

**Interreg
Europe**



Co-funded by
the European Union

Entrepreneurship in rural areas with population decline

Erik Gløersen

*Policy Expert – Social Europe
Policy Learning Platform*

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29 May 2024

Workshop by the Interreg Europe Policy Learning Platform



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First Workshop Session

Visions and Objectives
for Entrepreneurship in Rural Areas
with Population Decline
by 2040



Agenda

10.30-11.30 I Visions and Objectives for Entrepreneurship in Rural Areas by 2040

11.30-11.50 Coffee break

11.50-13.00 II Youth Entrepreneurship in Rural Areas

13.00-14.10 Lunch break

14.10-15.20 III Female Entrepreneurship in Rural Areas

15.20-15.40 Coffee break

15.40-16.50 IV Digital Opportunities for Entrepreneurship in Rural Areas

16.50-17.30 Wrap up session – conclusions & next steps

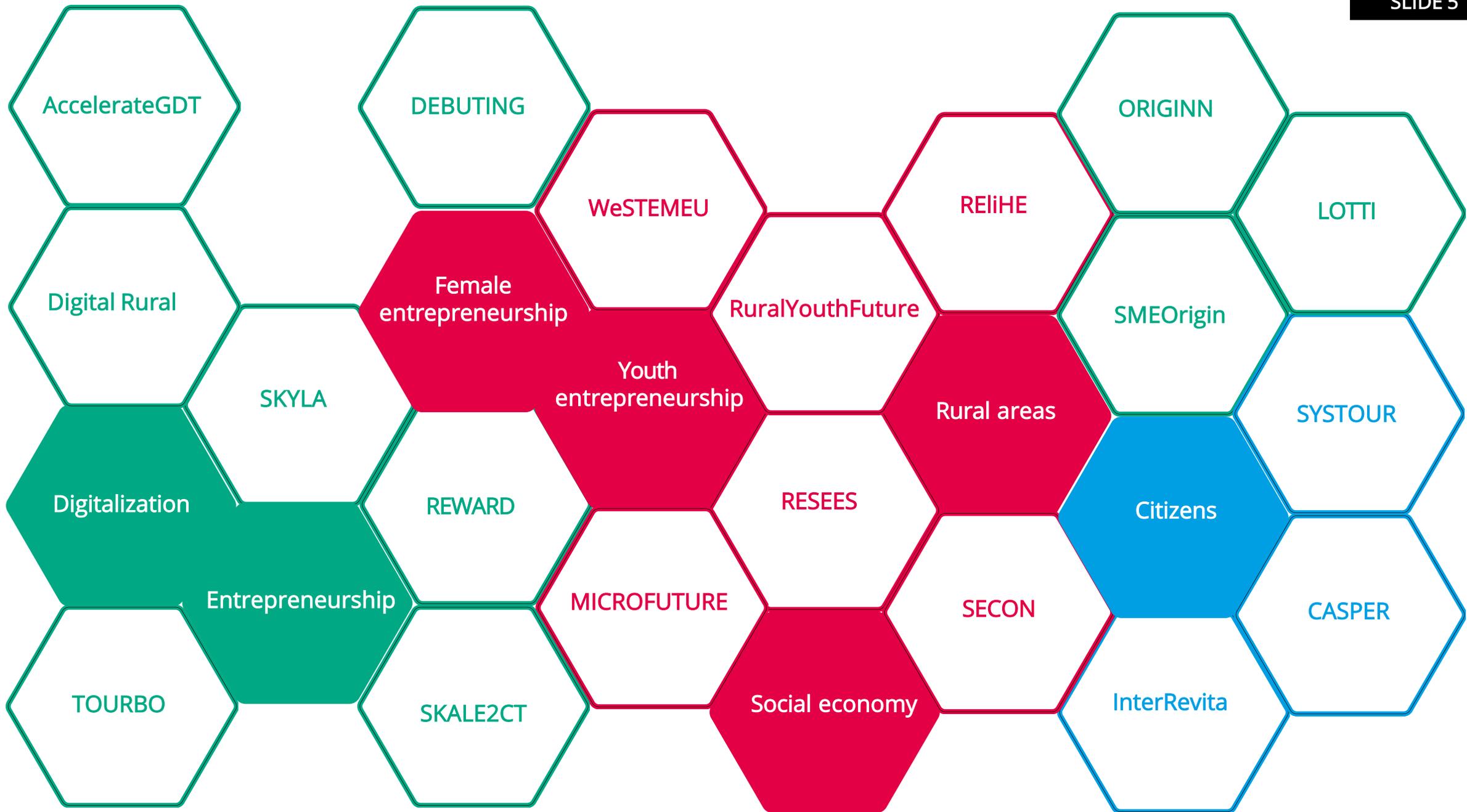
17.30-17.40 Short break

17.40-18.30 Tour of the University building

18.30-20.00 Networking cocktail at the Abba Hotel

Three topical areas

- **Youth entrepreneurship**, as a way of countering population decline and stimulating place reinvention processes,
- **Female entrepreneurship**, as a way of addressing gender imbalances in many rural labour markets and optimising the use of available human resources,
- **Digital opportunities** for rural entrepreneurship and strategies to capitalise on potential “game changer” technologies

