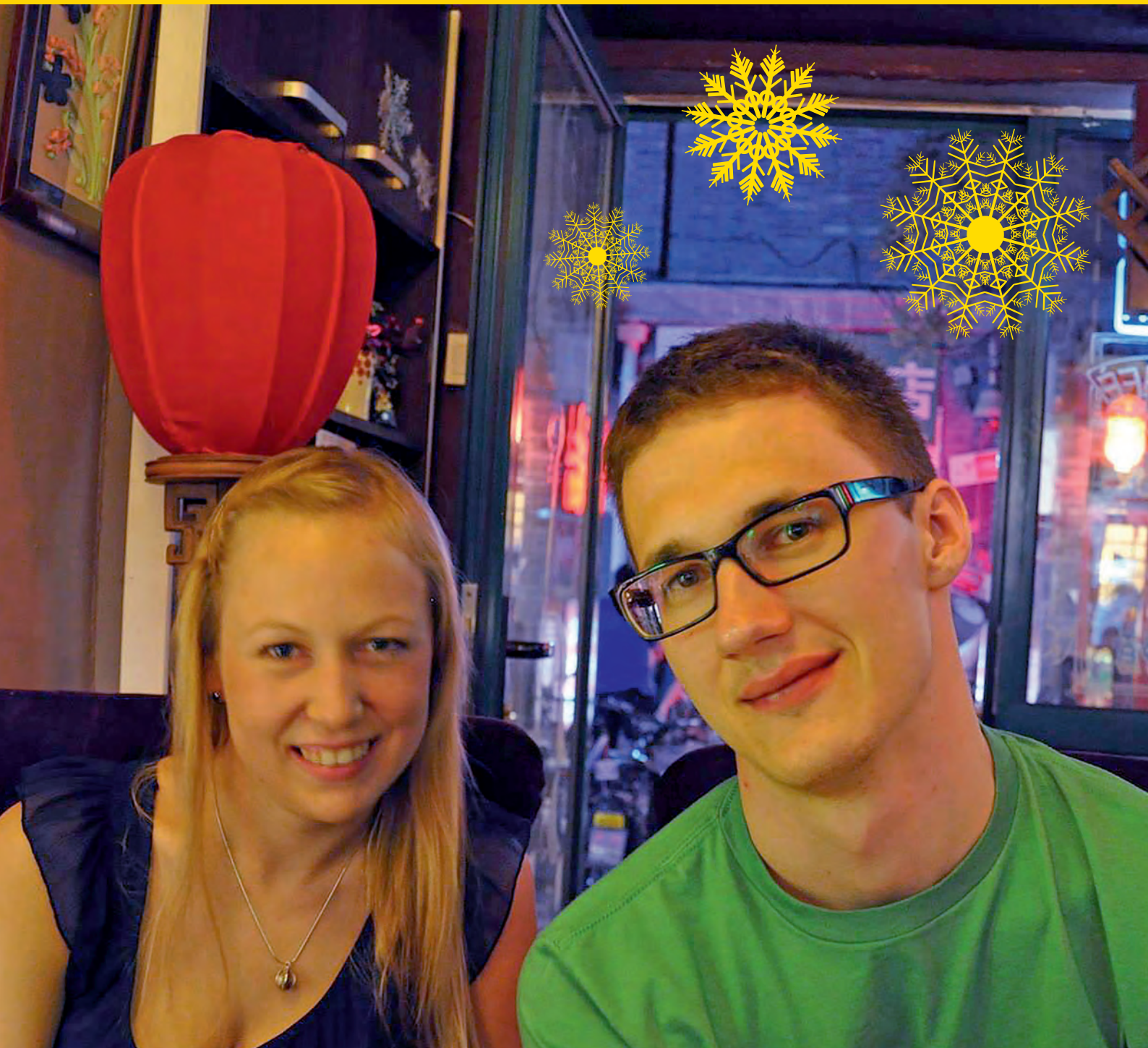


# INFO

03/2013



THE RURAL YOUTH EUROPE MAGAZINE



Inspiring change:  
Autumn Seminar 2013

Read on pages 04-05

What happens in the office?

