

Programme

ENRD Workshop **Social Hubs in Rural Europe**

*Responding to demographic change &
promoting social inclusion*

9 February 2017

L42, Rue de la Loi 42, Brussels 1040

Agenda

Time	Session
8:30	Registration
9.00	Welcome by Mr Mario Milouchev (Director, DG AGRI) and Paul Soto (Team Leader, ENRD Contact Point) Keynote: From Exclusion to Social and Economic Inclusion , Tom Jones (EESC) How arts & culture reshaped the villages of Fursund , Lene Noer (GRASSLANDS, Denmark) Why social hubs? - Purpose and structure of the day , Edina Ocsko (ENRD CP) Introduction of the Social Hubs by 'Hub Leaders'
10.00	Coffee
10.20	Social Hubs : Parallel sessions on the work of various social hubs (see p.4 to 13): <ul style="list-style-type: none">• The integration of migrants and refugees• Youth in rural areas• The role of women in rural areas• Roma in rural areas• The role of arts & culture for social inclusion
12.20	Feedback from the Social Hub sessions European Solidarity Corps , Orsolya Frizon Somogyi (DG AGRI) Introduction to the ' Social Route ', ENRD CP
13.10	Lunch
14.10	Social Route : Take the 'tour' to explore various social inclusion and demographic change initiatives, including Social Hubs, LEADER projects and other rural initiatives (see details at p.14 to 15).
15.40	Final panel : Lessons, conclusions and action points
16.00	End of event

Introduction to the event

Rural areas are constant spaces of change, driven by social and technological modernisation, agricultural restructuring and globalisation. In the face of such change, Europe's rural regions are constantly challenged to retain services, facilities and most importantly population structures.

Rural areas are facing both **new and long-standing social and demographic challenges** including the increased number of migrants and refugees and the need to better integrate them within rural (and urban) societies; ageing population and young people increasingly leaving rural areas, while those who stay facing difficulties in finding employment and integrating within the rural society; the need for integrating and involving Roma population many of whom live in rural areas but often do not participate in the decisions taken for their area; challenges for rural women to gain appropriate rural employment, become drivers of rural development, innovators or entrepreneurs in rural society or equal partners in agriculture.

Rural 'social hubs' can be "defined" as individual organisations or a set of organisations that are actively working to respond to demographic change and promote social inclusion issues in rural areas¹. However, social hubs concern much more than a simple definition can possibly capture: it involves a lot of **experienced, committed and enthusiastic individuals** who have worked (often over 20 years) on helping the integration of disadvantaged people in rural areas or the integration of a rural community as a whole. They experiment with new approaches, learn from past mistakes and positive experiences, and have the patience to wait until their work bears its fruits, which often takes many years.

Several committed organisations work on similar issues to improve rural societies but may not know about each other's work. **The main objective** of this event is to bring some of these committed organisations and individuals together, present their work, share their experience and **stimulate exchange in order to provide inspiration for future work and cooperation**.²

The workshop also aims to explore how the European Agricultural Fund for Rural Development (EAFRD) funded **Rural Development Programmes** and projects could build on existing experience and how it could be used to reinforce social inclusion and demographic change in rural areas.

¹ 'Responding to demographic change and promoting social inclusion' is one of the working themes of the ENRD Contact Point during 2016-2017 (see http://enrd.ec.europa.eu/themes/social-inclusion_en for more information).

² This workshop is a second in a series of social inclusion workshops (the first ENRD Social Inclusion workshop was organised in March 2016): http://enrd.ec.europa.eu/news-events/events/enrd-workshop-leadercld-and-networking-support-social-inclusion_en

INTEGRATION OF MIGRANTS AND REFUGEES

HUB:
NRN CLUSTER ON
MIGRANTS &
REFUGEES
(SWEDEN, FINLAND,
AUSTRIA,
GERMANY)



Nils
Lagerroth
(Swedish
Rural
Network)

Michael
Fischer
(Austrian
Rural
Network)

Juha-Matti
Markkola
(Finnish Rural
Network)



Eeva Arpala (LAG Aisapari,
Finland)

Focus of the hub

- Work of National Rural Networks in support of integrating migrants & refugees
- The role of LEADER and cooperation

This 'hub' is centred on the work of a set of National Rural Networks (NRNs of Sweden, Finland, Austria and Germany) who set up an **NRN cluster/ exchange platform** around the topic of integration of migrants & refugees. Within this hub session, they will present the situation in their countries and the work of the NRNs to better integrate migrants and refugees in rural areas. A LEADER transnational-cooperation project will also be featured.