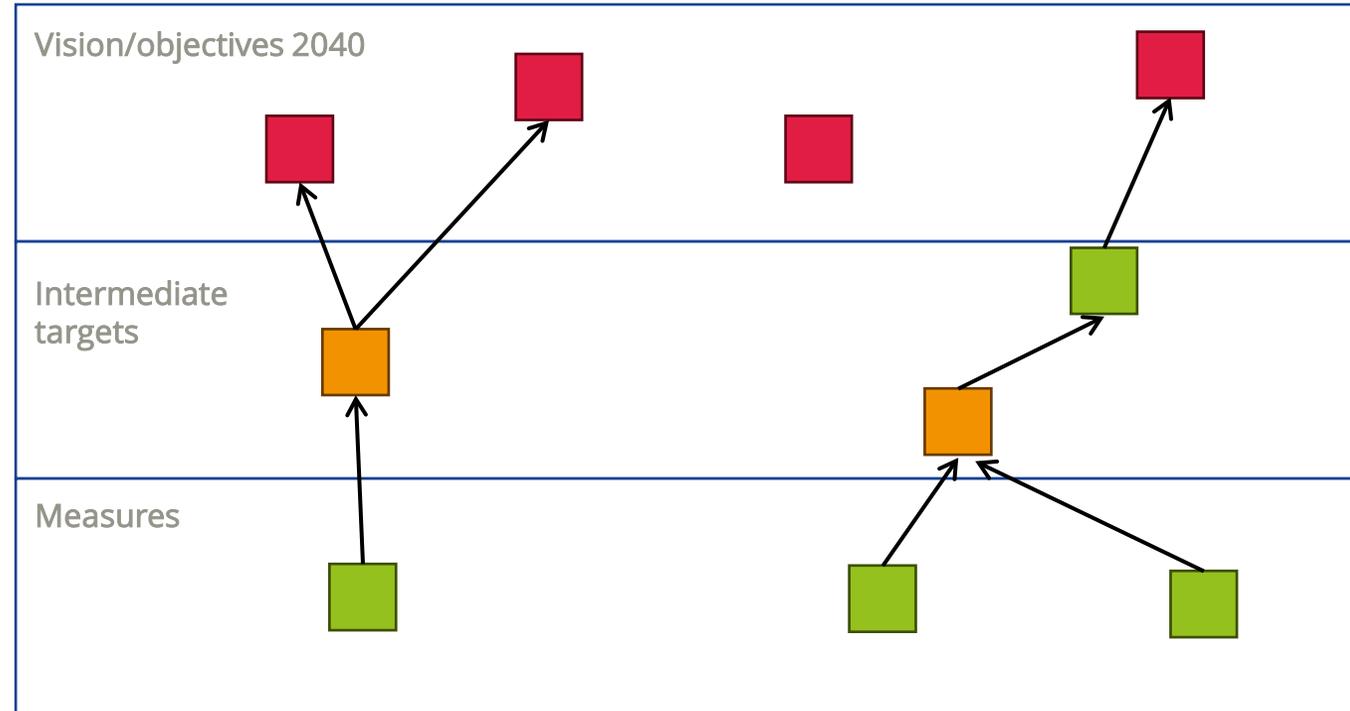


Group discussion posters

YOUTH ENTREPRENEURSHIP

FEMALE ENTREPRENEURSHIP

DIGITAL OPPORTUNITIES



Group discussion: Visions and objectives

- **The vision is changing** – more rewarding jobs are sought – to combine this with the rural resources
- Have an **attractive context for youth friendly environment** – opportunities to socialize, global connectiveness, good education and environment
- Gender friendly context – services for child care, investment in female STEM education, funding to more female orientated sectors. **Services to empower self-confidence of women.** + positive role models
- **No opportunity gap between rural and urban for starting a business** as a young person – infrastructure, mentorships, etc
- There need to be **digital solutions for interconnectedness** (e.g. Online communities)
- **Family run businesses** – to make sure that existing SMEs continue on in 2040
- **To foster digital transtion of existing businesses vs focus on the digital sector itself** – rural areas as the best place to launch your business as there is good quality of life
- **Regional hubs in 2040 that work for rural areas** – rural Silicon Valleys
- **Change the demographic pyramid** – creating the space for what young people want: a well functioning housing market for young people // To ask youth what they really want or need.
- 2040: **100% radio coverage** for Credit cards + becoming local creators of solution
- 2040: **more women in traditionally male dominated sectors** in rural areas

Second Workshop Session

Youth Entrepreneurship
in Rural Areas



Tim Berndt

CEO of the Economic Development Agency
of the City of Cottbus

Brandenburg (Germany)

HOLA

EGC
Entwicklungs-
gesellschaft
Cottbus mbH

Economic
Development
Agency of

BOMTOWN 
COTTBUS

Tim Berndt

in Brandenburg, Lusatia
for 19 years

born and raised
in Berlin

happily married
and proud father
of two sons

**CEO of the EGC GmbH
Economic Development
Agency of the City of
Cottbus**



graduated
jurist

Lawyer

Director of the
Wirtschaftsinitiative
Lausitz

board member
Haasenburg GmbH
and
REINERT Logistics GmbH

Deputy Managing Director of
the Cottbus Chamber of
Industry and Commerce

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for the companies in
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Youth entrepreneurship in rural areas

a
challenge

without simple solutions

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Youth entrepreneurship in rural areas

**our
approaches**

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Youth entrepreneurship in rural areas

 **STARTBLOCK B2**

 **STAR*PARADE**

 **Young Lusatian**

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Youth entrepreneurship in rural areas

STARTBLOCK B2



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STAR ²⁰²⁴ PARADE

LAUSITZER EXISTENZGRÜNDUNGSWETTBEWERB (LEX)

- regional startup competition
- organized by 10 economic chambers, economic development companies and university projects
- public pitch in front of a expert jury (a little bit like „Tu Oportunitad“)
- up to 10 different categories
- hope for 50 Startups
- 1 great finale
- prices sponsored by the regional economy
- media reporting

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Youth entrepreneurship in rural areas

Young Lusatian



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muchas gracias



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Marco Costantino

Youth Policy Unit
Apulia/Puglia Region (Italy)

**Interreg
Europe**



Co-funded by
the European Union

Entrepreneurship in rural areas with population decline *Regione Puglia (Italy)*

Marco Costantino

Regione Puglia - Youth Policies Dept.

29 May 2023 – Burgos (Spain)

Interreg Europe Policy Learning Platform



Follow us on social media:



Puglia at a glance

15-34s are 22% of the population
(Italy 21,1%)

Youth unemployment rate (15-24) 32% (South Italy 37%, Italy 23,7%)

Neet rate (15-29) 30,6% (South Italy 32,2%, Italy 23,1%)

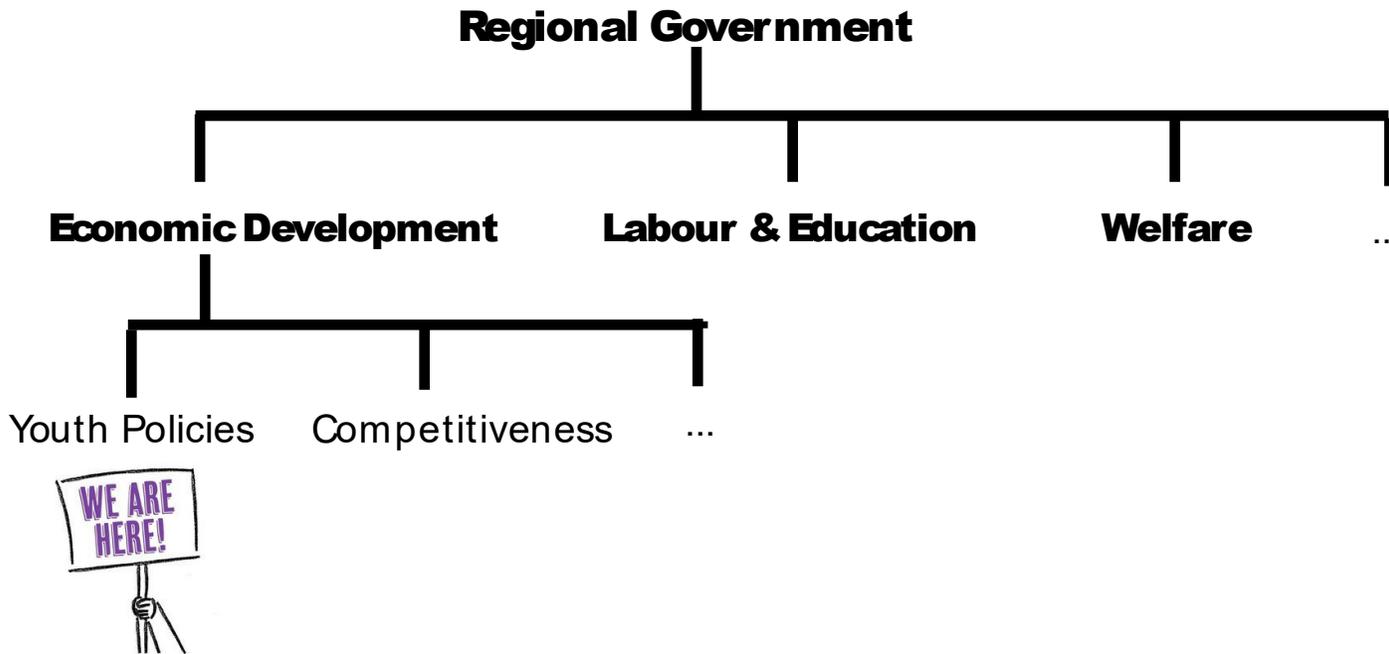
Brain drain 3.000 youth/year

Youth Innovative Start-ups 19,1%
(Italy 16,4%)