Find out on pages 06-07

Towards Global 4H movement

Check page 15







# Rural Youth Europe

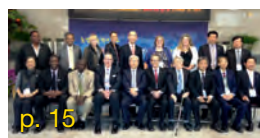
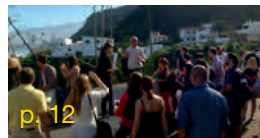
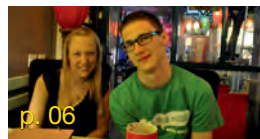
Rural Youth Europe (RYEurope) is a European non-governmental organisation for rural youth. Established in 1957, it is an umbrella for youth organisations working to promote and activate young people in countryside. It provides international training possibilities and works as an intermediary between 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 industry.
- 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 21 member organisations across 18 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@ruralityoutheurope.com](mailto:office@ruralityoutheurope.com) or check our website [www.ruralityoutheurope.com](http://www.ruralityoutheurope.com)



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### info – rural youth europe

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**A**nother year is soon coming to an end, and it is therefore time to look back on the year 2013. As usual there has been three annual events, since the planned study visit to Brussels unfortunately had to be cancelled because of too few participants. On the pages 06–07 you can read about the staff members of Rural Youth Europe, and what a working day look like for them!

It is fascinating how dark it really gets in the winters. Call me naïve, but somehow I seem to forget it during the spring and summer. At least here in the northern parts of Europe the contrast between the light summers and dark winters is huge. Still, I've noticed, people tend to always point out that there is something wrong with the weather – in the summers the nights are too bright, in the winters the days are too dark. Instead, I would like to see people that make the best out of it, enjoying the winter as much as possible. I know it's tricky sometimes, but try – it is all up to how one wants to see it!

This edition of the INFO magazine will in a way be the last. Plans are, that starting from the next edition this magazine will have a new name and possibly also a new layout. The paper version of the magazine will remain, so don't worry!

It's now time to stop writing. On behalf of the board and staff of Rural Youth Europe I want to wish you a merry Christmas (and happy winter)!

EMMA SILÉN  
Board member

## Rural youth project of the year 2013

**W**elcome to this year's rural youth project of the year competition! Last year was a tight competition between 11 fantastic projects and this year we are aiming even higher. The goal is to receive projects from each member organisation so we can create a true gallery of innovative thoughts from 2013.

Think through all your projects from this year and send us the most creative one or the one that brought the most benefit to your members and local community. The excited panel of judges will be looking for innovativeness, creativity, volunteering and benefit to your club and community.

The prize is the youth trophy and the participation of 2 members to the European Rally in August 2014 in Wales – and of course fame throughout Europe! The call and application form can be found on [www.ruralityoutheurope.com](http://www.ruralityoutheurope.com) and the deadline for applications is 15th January 2014.

## Youth Project of 2012

**L**ast year's winner presented their project at the closing ceremony of this year's Rally in Ireland and gave us all goose bumps with their fantastic engagement and amazing outcome! The "Random Act's of Kindness-festival" was a project submitted by Clonakilty Macra from Ireland. The aim of the project was to spread positivity by run something for the community.

The slogan was "fun, free and for all ages" and so it was a festival for everyone. The festival was opened with a bubble blowing ceremony and continued with a concert by three local bands.

During the second day, a Kids Sports Day was held and several voluntary organisations could spread the message in the community about what they do and recruit new members and find partners for new collaborative events. Around the town kindness zones were set up, where volunteers distributed small donated gift or others were running a workshop like drumming or breakdance. The festival ended with a Jungle themed BBQ and a lot of different kind attractions that made the people smile.

Concratulations to Macra na Feirme and their club Clonakilty for winning the Rural Youth Project of 2012.

# Inspiring Change: Autumn Seminar 2013

Open the curtains ... rain.  
Welcome to England!  
(But fortunately it did improve).