Introduction

Presented by Nils
Lagerroth, Swedish NRN

During the introductory presentation, a representative of the NRN cluster on migrants will talk about the **importance of the theme of 'integrating migrants & refugees in rural areas'** and the **objectives & working process of the NRN cluster**. Nils will also present shortly the work of the Swedish NRN. Examples will show how the integration of migrants can be supported through EAFRD-funded Technical Assistance.

Examples

Austrian Thematic Group on Care and Integration of Refugees

Presented by Michael
Fischer, Austrian NRN

Due to the major movement of refugees in 2015 and the foreseeable challenges for the rural regions, the Austrian Ministry of Agriculture, Forestry, Environment and Water Management asked the **Austrian Rural Network to initiate a thematic working group** that tackles the issue. In mid-2016, 29 representatives of municipalities, NGOs and public administration met and exchanged their views and experiences. They agreed on two topics for their second meeting: **(1) care and integration activities in municipalities** - good practice examples and **(2) occupation, work and housing**.

LEADER TNC project on immigrant integration

Presented by Eeva
Arpala, LAG Aisapari

The majority of immigrants live in cities. However, rural areas have a lot to offer to immigrants. Now 16 LEADER (EAFRD, Measure 19) action groups from Finland, Sweden, Austria and Germany have started a **cooperation project, which aims to develop integration of immigrants** in rural areas. The project aims to bring together examples of best practices of integration. The goal is to disseminate the examples, develop the processes and build an expert network of rural actors.

Relevant links/ resources

The **work of the NRN cluster** is presented on the ENRD 'social inclusion webpage: http://enrd.ec.europa.eu/thematic-work/social-inclusion_en

Factsheet on **'How to support the social inclusion of migrants & asylum seekers?'**:

http://enrd.ec.europa.eu/sites/enrd/files/w8_factsheet3_migrants.pdf

LEADER TNC project – Immigrant Integration to Rural Areas:

<http://iirablog.wordpress.com/>

Video/Round-table interview on **'Migrants & Community-led Local Development'**: <https://www.youtube.com/watch?v=gPvBRLaspC8>

Asylum seekers starting businesses (Orust Mirakel):

<https://youtu.be/zPQbuxAUdSs>

Videos on **Denmark's Friendly Neighbours**:

- <https://www.youtube.com/watch?v=H-qTvleyh9Y>
- <https://www.youtube.com/watch?v=sqvFe9lhWeU>
- <https://www.youtube.com/watch?v=PjecQAIGWLg>

The **European Rural Parliament** (to be held in the autumn of 2017) sets **'welcoming refugees and migrants'** as a priority theme. For more information: Josefin.heed@helasverige.se.

YOUTH IN RURAL AREAS

HUB: YOUTH INITIATIVES OF SOUTH & EAST CORK AREA DEVELOPMENT (IRELAND)



Ryan Howard
(CEO – SECAD)



Katelyn
Leahy
(College
student)



Nuala
O'Connell
(Developmen
t Officer -
SECAD)



Denis Ring
(‘My-Place’
Youth &
Community
Centre)

This social hub is centred on the work of South & East Cork Area Development (SECAD) and partner organisations that have actively worked to improve the situation of rural youth over the last 20 years. The hub will focus on **how youth-focused strategies can target social exclusion issues** (including depression and youth suicide) through the provision of an integrated programme, linking social inclusion, rural development, mental health and community development.

Focus of the hub

Improving the situation of young people in rural areas through:

- Integrated strategies
- Infrastructure
- Training support

Introduction

Presented by Ryan
Howard, CEO – SECAD,
Ireland

The introductory presentation will provide a background to 'rural youth' and their situation in Ireland (and in Europe). It will explore how the work of SECAD (EAFRD LEADER funding) improved the situation of youth in the South & East Cork area through a **strategic vision for development of support to rural youth**, using an integrated CLLD approach and achieved through 'partnership' negotiation and collective responsibility.