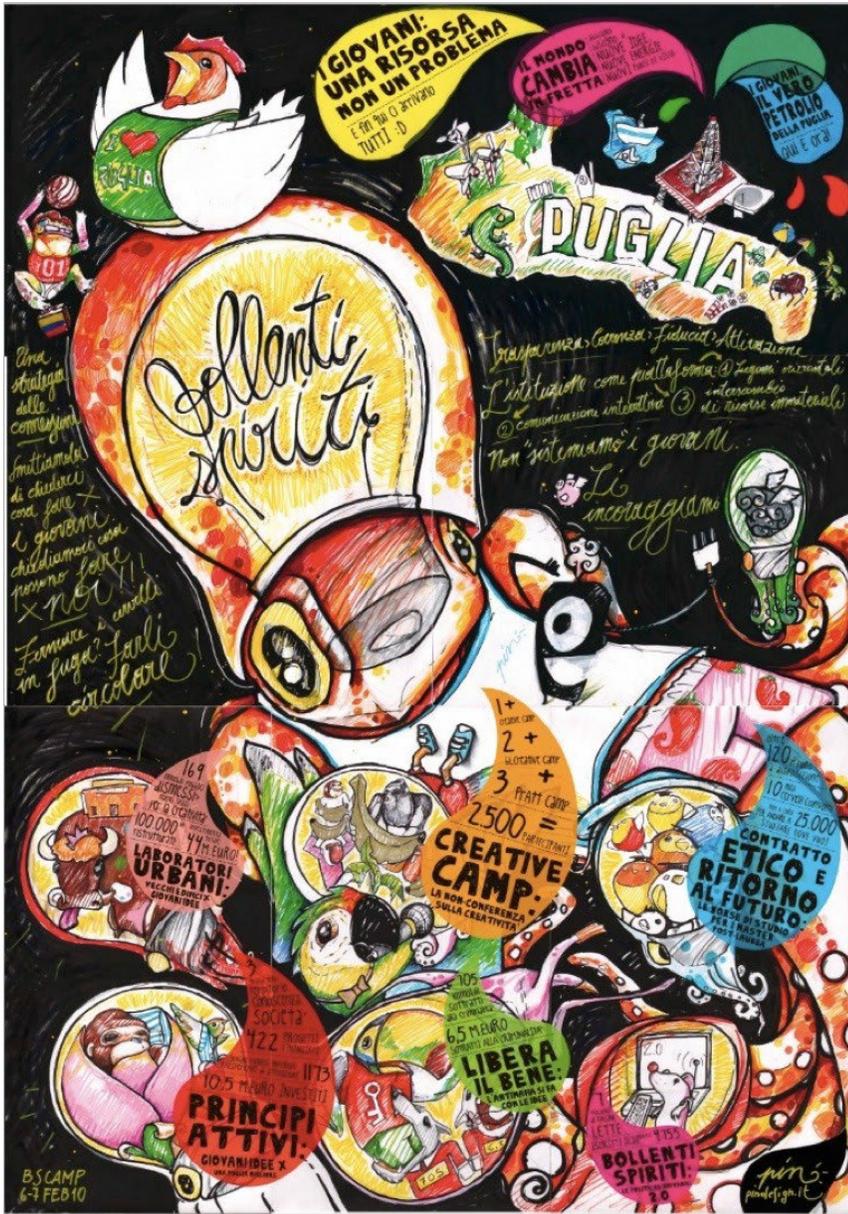
Youth Policies Department

Organogram (formal)



Functions (real)





Our Strategy

from “what can we do for them” to.. “what can **they** do for Puglia”

Goals:

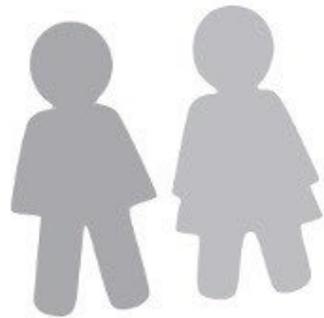
- Improve human capital, enhance soft & life skills
- Enhance ideas, talents and latent energies
- Reuse public spaces
- Generate and strength communities
- Foster youth participation

Tools:

- Non-formal education, learning-by-doing
- Direct relationship

PIN - Pugliesi Innovativi (*Innovative Apulians*)

Rolling Call. On-line application using business model canvas



18 > 35



10.000 to 30.000 €



European Union
European
Social Fund

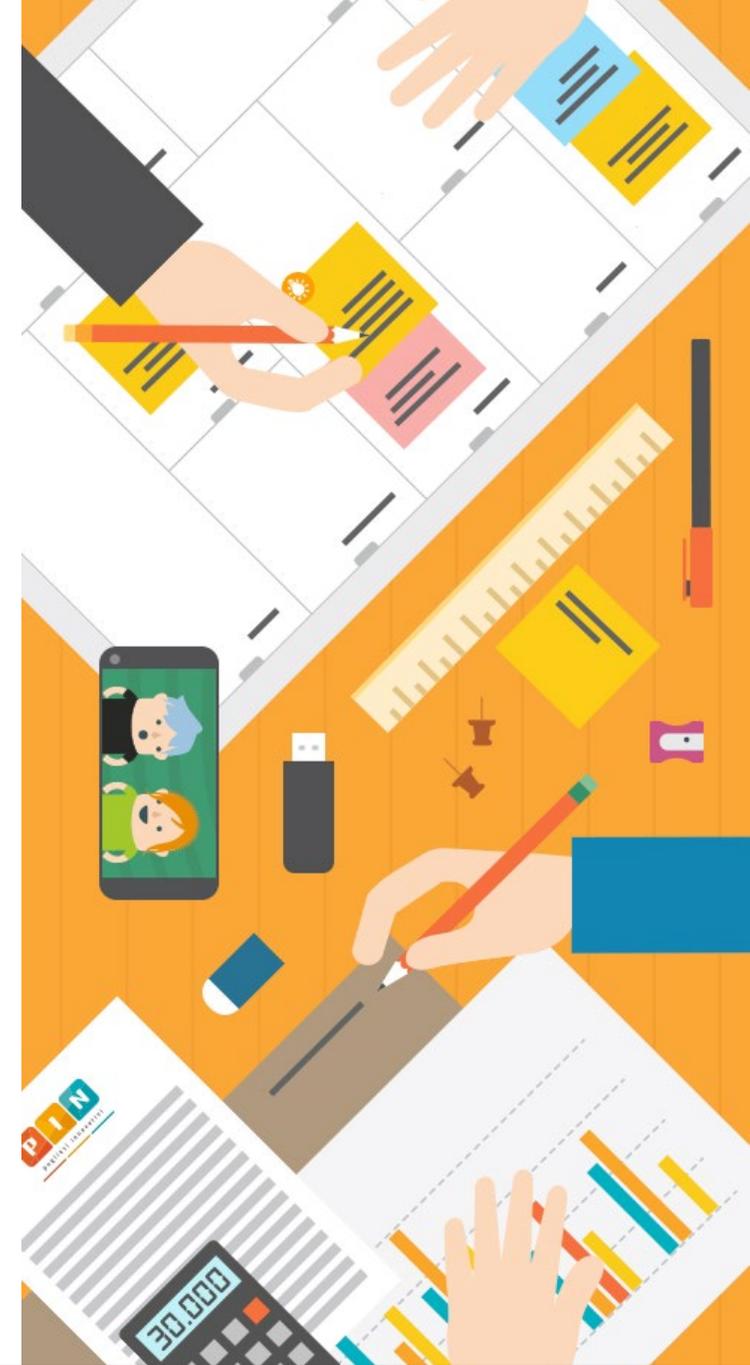


Side-services

- *Dedicated tutors*
- *Professional services*
- *Participation to Fairs*
- *Workshops & networking*

