

## Facilitating entrepreneurship and improving skills of NEETs living in rural areas

# NEWSLETTER

Issue II

June

produced by CTAEX



Implemented by



eNEET Rural project benefits from a € 1,5 million grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment

## INTRODUCTION

**WHY?** In many rural areas of Europe there are few job opportunities. Youth unemployment is high, and many young people, who have dropped out of school, are low-skilled and face difficulties in getting a job.

This is especially true for the disabled and those belonging to ethnic minorities, who face discrimination from education and employers.

**WHAT?** The project will focus on innovation and technology in the agricultural sector in order to create a Toolkit for young people, who are no longer in the education system, not working or being trained for work (NEETs). The Toolkit will include online and on-the-spot trainings, youth competition, staff exchange and mentoring services.

**WHERE?** The geographical coverage of the project:

- Territorially, it covers eNEET Rural partnering countries: Bulgaria, Hungary, Italy, Romania, Slovenia and Spain;
- Bilaterally it includes partnering countries such as Bulgaria-Greece, Romania-Latvia, Spain-Portugal, Hungary-Slovakia, Slovenia-Croatia and Italy-Malta.

- Center for the Development of the Structural Funds Romania (CPDIS), [www.cpdis.ro](http://www.cpdis.ro)
- Business Research Association National Agrofood Technological Center, Extremadura (CTAEX), [www.ctaex.com](http://www.ctaex.com)
- Fruto Consulting Ltd (FRUTO), [www.fruto.eu](http://www.fruto.eu)
- STYRIAN TECHNOLOGY PARK – Business Support Centre and Incubator & Regional Centre for Technology Development (STP), [www.stp.si](http://www.stp.si)
- Mantuan Oltrepò Consortium (COM), [www.oltrepomantovano.eu](http://www.oltrepomantovano.eu)
- Inclusion AS, [www.inclusion.no](http://www.inclusion.no)



News	3
Events	9
Future relevant events	10
Contact	11

## NEWS

### The first half-year report of eNEET-Rural project has been accepted!

We achieved the following main milestones in the first 6 months of the project:

**Project management:** the project partners met+ twice as per project implementation plan, each sixth month (November 2018 and March 2019). Launching event in order to present the project to the general public was implemented in Varna as accompanied event to the Kick-off meeting. The 2nd Project Partners Meeting was held at CTAEX in Spain.

**Communication actions:** Upon the updated Communication Plan the multilingual project website was set up as well as the FB page, Twitter are up and running. Project brochures, billboards and leaflets were designed and printed. The monthly bulletin of UBBSLA contained articles on the progress of eNEET.

**Preparation of the innovative solutions:** All partners started to work on the development of the Training Materials for Online & On-the-spot Courses. As a preliminary step each partner elaborated a Local Demand Research incorporating information on business, agriculture and NEETs in their respective countries.

**Network building with stakeholders:** the consortium started mapping the stakeholders: NGOs, agricultural associations, holdings, unemployment centers in their countries/regions. A database has been collected which is supervised by COM. The WP leader organized two meetings with stakeholders in Italy to collect their feedbacks related to the Template of National agreements and international agreements within the bilaterally collaborating countries. Agreements will be concluded in the coming months.

**Youth employment facilitating services:** a study visit as a short term staff exchange between the stakeholders performing similar activities was **implemented in Extremadura region as accompanied event to the 2nd consortium meeting. As part of the study visits, three foreign stakeholders from Bulgaria and Italy took part and 4 Spanish stakeholders introduced their organisations focusing on their mission, goals, products/services, clientele and last but not least their possible engagement to eNEET project. The next study visit will be held in Slovenia in early autumn.**

## NEWS

The e-learning training materials have been drafted in the frame of Training Modules (6) and Training Units (34). The basic specifications & technicalities of the Innovative Platform were presented by Inclusion. The platform technicalities will be finalised in early summer. The units are the following

	MODULES	TU	
S O F T - S K I L L S	Module 1: Smart Communication	1	CV Preparation
		2	Attending Interviews: Tips & Tricks
		3	Networking, Communication Skills & Tools (Verbal, Written, etc.)
		4	Presentation and Public Speaking Skills
		5	Body Language and Physical Communication
	Module 2: Smart Work	6	Productivity and Self-Management
		7	Organisation and Time Management
		8	Team Spirit and Team Building
		9	Problem Solving
		10	Dos and Don'ts
		11	ICT Usage (Information Communication Technologies)
	Module 3: Smart Leadership	12	Leadership: Influencing and Motivating
		13	Crisis Management
		14	Finding Opportunities
		15	Business Trends Up-To-Date
A G R O - P R O F E S S I O N A L	Module 4: Doing Business	16	Achieving Self-Empowerment
		17	Basics of Business
		18	Generating Ideas
		19	Financing and Accounting
		20	Legal Framework & Company Status (Per Country)
		21	Strategic Marketing, Branding and Packaging
		22	Digital Marketing
		23	General Data Protection Regulation (GDPR)
	24	Support Organisations (Per Country)	
	Module 5: Agro-Business	25	Basics of Agricultural Business
		26	Plants and Crops Sector
		27	Agro-Food Sector
		28	Horticulture Sector
29		Animal Farm Sector	
30		Forestry Sector	
31		Ecological and Bio Agriculture	
32		Agro Licenses and Qualifications	
33		Subsidies and Supporting Mechanisms	
Module 6: Agro-Business Advanced	34	Your Business Plan	
	35	Your Business Canvas	
	36	Business Negotiation and Contracting	
	37	Good Practices	
	38	Entrepreneurship Encouragement (EU Funding, etc.)	