Examples

SECAD youth mental health review – understanding Youth Needs

Presented by Nuala
O'Connell, Denis Ring
and Katelyn Leahy

In the face of growing youth mental health issues in their rural catchment, SECAD commissioned the development of a major report with University College Cork which was called "**Where do you go when you go out?**". The purpose was to identify with young people the main barriers that exist in enabling their own social and mental development and how these could be addressed. The methodology was first used by SECAD nearly fifteen years ago, setting in train a series of animation, capacity building and capital investment programmes across the whole LAG area which continue to evolve today.

Development of youth infrastructure

Presented by Katelyn
Leahy, Ryan Howard,
Nuala O'Connell and
Denis Ring

The main project outlined during this session is the development of a **youth-led in-door development centre** called 'MY Place' in Middleton, a rural market town in the centre of the LAG area. This story includes the actions of the LAG and the policy of targeting investment into youth infrastructure, the allocation of development support, the building of a local volunteer-community management team for the project and the role and responsibilities of the young people and other key stakeholders in this process.

Animating Youth - Cork Young Filmmakers

Presented by Nuala
O'Connell

Within this presentation various examples on 'animating youth' will be presented including:

- The SECAD-Cork County Council **Young Filmmakers Programme** working as a group learning and enhancing film-making techniques for youth.
- The **East Cork Music Project** encourages music education and arts practices among young people aged 16 to 25.
- **SECAD Time 2 Activ8** is an employment activation and motivation programme for young people with low formal academic achievement.

Relevant links/ resources

- ENRD Factsheet on '**How to support the social inclusion of young people in rural areas?**'
http://enrd.ec.europa.eu/sites/enrd/files/w8_factsheet2_youth.pdf
- Cork Young Filmmakers: <http://www.corkfilmcentre.com/first-take/>
- SECAD website: <http://www.secad.ie>
- MY Place (Community and Youth Centre, Middleton):
<https://www.facebook.com/MY-Place-Middleton-219145221590464/>
- CDYS Middleton (Cloyne Diocesan Youth Service, operating at MY Place building): <https://www.facebook.com/cdys.middleton?fref=ts>

THE ROLE OF ARTS & CULTURE FOR SOCIAL INCLUSION

HUB:
ARTISTS, CULTURAL
WORKERS &
EXPERTS



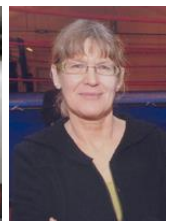
Jan Hartholt (Expert in
'agri-culture', Dutch Rural
Network)



Henk Keizer
(Artist/ Expert
Common
Grounds
project)



Sjoerd
Wagenaar
(PeerGroup
Theatre
Group)



Lene Noer
(Artist)

This social hub is building on the outcomes of the Amsterdam Rural Forum (May 2016). The work of various stakeholders (artists, cultural workers, experts and members of the local community) – also presented in Amsterdam - demonstrates how arts & culture can help to **re-connect with rural stakeholders** and improve social cohesion in rural areas.

Focus of the hub

- The role of arts & culture for social integration
- How arts & culture can re-vitalise villages

Introduction

Presented by Jan Hartholt

Arts and culture is as much about research and action, as it is about facts and feelings. It plays an important role in reconnecting people also in rural areas (as well as between urban and rural areas). As such it has an important role for social integration and community building. The linkages of **arts & culture in 're-connecting people'** will be explored, including the importance of commitment, the need for endurance and investing in relations, the importance of networking (and not re-inventing).

Examples

How arts & culture reshaped the villages of Fursund (Denmark)

Presented by Lene Noer during the plenary introduction of the workshop

We have experienced that art creates a space for those who for different reasons have been frozen out of the community: old social walls and prejudice against the less fortunate (or simply sourly, grumpy persons) break down, new skills emerge and contribute to respect and acceptance through teamwork. As artists we are grateful for every helping hand and engagement and not so occupied with social status. Thereby, we can become **catalysts for deconstructing ingrown conflicts**, and reconstructing social coherence.

PeerGrouP (the Netherlands)

Presented by Sjoerd Wagenaar

PeerGrouP is a **theatre group that works in rural areas** (in north of The Netherlands). It consists of people working in different art disciplines: actors, architects, dancers, sculptors and musicians. A field, a big coaster or a whole village can be their performance site; they hardly ever perform in theatre buildings.