PIN - Data & Results

- **6576** application dossiers created, **2448** submitted, **548** financed projects (**15.000.000 €**)
- **23** trade fair participations involving **123** start-ups
- **124** thematic workshops (in-person and digital)
- **38** sectoral networking events (in-person and digital)
- **25.820** hours of specialised professional services
- **70%** of participants have improved their employment status
- **85%** of NEET have improved their status (57% employed)
- **75%** of participants report to have acquired new skills



Rural Case Studies/ 1



Artichoke liquor

Fabrizio and Francesco decided to valorize a typical product from their area to produce a bitter liquor also used for cocktails. They set-up the first artisanal distillery in their province

Honey tourism

Vicky and Vito realized an holistic apiary in a national Parc, where besides honey production, organize educational visits, honey cooking classes, honey beauty treatment workshops and perform massages with honey-made products and bee-therapy



Rural Case Studies/ 2



Adopt a tree

Antonio and Lucia created a web platform that allows to adopt a olive tree, follow its growing and finally receive the oil. In this way they contrast the sector decline caused by xylella

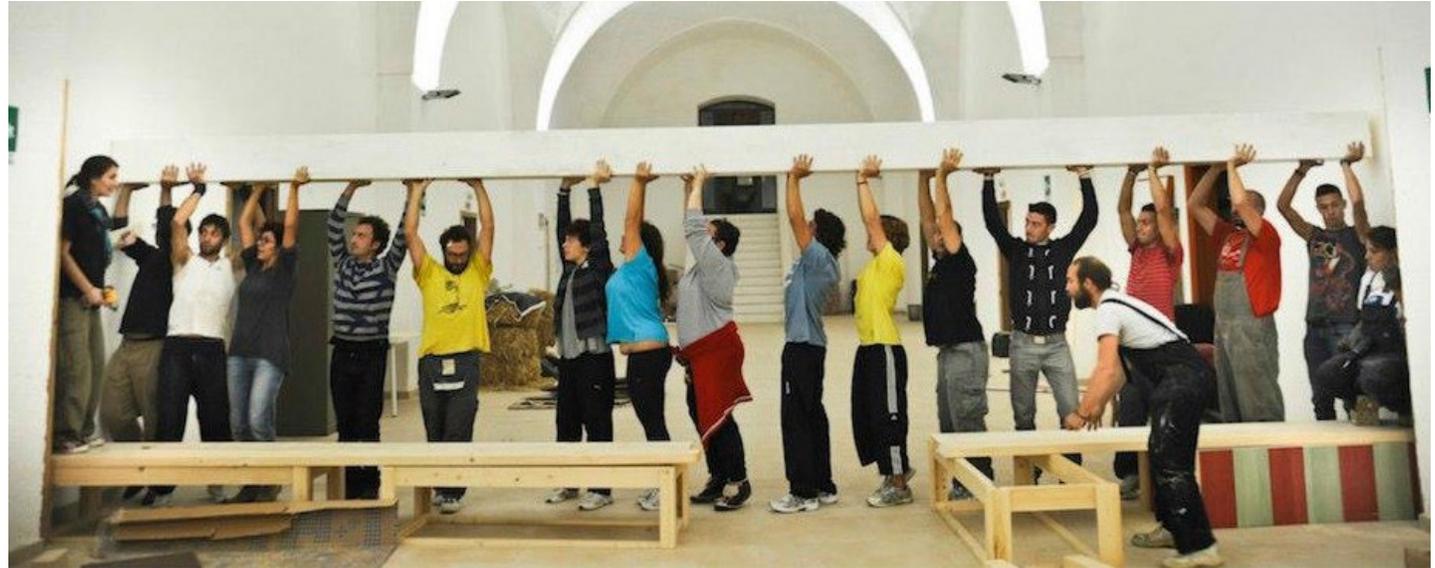


A hanging camping

Nicola, Marta and Samuele created a camping with hanging tents between trees in a natural and historical site. The camping is co-managed with disabled people.

What we learned

- Youth are not a minority to be helped but a **misused resource**
- Peer-to-peer (youth-to-youth) example is particularly effective
- Attachment to the homeland is an asset
- Opposing the 0-0 mentality trigger development processes



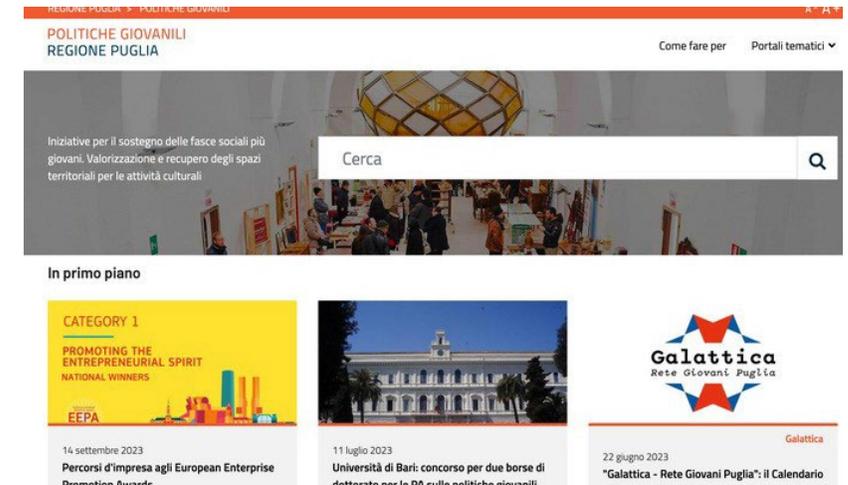
*not designing calls for disadvantaged people
but facilitating access to wide-ranging calls,
peer-to-peer approach*

Preliminary policy recommendations & stakeholders

- Start with a **participatory process and map the local resources** > it gives you reliable data **AND** allow to involve the beneficiaries
Schools, Youth Organisations (go where young people are)
- Design a **strategy** based on the participatory process results > it builds **social capital** and **trust**
Local authorities (policy makers)
- Try to identify and involve in the strategy **peers** acknowledged by young people > they represent closer **examples**
Youth organisations, Youth enterprises (active youth)
- Implement the strategy at the very **local** level and provide **side-services** > it facilitates participation
Municipalities, schools
- Involve beneficiaries in **communication** and **monitoring** activities > they will feel more involved
Media, schools, universities

Materials

- [Euronews video about PIN](#) (english)
- [Interreg Good Practice PIN](#) (english)
- [European Social Fund Good Practice PIN](#) (english)
- [PIN website](#) (italian)
- [Research about youth policies in Puglia](#) (english)
- [Research about support schemes for young entrepreneurs in Puglia](#) (english)



[Youth Policies Department website](#)
(italian)