On arrival at the venue in Malvern the greetings with old friends were heartwarming and the handshakes with new friends were the beginning of a wonderful week.

This year's Autumn seminar was all about empowering us to become entrepreneurs and to encourage entrepreneurship in others. We explored what makes an entrepreneur and studied some famous ones. We gave presentations about local businesses that are close to our homes in each of our countries and explained how they became the businesses they are today. Others talked about their own businesses and it was inspiring to hear their passion.



The one day that really impressed me was when we had a talk about social media from Lynsey Swales from Social B. She explained the affects it can have on a business, good and bad, and how Google can be used to help. I learnt a lot about how a word, video or blog can get out and spread so fast and easily on the internet. The term "spreading like wild fire" I think sums it up best.

We looked at business plans, what is in them and what are the key points to feature when writing one. I now also know what KISS actually means - Keep It Simple Stupid, and that a 'SWOT' analysis can be used to assess Strengths, Weaknesses, Opportunities and Threats. We had Simon and Georgina from NatWest Bank along to help and they were brilliant - they even joined in with our energiser games!

We also had a trip out to see 3 local businesses. First we stopped at a little village shop and post office called 'Hopes of Longtown' run by Christine Hope. Christine started her business in 2003 with basically no money. She got a loan and she made an arrangement with the previous owner about the rent. Because it is in a remote rural location you can buy almost everything from toilet paper to magazines, honey to jewellery.

Next up we went to a farm with B&B (Bed and Breakfast) accommodation and a restaurant. 'White Haywood Farm Restaurant' is run by Pauline and Philip Goodwin and their family. It is set in a 400 year old barn and it was the perfect place to serve us with an amazing lunch.

The third business that we visited was 'Wiggly Wiggles' which is a business that is promoting self-sufficiency and natural gardening



through their online mail order company based on a farm. They also showed us where they make bird seeds, and their new business 'The Great British Florist'.

It was a fascinating day but as with all good things there was a twist ... Each company gave us 2 problems to solve for their businesses and asked us to come up with the solutions. The following day we were split up into groups and had to come up with ideas to present back to the business owners. It was like a "dragons den". Although some of the problems were not easy to solve, the feedback we got from the owners felt really good – especially when we saw the business owners taking away the presentations we just did for them!



Of course this week we did have some entertainment ... and at the same time there was also some history and tradition passed onto us ... the "Morris Men" who are traditional English folk dancers were a part of one of the best nights we had. From hearing their history and about why they dance, to the make-up and costume they wear. But of course getting us all involved in the dances was so much fun – everybody took part.

The tour around Worcester Cathedral during some free time was beautiful. We had Young farmers from Herefordshire and Worcestershire come in and entertain us with some games and their pig for a couple of the evenings! The walk up the Malvern Hills at night was also a great sight to see with all the lights below. And how can I forget the international buffet?!? I love this night: tasting samples of other people's foods from other countries. (I'm

a bit of a sweet tooth so the chocolate and sweets are normally the first for me).

People have been known to tell me that I talk too much but I've tried to sum up what was such an amazing and at the end an emotional week for me. I can't thank NFYFC & RYEurope enough for such an awesome time, and of course the other participants made it very special.

One important message for me is that not all of us want the same out of life but it doesn't stop us from helping others to achieve their dreams.

BOB DRONFIELD  
England



# What happens in the office ...?

It is not possible to describe a typical day at the Rural Youth Europe secretariat. The work routines vary by season and depend on events, European deadlines, membership situations and Board routines. And that is the way we like it as it never become boring!



Pia Nurmio-Perälä

The office of Rural Youth Europe is situated in Helsinki, Finland where we rent a room next to our Finnish Member Organisation Suomen 4H-liitto (Finnish 4H). Much of the work of the Secretariat is anyway physically done from around Finland and Europe, but the place does not matter as long as the Internet connection is good.