## NEWS

### FRUTO -MAY 2019

Fruto has exchanged thoughts with the Békés County Government Office about the best cases of training #NEETs. Their department dealing with unemployment completes numerous national and international projects facilitating NEETs to the access to job. The cooperation within #eNEET\_Rural project was also discussed.

### eNEET Rural Project MAY 2019

Development of management information systems and investigation of IT systems of agricultural enterprises is part of the training courses of @nyiregyhaziegyetem. Fruto discussed with its lecturers their opinion on the #agro-training courses of #eNEET\_Rural and the opportunities of collaboration.



### eNEET Rural Project MAY 2019

Directing the young low-skilled unemployed to farming is one of the main aims of our project. The Great Hungarian Plain is traditionally the heart of #agriculture. A farm from the Great Hungarian Plain (Morahalom) was visited by Fruto to draw the details of their involvement in hosting and mentoring of #NEETs with agro interest



### eNEET Rural Project MAY 2019

The representatives of PRIMOM Foundation for Promoting Enterprises and Fruto met to establish the collaboration on agro #entrepreneurship development related actions of #eNEET\_Rural. @primom.alapitvany is active partner of Enterprise Europe Network and handles micro credit and micro financing for SMEs.



enterprise  
europe  
network

## NEWS

### eNEET Rural Project MAY 2019

The Entrepreneur Center of Baranya County @BaranyaMegyeiVallalkozoiKozpont invited Fruto to get to know each others' activity in the stimulation of SMEs and the facilitation of the agricultural entrepreneurship in the County. Both parties see the synergetic points of the core activities of @BaranyaMegyeiVallalkozoiKozpont and #eNEET\_Rural project and open for closer collaboration.



### eNEET Rural Project MAY 2019

According to the latest European Commission education report, 84 percent of Hungarian youth are employed. One reason for this unemployment rate could be the Youth Guarantee Program that has already helped 100,000 young people find work in Hungary. The Youth Guarantee Program provides assistance to young people under the age of 25 who do not work and do not attend any education or training.



### eNEET Rural Project JUNE 2019

Another challenge for #eNEET\_Rural project in Bulgaria! 28 regional employment programs will be launched in June 2019! At the beginning of June 2019, 28 regional employment programs will be launched in all areas of Bulgaria. The regional employment programs will provide work for 3 - 6 months for 2400 unemployed, including #NEETs. The funds are from the active labor market policy budget of the National Employment Action Plan for 2019 of the Ministry of Labor and Social Policy. Priority will be given to people from vulnerable groups on the labor market, including unemployed young people under 29, people over 50 and long-term unemployed. The implementation of the regional employment programs will continue until the end of 2019. Regional programs will be financed by BGN 8.8 million, which is 10% more than last year.

## NEWS

### eNEET Rural Project JUNE 2019

The Ministry of Agriculture in Hungary plans a large-scale Roma catch-up program, which would solve the rural labor shortage, and at the same time it would create an opportunity for the Roma to break out.

In the Agroma project, "3in1" would bring about 1. the social inclusion of the Roma with 2. agricultural and 3. rural development, as these would come back and forth between themselves. The Agroma program could even start in 2020. #eNEET\_Rural will seek the collaboration with them.



### eNEET Rural Project JUNE 2019

The Ministry of Agriculture in Hungary plans a large-scale Roma catch-up program, which would solve the rural labor shortage, and at the same time it would create an opportunity for the Roma to break out.

In the Agroma project, "3in1" would bring about 1. the social inclusion of the Roma with 2. agricultural and 3. rural development, as these would come back and forth between themselves. The Agroma program could even start in 2020. #eNEET\_Rural will seek the collaboration with them.



### eNEET Rural Project JUNE 2019

Our Slovenian partner (Štajerski Tehnološki Park / Styrian Technology Park) presented eNEET Rural project to the regional LIAR - Local Innovation Working Group of New Generation Skills. LIAR is constituted from the most important stakeholders, helping young people to gain new knowledge and skills. At the end of the meeting future collaboration was successfully set!