Group discussion: Youth entrepreneurship

- O: Fostering entrepreneurship in rural areas – I: 1) activation of NEETs (already leads to putting people back to the job market) & 2) result indicators to properly assess if what your doing is successful – M: **A longterm programme of 2-3 years of mentoring and guidance**; also open to up ppl of 40 years old. Provide support to a group of people to ensure the project is not dependent on one individual.
- Gap between funding and people who can reach the fund – **administration needs to go to the field to the young people** – collect ideas over a cup of coffee. The youth needs to seize the opportunities available already in the region.
- O: Reduce the gap between rural and solution – S: Methodologies – learning by doing, learning by failing, grants to test and being part of a community – authorities need to be on the same level with the youth. **Mentality of accepting failure and connecting ppl.**
- I: Physical and social spaces for community building – M: **mapping available spaces in the area; valorizing spaces that already exist; developing musical events, showcase inspiring practices**
- M: Map recourses and opportunities at the same time. Marketing activity – quality of life in the rural areas. Providing training and mentoring on how to set up businesses in the area. I: **Get or increase critical mass** (migrants, returnees from urban areas, intergenerational networks)
- Problem: Over 30 ppl deciding things for people under 30. Co-design policies. M: **Start with laws – every board should include people under 30 (25%)**. They need a place to live, they need decent jobs (education and training), social aspect (volunteering, have fun)

Third Workshop Session

Female Entrepreneurship in Rural Areas



Ana Lite Mateo

Deputy Assistant Director General,
Institute of Women (Spain)

Desafío Mujer Rural



www.desafiomujerrural.es

Instituto de las
MUJERES

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[Recursos y normativa](#)

[Emprendedoras que aceptan retos](#)

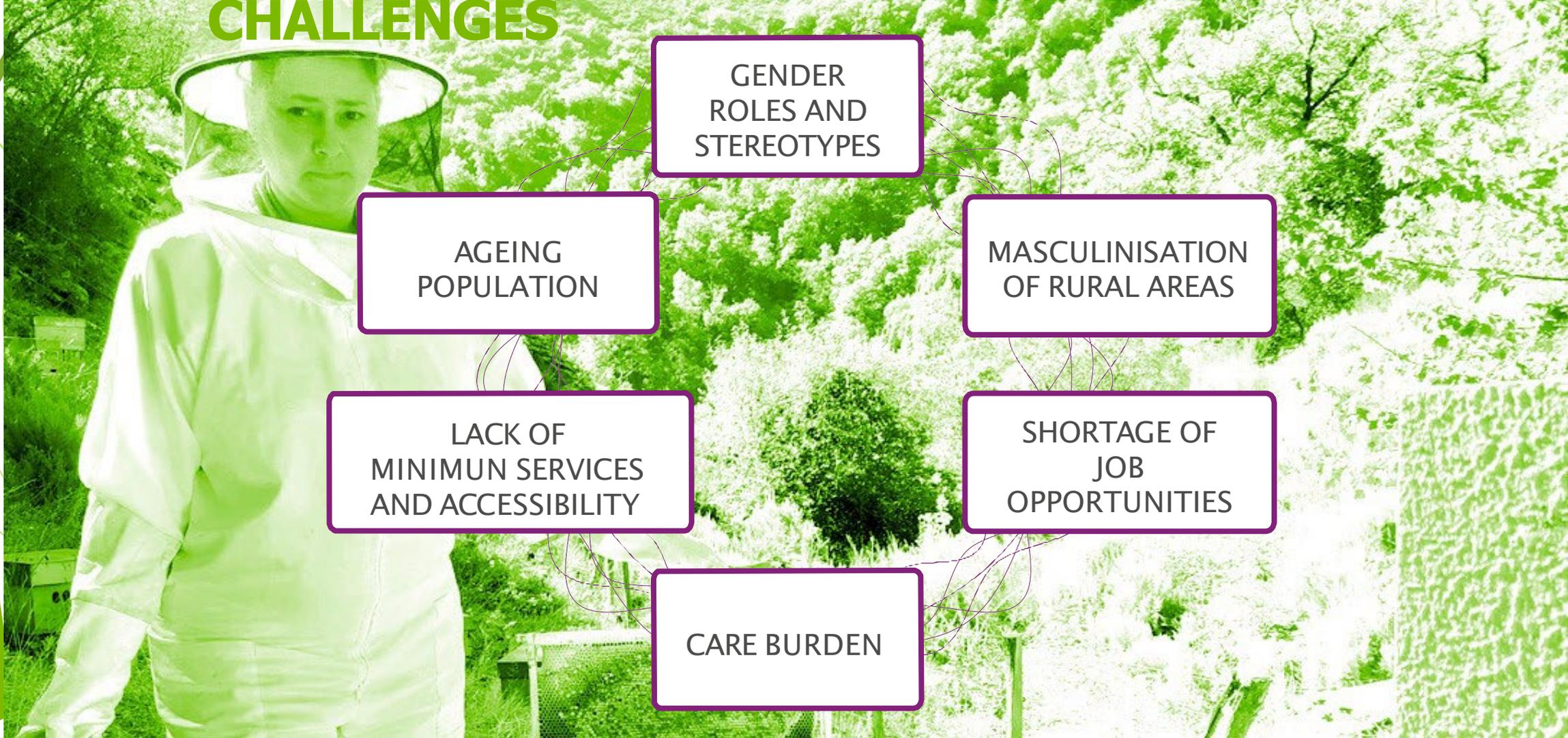


RURAL WOMEN CHALLENGE

Aims to **promote female entrepreneurship** in rural areas, facilitating **access to information, advice, mentoring and specific training**, helping women **create or consolidate their own businesses**, while supporting the female business community in rural areas to **bridge the gender gap** in employment and entrepreneurship.



GENERAL CONTEXT AND CHALLENGES



GENDER
ROLES AND
STEREOTYPES

AGEING
POPULATION

LACK OF
MINIMUM SERVICES
AND ACCESSIBILITY

CARE BURDEN

MASCULINISATION
OF RURAL AREAS

SHORTAGE OF
JOB
OPPORTUNITIES

LINES OF ACTION



Support rural women to facilitate their access to employment and entrepreneurship.



Boost businesses in rural areas and improve services.



Provide examples of female role models to motivate other women.



Promote networking opportunities.

TARGET AUDIENCE

Female entrepreneurs and women in business, based in rural areas or planning to develop their business projects there.



KEY ELEMENTS RURAL WOMEN CHALLENGE

1

Advice and support



2

Training and monitoring



3

Information and resources



4

Dissemination, visibility and recognition



5

Networking opportunities.



1 Advice and Support.

- Technical advice service for female entrepreneurs and businesswomen that are based in rural areas.
- Personalised support throughout the process of setting up their businesses “from the idea to a viable business plan”.
- Q & A



Asesoramiento y acompañamiento

Asesoramiento personalizado e individualizado en el desarrollo de tu proceso de emprendimiento o de consolidación empresarial. Te acompañamos durante todo el proceso, desde el desarrollo de tu idea de negocio, pasando por la elaboración del modelo y el plan de negocio, hasta la puesta en marcha de éste.

Resolución de consultas

Resolución de consultas individualizadas de diferentes tipologías sobre tu proceso de emprendimiento o de mejora empresarial: a nivel jurídico, marketing, económico financiero, etc.

Cita para asesoramiento individual

Puedes realizar una consulta o solicitar una cita para asesoramiento individual a través del formulario que aparece más abajo, escribiendo al correo electrónico: desafiomujerrural@inmujeres.es o poniéndote en contacto con una de nuestras asesoras, a través del teléfono: [91 4528552](tel:914528552)

2 Training and monitoring: www.formaciondesafiomujerrural.es

- **Specialist courses** on entrepreneurship (business models, digitalisation, financing, commercial strategy, marketing, etc.).
- **One-to-one tutorials** on detailed analysis of all aspects required for business plan development.



