

In his closing speech, Jan Hendeliowitz from the Danish Ministry for Employment spoke up for a Youth Guarantee. A Youth Guarantee is is a legal obligation forcing labour market authorities to provide a decent job or training opportunities to any person under 25 within four months of being unemployed. Hendeliowitz has been lobbying hard for a Youth Guarantee for about 30 years now. The European Youth Forum has also joined this movement, calling for the implementation of this practical tool to ease youth employment. Maybe the current economic crisis is the right time to implement it!

MICHAEL SCHWAB Chairman, Rural Youth Europe

Eurolady 2012

Ewa Kanabus-Koszal is the 2012 winner of the Eurolady Competition! Ewa is the President of the Organisation for the Development of Rural Areas (WSnRROW), one of Rural Youth Europe's member organisations in Poland.

> Furopean Member of Parliament. Marek Siwiec, organised the "Eurolady 2012" competition for the second time in 2012. The aim of the competition is to promote women who have been obtaining and using EU funds for the realisation of economic and social projects. The author of the projects with the highest ratings by both the judges and the general public, is the winner of the Eurolady Award.

> Ewa Kanabus-Koszal was nominated for the award by two institutions:

- The Mayor of Słupca town -Mr Michał Pyrzyk
- Wrzesnia County Head Mr Dionizy Jasniewicz



For the purpose of the competition, Ewa presented several projects that were co-financed from EU and other public funds including:

- International youth exchanges in Poland as well as abroad. There were over 1000 young people participating in these exchanges, including the disabled and youngsters from rural areas.
- International folk workshops for over 600 people from amateur dance ensembles. Since 2004 the workshops have enriched numerous main cultural events in Wrzesnia District such as the District Harvest Festivals.
- Art projects (musical, artistic, film) and drama) with the participation of disabled people, for example, Active Therapy Workshops for the Disabled in Wrzesnia.
- 12 projects co-funded by Human Capital Programme between 2008 and 2012. The projects involved over 1,000 kids and youngsters from Słupca District.
- European youth volunteering for Polish youngsters in Germany, Czech Republic and Estonia.

One of the most spectacular projects that has been realised is the all-Poland competition about German culture and language titled "Germany without mysteries". This project has already involved over 9,000 people, including teachers from secondary schools and youngsters aged from 15 to 19 from all over Poland.



In addition, Ewa's company Euro-Edukator is building a modern kindergarten with integrative groups in Strzałkowo (Słupca District) thanks to EU Funds from PROW, Creating and Developing Microenterprises. Over 50 children aged from 3 to 5 will begin their education at the beginning of September 2012.

The Eurolady 2012 competition took place between 15 February and 6 March 2012. Five women from Eastern Wielkopolska competed in the final stage of "Eurolady 2012". Ewa won by getting 899 votes from both e-mails and text messages, twice as many as the second placed candidate.

The award brings a lot of visibility to the work of WSnRROW and will be very beneficial for Ewa and her organisation in securing new funding and recognition for their projects!

ORGANISATION FOR THE DEVELOPMENT OF RURAL AREAS (WSNRROW)



Economic crisis, education and the labour market

I attended a conference in January organised by the European Economic and Social Committee (EESC), a consultative body of the EU bringing together different groups of civil society and busi-



ness. The conference was held in Brussels and dealt with different outcomes of the cisis we are currently in and what the EU might do about it. I spoke at a panel called "Getting youth on board". In the panel discussion, several delegates from youth organisations gave statements and discussed with the audience. Luca Scarpiello, Vice President of the European Youth Forum, pointed out that austerity measures can not be the only response to the crisis. He called for targeted investment in young people, who suffer most under the economic downturn and under public debt. I pointed out that (social) infrastructure in rural areas often is hit worst by budget cuts because it is expensive or already truncated to a minimum. Further interesting points mentioned we're proper guidance for young people making first career decisions and learning

Michael Schwab Chairman, Rural Youth Europe

SALENDAR

SPRING SEMINAR 2012

"Bridging the age gap: working together to develop rural communities"

15-22 April 2012, European Youth Centre Budapest, Hungary

This study session aims to promote intergenerational solidarity in rural youth work as part of the 2012 European Year of Intergenerational Solidarity. By working together across generations we can more effectively support sustainable rural communities and create a better future for rural young people. "Bridging the age gap" aims to promote the social inclusion of rural young people through cross-generational projects. Participants will gain practical skills in project management as well as confidence to act as youth actors in their local communities.

EUROPEAN RALLY 2012

"Reach Your Potential! Developing Youth Leadership in Rural Communities"

4-11 August 2012, Żerków, Poland

The Rally will be hosted by the Organisation for the Development of Rural Areas in Poland (WsnRRoW) in the resort town of Zerków, in the western part of Poland. The theme will be youth leadership in rural communities, particularly the challenges faced by youth leaders and the needs of rural communities. The Rally will focus on leadership development and the practical leadership skills needed by today's young people. We will explore the role of rural youth leaders, identify the needs and expectations of rural communities, and provide young people with practical leadership skills needed in managing increasingly complex rural environments.

AUTUMN SEMINAR 2012

"Protect the environment for your future!"

3-10 November 2012, Gersau, Switzerland

Swiss Rural Youth are hosting the seminar in the lovely town of Gersau, on the shores of Lake Lucerne. The theme will be environmental protection and sustainable development in rural communities. The seminar will explore how rural young people can contribute to sustainable ways of living. Participants will get familiar with local examples of sustainable development in rural areas such as forestry, energy production, recycling and energy-efficient construction.