Common Grounds (European cooperation)

Presented by Henk Keizer

Common Grounds is a collaborative project of 8 art organisations from Europe that have the long-term experience in social theatre, visual art, music and other forms of art. Rural citizens and the issues of their areas are the starting point of the artistic work. The project aims to **give voice to these unheard people** to tell great stories. Henk will also present the platform (European Rural Forum) that was recently created by three European Capitals of Culture with the aim of reconnecting rural and urban places.

Relevant links/resources

Amsterdam Rural Forum and 5th NRN meeting:

<http://netwerkplatteland.nl/kamer/amsterdam-rural-forum-5th-nrn-meeting>

Grasslands:

https://www.facebook.com/pg/forsamling/videos/?ref=page_internal

PeerGrouP:

<http://www.peergroup.nl/english/>

ROMA IN RURAL AREAS

HUB:
ERGO NETWORK
INCLUDING LOCAL
MEMBERS AND
LAGS



Jamen
Gabriela
Hrabanova
(ERGO
Network)

Ileana Rotaru
(ERGO
Network's
member
Nevo
Parudimos)

Melinda
Kassaj (ERGO
Network' s
member
Butterfly
Development)

Better integration of Roma people in rural areas is important to address not only social but also demographic and economic issues. The European Roma Grassroots organisation (ERGO Network) has been working actively to use bottom-up/ **partnership-based approaches (such as LEADER/CLLD) as a tool to engage Roma people** more actively in shaping the future of their rural areas. Rural Development Programmes are considered to have a great contribution to this process.

Focus of the hub

- The work of ERGO Network to better integrate Roma people in rural areas
- LEADER and LAG strategies as tools for Roma integration

Introduction

Presented by Jamen
Gabriela Hrabanova

In the introduction the following aspects will be presented:

- The situation of Roma in rural areas: social, economic/employment as well as demographic aspects;
- State-of-play with regard to ERGO LEADER 'scoreboard' exercise;
- **Roma involvement in LAGs and Local Development Strategies;**
- Type of projects that are targeting Roma within the LAGs;
- Identifying possible proactive measures in order to consolidate active involvement of Roma people within LAGs;
- Possible models (benchmarks or best practice) of Measures implemented in EAFRD funded LEADER Local Development Strategies and in communities.

Examples

Roma inclusion in the strategy of LAG Isperih

Presented by Ileana
Rotaru
Nevo Parudimos
Resita, Caras-Severin
Romania

The Local Development Strategy (LDS) of LAG Isperih has multiple funding sources and includes measures from the Rural Development Programme, Human Resources Development Programme and the Competitiveness and Innovation Programme. The strategy includes **target measures for the integration of Roma community**, including community growth, social inclusion, education, employment and social services. (www.nevoparudimos.ro)

Pro Cserehat Association Butterfly Development & National Roma Working Group (Hungary)

Presented by Melinda
Kassai, Butterfly
Development Hungary

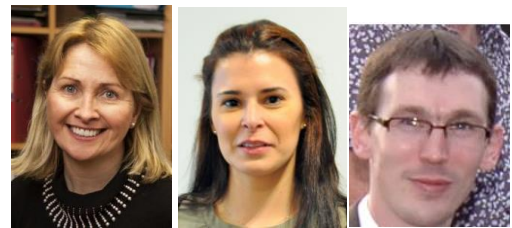
Butterfly Development has been successful in setting up a **rural development network of local actors** (Roma, municipality, church and other stakeholders). The initiative of Butterfly Development 'Pro Rataouille' in Borsod County focuses on disadvantaged rural communities where there are no or only scarcely available job opportunities. This initiative is tackling **rural unemployment, poverty and isolation**. It has become so successful that the programme has elevated from the level of a couple of settlements (Hejőkeresztúr, Sajókeresztúr, Ároktő) to a micro-regional programme (Hejő-Sajó village network). (<http://www.bffd.hu/pro-rataouille-program/hejo-sajo-village-network>)

Relevant links/ resources

- ENRD/ERGO Leaflet on Social Inclusion of Roma through LEADER and CLLD:
http://enrd.ec.europa.eu/sites/enrd/files/w8_factsheet4_roma.pdf
- Social inclusion of Roma in rural areas through CLLD process in work of ERGO Network members: <http://www.ergonet.org/ergo-network/news/230/000000/Social-inclusion-of-Roma-in-rural-areas-through-CLLD-process/>