3 Entrepreneurship information and resources

- Regulations
- Tools for drawing up plans and business models (websites of other administrations and bodies, guides, documentaries, training units, etc.).
- Funding sources, grants and subsidies.
- Public services for entrepreneurship.

 <p>Normativa Ver Normativa</p>	 <p>Recursos temáticos Ver Recursos temáticos</p>
 <p>Servicios al emprendimiento Ver Servicios al emprendimiento</p>	 <p>Mapa de asociaciones y organizaciones Ver Mapa de asociaciones y organizaciones</p>
 <p>Plan de Recuperación, Transformación y Resiliencia Ver Plan de Recuperación, Transformación y Resiliencia</p>	

4 Dissemination, visibility and recognition:

- Female role models: experiences and achievements (videos, interviews, women taking up and facing challenges).

Website: www.desafiomujerrural.es

Social media:  [@dmujerrural](https://twitter.com/dmujerrural)

 [Desafío Mujer Rural](https://www.facebook.com/DesafioMujerRural)



Entrevista a Lucila Facal Medina
14/03/2024
"Cooperemos entre nosotras, la unión hace a la fuerza."
Lucila Facal Medina impulsa Ordenama S.L., una empresa del sector agroalimentario, en Brea (Sobrarbe, Huesca). El proyecto nació con el fin de elaborar bebidas inspiradas en el pino con y sin alcohol, desarrollan...

Entrevista a Virginia Fradejas
10/01/2024
"Se puede emprender en el rural teniendo la ventaja de que la vida es más tranquila"
Virginia Fradejas impulsa en Boecillo (Ollaboko) Karamere, un proyecto del sector agroalimentario dedicado a la fabricación de deshidratados en formato polvo de frutas y verduras...



Desafío en imágenes

Buenas prácticas | Entrevistas | Éxitos no cuentan

Cristina Revérbé
Contando en la Buxa
<https://www.contandoinbuxa.com/>

Mariela Gimena Triarte
Aguja Santa
<https://www.agujasantabrea.com/>

Cristina Galán
Mar kale de Prade
<https://mesturakaleprade.com/>

María Inocencia García
Mingotea
<https://www.mingotea.com/>

Beatriz Chacola
La Fontanilla
<https://www.fontanilla.com/>

Aida Rodrigo
Tu Ternero en Casa
<https://www.tu ternero en casa.com/>



Pildoras Informativas / Formativas

Titularidad Compartida
Este video presenta qué es la Titularidad Compartida y qué beneficios tiene para las mujeres que trabajan en explotaciones agrarias y/o ganaderas y para la sociedad de territorios rurales. En él se muestran imágenes de Pilar Zamora, titular de una explotación de ganadería en extensivo de Eru (Navarra), así como algunos datos de interés sobre el tema.

Mujer emprendedora en el medio rural ¿Dónde puedes asesorarte?
Esta píldora ofrece información sobre los diferentes servicios autonómicos de asesoramiento para emprender.

5 Networking Opportunities:

- Group sessions and meetings on entrepreneurship in different sectors.

Encuentro Desafío Mujer Rural

El ocio y la cultura: Emprendimientos necesarios en el medio rural

1 | marzo | 2024 | de 10h a 12h
Inscripciones del 12 al 25 de febrero de 2024



Logo of the Spanish Ministry of Equality, Instituto de las Mujeres, Unión Europea (European Union), and Desafío Mujer Rural.

Encuentro Desafío Mujer Rural

La importancia de la comunicación y el marketing en el emprendimiento rural

2 | febrero | 2024 | de 10h a 12h
Inscripciones del 15 al 28 de Enero



Logo of the Spanish Ministry of Equality, Instituto de las Mujeres, Unión Europea (European Union), and Desafío Mujer Rural.

17 de noviembre 2023, de 10h a 12h

Encuentro Desafío Mujer Rural

Mujeres del Mar: La experiencia como redeira de Pilar Nogueira.

INSCRIPCIONES: Del 30 de octubre al 12 de noviembre 2023



Logo of the Spanish Ministry of Equality, Instituto de las Mujeres, Unión Europea (European Union), and Desafío Mujer Rural.

Encuentro Desafío Mujer Rural

¿Por qué un Día Internacional de las Mujeres Rurales?

17 | octubre | 2023 | de 10h a 12h
Inscripciones del 25 de septiembre al 8 de octubre de 2023



Logo of the Spanish Ministry of Equality, Instituto de las Mujeres, Unión Europea (European Union), and Desafío Mujer Rural.

FACTS AND FIGURES

31 March 2024

Advice and support: 3,744 women and 113 organisations.

Social media followers: 3,773.

Website visitors: > 180,000 visits.

17 group meetings with female entrepreneurs: > 400 participants.

Rural female enterprises supported: >650

Training Platform: > 1,400 women enrolled.

Training: 3,130 hours provided.

CHALLENGES AHEAD



GIVING THE FLOOR TO THE ENTREPRENEURS...





Instituto de las
MUJERES



Cofinanciado por
la Unión Europea

THANK YOU!



desafiomujerrural@inmujeres.es



<https://formaciondesafiomujerrural.es>



<https://desafiomujerrural.es/>



<https://twitter.com/dmujerrural>



<https://www.facebook.com/desafiomujerrural/>

Paula Fitzsimons

Director
ACORNS – Accelerating the Creation
of Rural Nascent Start-ups
South East Ireland

ACORNS

Accelerating the Creation Of
Rural Nascent Start-ups



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

Who qualifies for ACORNS?

- ✓ **Female entrepreneur living in a rural area as defined by CEDRA.** (All areas of the country outside the administrative city boundaries of Dublin, Cork, Galway, Limerick and Waterford).
- ✓ **She must have recently set up a new business,** which she owns or part owns, or must be actively planning a new venture and have a clear idea of what she wants to achieve.
- ✓ **There is no restriction on the sector in which the new business is focused.**
- ✓ **She must plan to become an employer within three years.**

LEAD ENTREPRENEURS

All are volunteers who have successfully started and grown
businesses in rural Ireland



Alison Ritchie
Polar Ice, Laois



Anne Reilly, Formerly
PayCheck Plus, Louth



Caroline Reidy,
The HR Suite, Kerry



Deirdre McGlone, Formerly
Harvey's Point, Donegal



Eimer Hannon, Hannon
Travel, Meath



Larissa Feeney,
Accountant
Online, Donegal



Mary B. Walsh,
Ire Wel Pallets,
Wexford



Triona MacGiolla Rí,
Aró Digital Strategy,
Galway



- ✓ Was piloted in 2015/ 2016. Just completed 9th cycle
- ✓ More applications each year than places available
- ✓ Based on peer support and philosophy of confidentiality, collaboration, with focus on the achievement of goals and milestones.
- ✓ Over 250 currently receiving support
- ✓ Outcomes are extremely positive – more sales generated, more employed and new exporters
- ✓ Reduction in psychological isolation, increase in confidence and motivation, strong network created

Outcomes of ACORNS 8 (46 Participants)

- ✓ Participants recorded an increase of €1.7m over the six months to €3.6m
- ✓ There were 5 new exporters over the cycle
- ✓ There were 16 more employed by the participants at the end of the cycle
- ✓ 89% said that their participation brought about practical change within their business and 96% felt nearer to achieving their ambitions. 100% would recommend participating in ACORNS to others and want to stay in contact.