## NEWS

### eNEET Rural Project JUNE 2019

Meeting of the Business on the Black Sea coast was held in Varna. On June 13, 2019 in the Golden Sands resort near Varna was held the annual Meeting of the Business on the Black Sea coast. The event was attended by many owners and managers of companies in the region, business associations and chambers, mayors and municipal representatives. UBBSLA experts who attended the event had the opportunity to meet and establish a network with eNEET stakeholders. During the working discussion UBBSLA discussed the possibility of cooperation with the municipal administration of Devnya Municipality as well as with the Presidents of the Varna Chamber of Commerce and Industry and the Executive Director of the Regional Industrial Association - Varna. All of them have committed themselves to cooperate with UBBSLA in finding suitable agro-business organizations and local agricultural holdings to be involved in the implementation of the #eNEET\_Rural project.



### eNEET Rural Project JUNE 2019

Under the eNEET Rural project, funded by EEA and Norway Grants, the CPDIS Association organized a meeting with young people from the Faculty of Consumer Protection and the Environment at the Agronomic University of Bucharest to discuss the opportunities the project offers through online and offline. We encouraged the entrepreneur spirit in rural areas by presenting the objectives and results of the project. #eNEET



### eNEET Rural Project JUNE 2019

#eNEET\_Rural project: Bulgarian partner (UBBSLA) launched a selection procedure for young people (NEETs) from rural municipalities wishing to participate in the project training courses "Soft skills & Argo-professional skills"!



## EVENTS

### eNEET Rural Project JUNE 2019

#eNEET\_Rural project: the appointments with the young people of the area begin. SAVE THE DATE !!!

Here we are with the meetings dedicated to the youth of mantuan oltrepò begin, promoted by the eNEET RURAL project which involves 7 European countries and is funded by Iceland, Liechtenstein and Norway through the fund by EEA and Norway Grants Fund for Youth Employment. The EEA and Norway Grants Fund for Youth Employment aims to support transnational project initiatives that promote sustainable and quality youth employment.

The meetings are dedicated to neets living in the municipalities of the district and will be opportunities to meet, discuss, guide and activate ideas and paths to grow, enhance and increase the skills of young people, guide their skills towards winning training and experience working.

**The first 2 appointments will be held in the Ostiglia district on 18 and 20 June 2019.**

On June 18 we are waiting for you at the Informagiovani of Poggio Rusco where you will find the territorial operators of the IG and the contacts of the Eneet RURAL project. It will be an opportunity to exchange ideas and to compare ourselves, we will get to know each other better by stimulating team building activities in groups and we will share some "knowledge pills" on the approach to work.

On June 20 instead we will meet at the Informagiovani of Ostiglia together with the IG operators and the Solco Mantova employment agency. It will be a meeting dedicated to the characteristics of the territory in terms of skills and job opportunities and the deepening of some themes proposed in the first meeting.

The representatives of the two services will talk to us about communication and work and will open the focus group which will be followed by an "Aperimeeting" in which you can taste and learn about the products and companies in the area.

Let's create a network to promote the territory and the opportunities it offers us!

SAVE THE DATE!

**Next events: 02/07/2019 / Suzzara**

**05/07/2019 /San Benedetto Po**



## FUTURE RELEVANT EVENTS



[Great Yorkshire Show](#)

Harrogate, United Kingdom  
July 09 - 11, 2019



[Agropolis / Агрорусь](#)

St. Petersburg, Russia  
July 10 - 12, 2019

**LIBRAMONT**

[Agricultural and Forest Fair of Libramont](#)

Libramont, Belgium  
July 26 - 29, 2019



[Bread Basket / Země živelka](#)

Ceske Budejovice, Czech Republic  
August 22 - 27, 2019



[Agrokomplex](#)

Nitra, Slovakia  
August 22 - 25, 2019



[Agra](#)

Gornja Radgona, Slovenia  
August 24 - 29, 2019

**ExpoDrev  
Russia**

[Expodrev / Эксподрев](#)

Krasnoyarsk, Russia  
September 03 - 06, 2019

**PUUMESSUT 2017**

[Wood / Puumessut](#)

Jyvaeskylae, Finland  
September 04 - 06, 2019



[Space](#)

Rennes, France  
September 10 - 13, 2019



[Salon du Végétal](#)

Nantes, France  
September 10 - 12, 2019

## CONTACT

**LEAD Partner:**

***Union of Bulgarian Black Sea Local  
Authorities***

*Bulgaria*

[www.ubbla.org](http://www.ubbla.org)

[coordinator@ubbsla.org](mailto:coordinator@ubbsla.org)

**Communication Manager:**

***Fruto Consulting Ltd***

*Hungary*

[www.fruto.eu](http://www.fruto.eu)

[info@fruto.eu](mailto:info@fruto.eu)



Implemented by



eNEET Rural project benefits from a € 1,5 million grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment

[www.eneet-project.eu](http://www.eneet-project.eu)