THE ROLE OF WOMEN IN RURAL AREAS

HUB:
RURAL WOMEN
ENTREPRENEURSHIP
EXAMPLES FROM
IRELAND & THE
NETHERLANDS



Dr Maura
Farrell (NUI
Galway &
Irish National
Rural
Network)

Marta Rosa
(Copa
Cogeca)

Eamon
McMullan
(Northern
Ireland Rural
Network)

This hub aims to identify both the challenges and the opportunities that rural women face in their quest to gain appropriate rural employment, focusing particularly on the **entrepreneurial and innovative practices of rural women**. Additionally, the hub will explore how Rural Development Programmes and broader regional policies can assist women to become drivers of rural development, innovators or entrepreneurs in rural society or equal partners in agriculture. The hub is led by the Irish and Northern Ireland National Rural Networks.

Focus of the Hub

- Rural women entrepreneurship challenges & opportunities
- The policy environment and how it can play a role in advancing rural female entrepreneurs and innovators.

Introduction

*Presented Dr Maura Farrell,
NUI Galway & Irish National
Rural Network*

The introduction highlights both the challenges and the opportunities facing women in rural areas within an EU context. Drawing on recent research and policy developments, the presentation identifies issues concerning women in rural areas, paying particular attention to concerns around employment, innovation and entrepreneurship. In doing so, Maura will identify examples of European good practice involving women as drivers of rural business and entrepreneurship.

Examples

Brookfield Farm & ACORNS - Accelerating the Creation of Rural Nascent Start-ups (Ireland)

*Presented by Ailbhe
Gerrard, Brookfield Farm*

Inspired by her late environmentalist mother, Ailbhe Gerrard bought Brookfield Farm beside her home in Coolbawn, Ireland, with a vision to **reconnect people to agriculture**. She is transforming the tillage farm to an **economically sustainable nature friendly farm** and as part of that enterprise she started Brookfield Farm Hiveshare in December 2014. As part of her business development, Ailbhe joined Ireland's **ACORNS Project** and felt that the project's monthly meetings helped her focus on her aims and fulfil her objectives. Her handmade beeswax candles are now stocked in well-known retail chains in Ireland; and Brookfield Farm hive gifts are also available online at www.brookfield.farm.

MiniTree (The Netherlands)

*Presented by Corine
Fleuren, Fleuren
Boomkwekerij*

Corine Fleuren worked in the **family tree nursery**, which produces over 1 million fruit trees annually in the Netherlands. In 2010, the concept of producing your own food was gaining ground and Corine realised that it was not easy to have fruit trees in small spaces, such as back gardens. Seeing this gap in the market, Corine developed **Mini Apple Trees** that do not need much space or care. The concept is now spreading across the Netherlands, Germany and Belgium. The mini apple trees are sold directly from the producer to the consumer via her online shop.

Relevant Links/ Resources

- Brookfield Farm beside (Coolbawn, Ireland)
www.Brookfield.Farm
 - Video: ACORNS
<https://www.youtube.com/watch?v=v6tU2YSVEp0>
- Fleuren Boomkwekerij (Baarlo, The Netherlands) -
<http://www.minitree.nl/>
 - Introduction to MiniTree
<https://www.youtube.com/watch?v=Ssp8Q6V2nK8&list=PLm9gQTvORwNSg7ehQFzzB3qn0ReesgCum&index=5>