Recognised at European Level

- ✓ Named runner up in European Promotion Enterprise Awards 2018, Investing in Entrepreneurial Skills
- ✓ Initiative mentioned by name in the Manifesto for an Innovative Europe at SME Assembly in Graz, Austria
- ✓ The Director served as a member of the CAP Consultative Committee having been invited by the Assistant Secretary DAFM
- ✓ In October 2021, the Director spoke about ACORNS at an event organised by the Provincial Government of Gelderland, in the Netherlands



- ✓ Department of Agriculture Food and the Marine has supported ACORNS every step of the way
- ✓ Find out more on website www.acorns.ie, download the brochure and see the



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

Group Work: Female entrepreneurship

- Objective: More balanced distribution of tasks linked to home and family, Measures: awareness raising, innovative solutions for service providers e.g. in education and health.
- Existing programmes targeting women do not sufficiently address the mindsets
--> More efforts to help women explore new fields, challenge prevailing models of care burden sharing. Focus on internalised constraints.

Group Work: Female entrepreneurship

- Cycles to overcome entrepreneurial challenges: Phase 1 – Intensive support company creation, mentoring support, workshops on demand, inspirational examples (good and bad practices), Phase 2 – Help companies stay alive: create community, members in different phases of company creation, mentoring, access to grants.
- Objective: break isolation of rural women entrepreneurs
Measures: networking, support groups, targeted education on business creation, --> Leads to community building
- Objective: open new horizons for women. Focus on increased skills. Learning through networking, practicing in groups, learning by doing (living labs), training, social support, work-life balance
- Rural entrepreneurship more difficult women, need to focus on role models, support networks.

Fourth Workshop Session

Digital Opportunities
for Entrepreneurship
in Rural Areas



Ricardo Gonçalves

Head of Division for Innovation, Investment and Planning
Fundão Business and Services Centre (Portugal)

Gustavs M. Upmanis

Founder of the Latvian Visas Iespējas (All Opportunities)
and Darba Tinderis (MatchWork) platforms



Visas iespējas

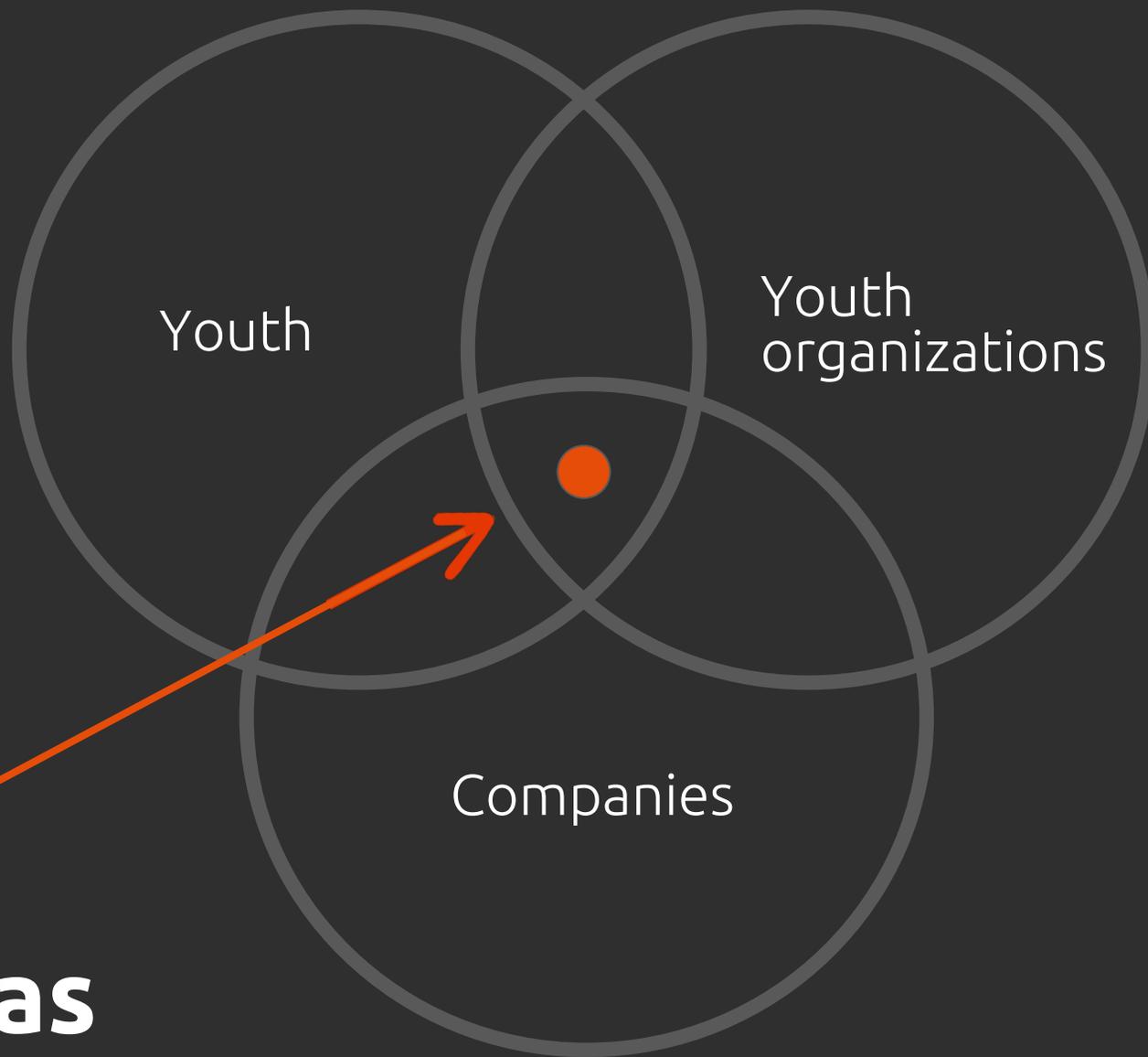
Platform for youth opportunities

Gustavs M. Upmanis
Founder of All Opportunities
gustavs@visasiespejas.lv



Digital for rural

Go Remote case study



Visas iespējas

Visas iespējas

- Gathering youth opportunities
- Gathering work opportunities
- Creating events and trainings for youth

Goal & Mission

Our aim is to allow every young person to find the right opportunities and to fulfil their potential.

Our mission is to bring closer youth, employers, youth organizations, creating a safe environment and space for a dialogue and cooperation.

9000+
youth in
database

1000+
youth in
training

15 000 +
monthly
visitors

120+
youth
organizations

120+
cooperations
with
employers

→ **statistics**

Visas iespējas

Events and projects that we have organised..





Go Remote

Pilot project to explore the remote job opportunities for youth

Gustavs M. Upmanis
Founder of Visas iespējas

Youth
(especially
unemployed 20-
29)



Regional
involvement



Remote and
hybridwork

 **Intro**

Go Remote

Goal

Improve the quality and quantity of remote job offerings.

Make them more available for youth, especially those with less opportunities → with geographical, social, health or financial struggles.