As the Secretary General I work from the office once a week and the rest of the time on distance. Like many of the young people involved in Rural Youth Europe, I live at a farm in a rural area so it take me several hours to get to the capital. Laura Vapola, one of the Office

Assistants, lives just next to the office in Helsinki and can get there fast if something urgent occur. Otherwise she assists with preparing the events, writing monthly e-news, picking up mail and doing other office routines.

Mikko Väitalo has been part of the Rural Youth Europe staff already for several years and his tasks as Office Assistant is mainly to keep up to date our online visibility and information and to coordinate the making of our magazine that is published three times a year. He works on distance from Turku, but visits the office now and then. At certain busy times more assistants

and volunteers are joining the Rural Youth Europe staff.

Priority one for the office is coordination of our events. Most of the time we do it together with someone else, which both gives better learning outcomes and is more interesting. The Spring Seminar is normally done at a youth centre of Council of Europe and the last years it has been recommended to do it in cooperation with another European organisation. This means that I in the team have representatives both from Rural Youth Europe and the other organisation, as well as from the Council of Europe.

The European Rally is done in close cooperation with the hosting Member Organisation. It is important that this event is mainly in the hand of the local team and that it interacts with the local community, but as the event is big we at the secretariat do much of the coordination. Also the board help with many tasks at the Rally and is in charge of the General Assembly that happens during the Rally.





Mikko Väitalo



Laura Vapola

The Autumn Seminar is an event that the hosting Member Organisation run quite independently, but like at any of our events, a board member is present as part of the prep team. The Secretariat helps with the call, material, advice, communication and visibility. Extra events are run according to the character of the event, but usually the Secretariat has a central role.

In practice, events mean a lot of emails and lists for the Secretariat. We have lists for everything; participants' contact details, arrival times, travel costs, email addresses, room division, diets, t-shirt sizes, emergency contacts, workshop choices and much more. A detailed narrative and financial report has to be done after each event.

As a non-governmental and non-profit organisation, funding is necessary to keep us running. Ca. one third of the yearly structural income is from the Member Organisation as membership fees. The rest we apply for from European Union and Council of Europe. It is my task to write these

applications, but I should follow the work plan made by the Board.

So far we have received enough funding to cover the expenses, but the programmes of both European Union and Council of Europe are under reform and we still don't know what the chances of funding are for 2014 and onwards. Funding for the Rally and Autumn Seminar is often applied for on European, national and local level and it is done in cooperation between the host and the Secretariat. For the Spring Seminar the Secretariat apply directly to the Council of Europe to have the event there and if the application is approved they cover most costs.

During a bit calmer periods we catch up with financial material, yearly reports and other documentation. We are on weekly basis in contact with the board and many of the Member Organisations. It is important to stay up to date with what is happening in Europe and globally. The Board members are present at meetings with the

European Youth Forum and I take part in information events regarding funding and project coordination.

My first year at Rural Youth Europe has passed by very fast and now when I have seen all phases of the year I have a better overview, but is still learning new things every day. The work has kept me sometimes at different places in Europe, sometimes at the office and sometimes at my home balcony. With such mobile work it is important to at times stay together with the colleagues and talk about something else than work.

With both the Board members and the staff we have spent time together at events this year. For the Board meeting in December we plan some get to know each other activities and with Laura and Mikko we are planning a recreation day before Christmas. This gives energy for challenges and adventures the new year will bring.

PIA NURMIO-PERÄLÄ  
Secretary General





# Nordic leader's camp week 2013



4H DANMARK and LandboUngdom were hosts for this course of leadership, Oct. 1 – 6th. It was held at Skovly, 4H Denmark's private place for course and camp activities in Ribe.

The Leader's Camp Week was for young people 18–30 years who have some experience with leadership work in their own organisations. Close to the Danish mudflats, everything was set for an idyllic stay with lots of discovery, learning and fun!

"Are you between 18 and 30 years old and want to become a better leader?" The invitation by NSU's website said. As the only girl and 4H-er from Norway I signed up and was excited to go to

Denmark in hope of learning more about conflict solving skills and developing leadership skills while being on a trip abroad!