Social Route

Station 1: Integration of migrants	
Lead	Content
Stand 1: European Rural Parliament Thematic Work	
<ul style="list-style-type: none"> • Josefin Heed (Coordinator of the Migrants Initiative) • Kirsten Birke Lund (ELARD) • Vanessa Halhead (ERCA) 	Through its Manifesto the European Rural Parliament is developing a series of thematic activities, among others on "Welcoming Refugees and Migrants to Rural areas" and "Preparations for a European Rural Youth Parliament and Provision for Youth".
Stand 2: LEADER (TNC) projects addressing migrants	
<ul style="list-style-type: none"> • Punkalaidun (FI) migrant integration experience by Petri Rinne 	Punkalaidun is a small rural municipality in South-West Finland. Over the past decades its population has been steadily decreasing and ageing. Through a series of LEADER projects the municipality has invested in quota refugees integration to the local community - both in order to help the victims of human catastrophes and improve the municipality's viability.
<ul style="list-style-type: none"> • LEADER TNC project in immigrant integration in rural areas by Eeva Arpala 	16 LEADER action groups from Finland, Sweden, Austria and Germany have started a cooperation project, which aims to develop integration of immigrants in rural areas. The project aims to bring together examples of best practices of integration.
Stand 3: NRN Cluster on Migrants & Refugees	
<ul style="list-style-type: none"> • Nils Lagerroth (Swedish Rural Network) • Michael Fischer (Austrian Rural Network) 	A set of National Rural Networks from Sweden, Finland, Austria and Germany decided around a year ago to start regular exchanges about activities for better integrating migrants and refugees in rural areas. The Network Support Unit representatives and the ENRD Contact Point have discussed the situation of migrants in each Member State and the specific actions taken, with specific focus on activities of NRNs.

Station 2: Roma in rural areas	
Lead	Content
Stand 1: ERGO Network	
<ul style="list-style-type: none"> • ERGO members & partners 	The European Roma Grassroots organisation (ERGO Network) has been working actively to use bottom-up/ partnership-based approaches (such as LEADER/CLLD) as a tool to engage Roma people more actively in shaping the future of their rural areas. They have developed and successfully applied a score-board exercise to assess how to better integrate Roma people in the development and implementation of rural development strategies.

Station 3: Young people in rural areas

Lead	Content
Stand 1: Supporting youth in South & East Cork Area Development (SECAD) in Ireland	
<ul style="list-style-type: none"> Colleagues of SECAD: Ryan Howard, Nuala O'Connell, Denis Ring and Katelyn Leahy 	SECAD and partner organisations have actively worked to improve the situation of rural youth over the last 20 years. At this stand they will present how youth-focused strategies can target social exclusion issues through the provision of an integrated programme.
Stand 2: My Place Project (Poland)	
<ul style="list-style-type: none"> Bohdan Kaminsky (Centrum Inicjatyw Edukacyjnych, PL) 	Bohdan will present his project entitled "My place" (2014-2015) focused on youth participation in the local community, including their contribution to the arrangement of public spaces and the initiation of local activities, as well as their input to democratic practice that is dialogue-based and youth-oriented.
Stand 3: Coaching for High School Youth	
<ul style="list-style-type: none"> Monika Łagodzińska (Fundacja Kształcenia Ustawicznego PERITIA, PL) 	Monika presents two of her projects: (1) SEMPRES promotes empowerment in social service provision in rural areas of the Baltic Sea Region. Social service providers such as welfare and public sector organisations, NGOs and social enterprises are encouraged and enabled to involve end-users (i.e. members of disadvantaged groups such as single parents, the elderly or migrants). (2) The Foundation 'PERITIA' performed coaching sessions as a part of the project Youth Academy of Responsible Business Leaders, designed for young people who are going to realise their ideas aimed at the local communities.

Station 4: The role of arts & culture in rural development

Lead	Content
Stand 1: The role of arts & culture for social inclusion	
<ul style="list-style-type: none"> Group of Artists & Creative Workers: Jan Hartholt, Henk Keizer, Lene Noer, Sjoerd Wagenaar 	Arts & culture in rural areas can play an important role for social integration, community building and re-connecting urban and rural. The group of artists and experts at this stand will talk about their initiatives such as PeerGroup a theatre group that performs in rural areas in unusual spaces, Common Grounds a collaborative European project in social theatre, visual art, music and other forms of art; and the new European Rural Forum that is developed based on the cooperation of three European Capitals of Culture.

Station 5: Women entrepreneurs in rural areas

Stand 1: Women entrepreneurs in rural areas	
<ul style="list-style-type: none"> Maura Farrell (Irish Rural Network) Ailbhe Gerrard (farmer, IE) Corine Fleuren (farmer, NL) 	This stand will present the work of women entrepreneurs (farming and non-farming businesses) in rural areas and ways to support them, including Ailbhe Gerrard who transformed her farm in Ireland to an economically sustainable nature friendly farm and started her business on handmade beeswax candles; and Corine Fleuren who developed a family tree nursery and Mini Apple Trees.



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