## Diversity but unity

The participants I met were from different organisations and from many of the Nordic countries, many without any knowledge of 4H, actually. Nevertheless we had a lot in common: we were young and enthusiastic people who shared experiences and learned





from each other. Countries such as Germany, Estonia, Greenland, Iceland and Sweden were represented, which made the week very colorful!

### How it was like to attend the leadership course

Every course day started with a morning activity followed by courses and lectures from 8:00 a.m. to 6:00 p.m. Of course we had lots of coffee and fruit breaks, and we had several practical exercises, too. The topics spanned from presentation skills, personal impact, appreciative organisation management and more. In addition, we had a bigger block on communication skills, conflict resolution and how to be a better active listener. In the evening we had dinner together, organized movie nights and had a great farewell party last valuation day.

### Excursions

One of the days was an excursion to the almost - isolated island Mando and Vadehavscenteret, known for its unique birdlife and tidal currents. It was a damp but incredibly fun trip where we got better acquainted with each other!

### Self development, inspiration and motivation

I hope I have inspired more people to travel on any similar events in the future! Nothing prevents you while you are in 4H or any other youth organisation and have a desire to evolve, get inspired and motivated to work in their own organisations, while forming a network of young people from other countries!

LINDA LANGVA  
4H Telemark, Norway



# G2G in Spain – Swimming pool of diversity

12 – 19 August 2013 was the date when 25 young people from Finland, Slovenia, Austria and Spain gathered again in the youth centre of Molina, a small village close to Málaga, Spain.

This seminar was the third in a series of projects which main idea was born in the spring seminar of Rural Youth Europe in Strasbourg in 2011. The Spanish project was funded by the Youth in Action programme and organized by Asociación Juvenil Atrompikones from Villanueva de Algaidas (Málaga).

The title of the week was "Diversity among people" and the aim was to learn more about diversity in Europe and the participating countries in the field of religion, nature, art and culture. Each country prepared workshops and presentations about these topics and all participants presented their work to the others as speech, discussion, role-plays, cinema forum,

but always using non-formal education tools.

We were visiting Berrocal's workshop, a local artist of Algaidas, also the youth center where people learn to make oil bracelets. In addition, we enjoyed the nature of the place where we could see the diversity that involve the region and we had the chance to







see a typical house of Andalusia and Alcazaba of Malaga, a Muslim castle and a palace with lot of different cultures and religions.

In addition, we focused on games and establish a team spirit within the group. Swimming pool and the green area was a relaxed place to talk, play, swim and enjoy the sun. Furthermore, the participants got the opportunity to take an insight to local traditions, typical dances with a local group and having a delicious meal in a characteristic restaurant with a Flamenco show. Even the evenings were used

intensively to get to know each other's traditions, for example an international picnic and a traditional dancing were organised.

For many participants of the project this was their first experience in this kind of seminar. Afterwards when you see all people enjoying and learning from each other it is when you appreciate hard work and time that you have spent to make it true.

Thanks to everyone and the big family who are becoming Gather2gether. We will never forget our new friends and memories will be in our mind forever. Another unforgettable week ended, but this is not over yet, G2G will continue in Slovenia. We keep alive this spirit.

DAVID MARTOS  
Spain





# A brick for building a common Europe

“Brick – building our community” is European project about citizens’ active participation in community planning – so much in line with the themes of Rural Youth Europe’s Rally and Autumn Seminar this year.

The 1.5 years long Brick project comes to its end now in December, but much useful project material is available at the project webpage, such as an entrepreneurship guide, arguments regarding rural development, a board game and of course more information about Brick itself.

Big European NGO projects are not planned over a night. It takes years. Preparations for Brick started with 15 years of networking and building of trust among a group of youth organisations around Europe. Some Youth in Action funded projects on youth activation brought four years ago a specific team of youth together to crea-

te Brick. They came with expertise of specific areas of community development and developed it into four seminar concepts and result workshop.

The seminars took place in Spain, Slovenia, Denmark and Finland, and the workshop was in Finland. In addition we had participants from Czech Republic, Germany, Hungary, Italy, Portugal and Sweden. Each seminar has had up to 50 participants. The participants carried out surveys on the seminar topic before arrival and the hosting and sending communities have actively been part of each seminar process.





The aim of Brick was that citizens would get wider understanding of community planning and become a more active part of the community development processes. Bricks main theme was Active participation in community development.

The subthemes of the four seminars were:

1. Cultural heritage and urban planning, Spain
2. Consumerism, Slovenia
3. Ethnic inclusion in democracy, Denmark
4. Rural development and employment, Finland

The target group was adults of all ages who are engaged in the themes due to involvement in their civil society organisations, they are students or experts on the field or they are decision makers in the communities where we are working. The working methods were built on gathering and analysing information, study visits, community development workshops and collecting, presenting and spreading of results.

Brick was funded by the European Commission program Europe for Citizens and the Finnish fund Svenska Kulturfonden and had a total budget of 215 000 euro and involved directly ca. 400 persons. It was coordinated by the Finnish organisation Finlands Svenska Ungdomsförbund and was developed, hosted and led in cooperation with:

- Fundacion CentrolInternacional Para La Conservacion Del Patrimonio, Spain
- No Excuse Slovenia, Slovenia
- Europeisk Ungdom Danmark, Denmark

Hopefully the information and material gathered on the webpage could be of use for many, but an even more important result is the learning outcome for both seminar participants and team members. Many team members were for the first time hosts for an international event.

The intergenerational participation and cooperation over sectors in the community added value among the participants. The spirit and effectively of the result workshop team exceeded all expectation when they pulled off a stylish webpage, a movie, a board game, article translations and much more material in just a weekend – still having time for sauna and party. Common project ownership, which is my concept of project management, might cost effort in coordination, but it gives back so much more as spread learning outcomes, commitment of participants and team and of course a lot of fun.

When starting my work at Rural Youth Europe a year ago I made the decision of also continue coordinating Brick throughout 2013 as it is a final project of several years of preparations. It has taken much of my free time, but instead given inspiration and new skills for future organisation management.

Find out more about Brick on <http://brickeurope.org> and check out the possibilities of the Europe for Citizens program at <http://eacea.ec.europa.eu/citizenship>.

PIA NURMIO-PERÄLÄ  
Secretary General





# Exploring Australia



In the beginning of September my adventure to Australia started. Twelve weeks to experience the Australian way of living and farming were ahead of me made possible under the International Farm Youth Exchange.

IFYE was founded in the United States in the 1950s after WWII. The exchange is intended for young farmers to get insight and understanding of other cultures. Every year the Swiss IFYE Club sends about 25 keen U30 farmers abroad to a variety of countries such as the US, UK, Cameroon or Taiwan. This year, I'm one of them.

In Australia I'm hosted by Rural Youth Western Australia which is composed of the three clubs Katanning, Esperance and Bruce Rock. The strongest and most active division is Rural Youth Katanning. With 26 members and regularly organized events they contribute to the local culture and the regional development. Events like the pre harvest ball

that had taken place recently attract young people from near and far.

The Southern Hemisphere is currently heading towards summer, so everyone is getting ready for harvest: cleaning and servicing the headers, setting up grain silos, doing the last bit of spraying. Aside from that there also is a lot of sheep work to be done. Crutching to avoid fly blows, drafting and vaccinating the lambs, checking and shifting sheep in general and if shearing hasn't been done in autumn, it's done now.

During the past seven weeks I've been living with five different farm families around Katanning. The size of the farms averaged 1500 ha and about 1800 ewes each were held. On the fields they mainly grew canola, barley and oats. Actually, the share of the sheep in the profit of a farm is just about 20%, the rest is crops.

Since I grew up on an organic dairy farm my experience with sheep was close to nothing. It was very interesting to get an insight into the sheep work and business. I was amazed at the mechanics of the sheep market for instance that most of the wool is sold to China or that live stock export is crucial for the profitability of sheep.

While being on exchange one lives with the families for free so help is provided wherever needed. So I lived with the families like an additional family member. I did a lot of different farm work, for example baling and loading oat hay bales or pushing sheep. But I also helped in the

kitchen, baked some Swiss bread, cooked a Swiss meal or did the dishes. Whenever the host families had some free time, they took me to all the amazing spots that the Southwest of Western Australia presents. In this way I got around to beautiful places such as Albany, the Valley of the Giants or Perth and local sights as Lake Dumbleyung or Puntapin Rock.

Being from a small country like Switzerland, where a place a 100km away is far far away, the vastness of Australia is incredible for me. I knew that Australia was big, but I was taken aback about the actual immense size of this country. This Rural Youth exchange gave me the opportunity to experience Australia as seen from the perspective of the local people. If I had travelled by myself, I would just have seen the tourist attraction and missed a lot of great spots. And moreover, I would never have met all these lovely people.

I'm looking forward to exploring further parts of this beautiful country within the next five and last weeks of this stay.

PATRICIA BÜELER  
Switzerland





## Greetings from Helsinki!

In September I met with three different 4H-organisations in one meeting. The national board of Swedish 4H had taken a cruise to Helsinki, where they met Finnish 4H, Finlands svenska 4H and me as the representative from Rural Youth Europe. During the informal meeting we discussed the structures of the organisations, which kind of challenges we are facing in the 4H-world and how more co-operation between the organisations could be initiated.

We also discussed how to make the international opportunities more visible for the members and how to promote e.g. Rural Youth Europe. It was interesting to notice that many had heard about Rural Youth Europe, but not so many knew what it was. As an outcome of the meeting I hope there will be bigger co-operations between the 4H organisations in the Nordic countries, as well as many new faces on the events of Rural Youth Europe!

EMMA SILÉN  
Board member



## Inspiration from South Korea



My visit in Seoul, South Korea, is only a short one, but I am already impressed by the hilly landscape, the tidy urban surrounding and the well-organized community. I am here as the European representative at a global 4H meeting together with colleagues from Asia, North America, Africa and the Caribbean. We prepare for the first global 4H conference that will happen in the Autumn 2014 here in Seoul. As members of Rural Youth Europe also you have the chance to participate in the conference and you will soon get to know how.

As a 4H member since the age of 5 I have tried most activities 4H offer in Finland. Still, it is not before now I understand the actual global greatness of the 4H movement. During the 111 years of history it has spread from the USA to 70 countries and 7 million young people, simply because it is a good idea. 4H support entrepreneurship and innovation among young people and by this it empowers many and even saves lives in developing countries.

Keep an eye on our webpage to find out more about the global 4H conference 2014!

PIA NURMIO-PERÄLÄ  
Secretary General



## CALENDAR 2014

## SPRING SEMINAR 2014

"Our Changing Europe"

4 – 11 May 2014,  
Budapest, Hungary

This study session will be organised together with European Confederation of Youth Clubs at the European Youth Centre in Budapest. The aim is raise awareness of current European challenges related to young people and empowers our organisations to tackle these challenges. Storytelling will be used as a method, as well as many other creative non-formal methods.

## RALLY 2014

"Tomorrow's World"

9 – 16 August 2014,  
Port Talbot, Wales

Theme: Creating a sustainable future for you, your organisation and your rural community. Days of the week will concentrate on each part of the theme individually. You: Discovering who you are as a person, and the skills and qualities you possess. Your organisation: Ensuring sustainability within your individual organisation. Your rural community: Ensuring your organisations help support and develop your rural communities.

## AUTUMN SEMINAR 2014

"Food for the Future"

1 – 8 November 2014,  
Denmark

A theme of this activity is sustainable food production and it aims to improve the awareness of development in food production. The objectives are that the young rural participants challenge their way of thinking of traditional food production by sharing innovation and good practice of sustainable food production. They understand the global food situation and the necessary development of food production, interact with the hosting and sending communities to raise awareness about the consumer's responsibility of the food production chain, and state rural food producer's role in the national and European community and democratic field.