Results in Latvia

1100

young
people
trained

112

young people
in employment

2800

people
involved in
the project

→ Goals

Target audience

**NEETs 25-
29**

**Young
mothers
(20-29)**

**Youth (20-
29)**

**Small and
medium
sized
companies**

Process

Research



Online
conference

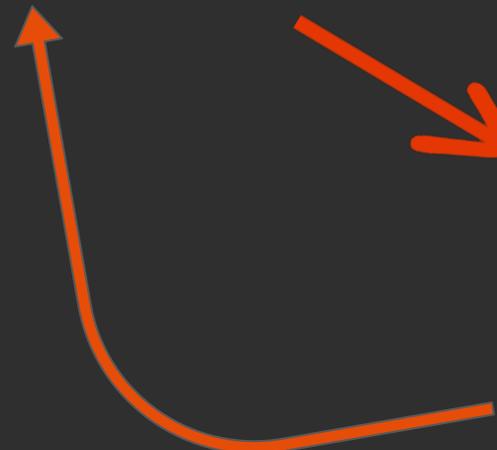


Skill
training (x3)



Job speed-
dating
events &
mentoring

Take learnings and
improve the process



Online platform with
Knowledge Hub and
remote job vacancies
(for free)

Knowledge hub



Have a guide for youth in many fields



**Career, remote work, professional education,
digital literacy, IT job careers etc.**



**+ and visiting schools to tell more about
this**

Mentoring



Quick career mentoring for youth



**Online matchmaking with mentors;
Showcasing mentoring opportunities in each
country**

Trainings



International training in Digital Marketing (ENG)



Local trainings in Bulgaria: Customer support & Digital media officer



Local trainings in Croatia: Software tester & Digital media officer



Local trainings in Cyprus: Business Administration & Digital marketing



Local trainings in Latvia: Data Input & Customer Support



Website

- Remote jobs
- Knowledge hub
- Application for events

funded by

Iceland
Liechtenstein
Norway grants

Norway
grants

→ go remote

CREATE

WATCH CONFERENCE

KNOWLEDGE HUB

WORK OPPORTUNITIES

Gustavs Upmanis

Learn a new *profession*
and find a remote job
anywhere!

WHAT ARE WE?

WATCH CONFERENCE

"Go Remote" platform is one of 8 international projects funded in 2021 by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Unemployment. It is a collaboration between partners from 7 countries: Latvia, Cyprus, Bulgaria, Croatia, Iceland, Norway and Finland

Digital employment solutions



Job Tinder



Career Speed-dating events



Multiply these solutions internationally



GO REMOTE: SPEED-DATING

VISAS IESPĒJAS

CONCEPT

- Matching employers with employees
- Unformal, **friendly atmosphere** promoting an equal dialogue between both sides
- Specially created **algorithm** that is based on both employer and employee needs and interests
- One event – 10 interviews (1,5 h) x 2 rounds
- One interview: 5 min + 1 min for break
- <https://www.facebook.com/visasiespejas/videos/2817215291918614/>



EVENT PLATFORM: GATHERTOWN

- Element of play & individualised avatars
- Stage, Play room & Company “coffee-break” room
- Each company has a dedicated room they can decorate
- Interaction between participants, emojis
- Chat & technical support



COMPANY PROFILE

- Focus on SMEs
- Open for employing young people in a remote/hybrid way
- Interested in improving brand awareness –innovativeness & attracting young talent



22.SEPTEMBRIS TIEŠSAISTE
AŠĀS DARBA INTERVIJAS

Job Tinder



22.05. – 12.06.

**match
work**

Kick-start your
summer with a new job!

**VISAS
IESPĒJAS**

LDDK





Financer

The Go Remote project is funded by Iceland, Liechtenstein, and Norway through the EEA and Norway Grants Fund for Youth Employment.

Future plans



Test in new markets



Scale to governmental organisations



Try international approach



Croatia



Cyprus



Bulgaria



MEDVIRKNINGS
AGENTENE

Norway



Finland



Keilir
Academy

Iceland

Key learnings

- **Online works, but only if it is engaging**
- **Hard to reach rural youth en mass**
- **Hybrid is the future**



Thank you!

Gustavs M. Upmanis
Founder of All Opportunities
gustavs@visasiespejas.lv

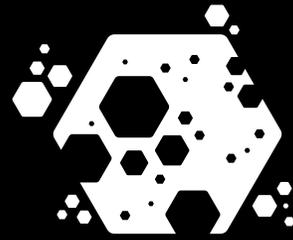
Group Work: Digital opportunities

- O: 100% connectivity - **digitalization to every step of the pyramid** – the elderly people get safety sensors, young people will be trained on Canva, Excel, etc. For SMEs we train them on tools that make them more efficient. The elderly get one WhatsApp each day.
- **Call for partners to a programme for new solutions** – 1) Young people to create different kind of solutions to traditional process with technologies they use day-by-day. Hackathons on problems or processes to create new solutions. Prizes for the best ideas that are applicable in the rural real life context. 2) Raise the awareness of the importance of the green and digital transformation.
- O: More people working from home in rural areas. I: Free spaces in public buildings with free wifi and opportunity to meet other entrepreneurs. M: **promotion of free and accessible hubs**
- New O: to become digitally friendly areas. How to be attractive to digitally skilled people? M: build hubs around key individuals
- **O: digital transition of local SMEs. Local capacity building I goals:** 1) understanding their digital needs (e.g. Infrastructures, policies, support mechanisms) 2) improving the understanding of people on the potential of these tools 3) keep digital local
- M: deregulation for digitalization – regulation prevents good digitalization – reduce massive laws

Wrap-up Session

Group discussion outputs
Digital opportunities

Emerging
transformation paths



POLICY LEARNING
PLATFORM

**Interreg
Europe**



Co-funded by
the European Union

Next steps with Interreg Europe

Elena Ferrario

Senior Manager / Interreg Europe Policy Learning Platform

29 MAY 2024



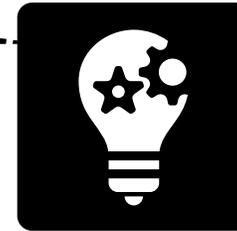
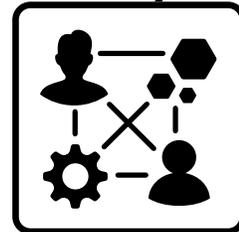
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The Platform in a nutshell

Policy-learning opportunities through access to:

People
Meet our community



Knowledge
Find policy solutions



Expertise
Get policy advice

The platform **TEAM**



Marc Pattinson



Arnault Morisson



Luc Schmerber



Erik Gløersen



Katharina Krell



Simon Hunkin



Rene Tönnisson



SMART



GREEN



CONNECTED



SOCIAL



CITIZENS



GOVERNANCE



Laura Varisco



Mart Veliste



Astrid Severin



Magda Michalíková



Thorsten Kohlisch



Elena Ferrario



Karine Gevorgyan



Mario Vade pied



Valentine Dufaye



Lotte Van Meijel



Vladimir Sestovic



Antoine Duquennoy



Upcoming webinars

EVENT ☆

30 MAY 2024

Online

Rural innovation ecosystems

The Policy Learning Platform is hosting a webinar on rural innovation ecosystems. Join us online on Thursday 30 May 2024, from 10:00 until 11:30 a.m. CEST

By Platform

More information [here](#)

EVENT ☆

05 JUN 2024

Online

Resilient healthcare in rural areas

Join the Policy Learning Platform on 4 June 2024 from 10:30 to 12:00 for a webinar on access to healthcare in rural areas.

By Platform

More information [here](#)

EVENT ☆

13 JUN 2024

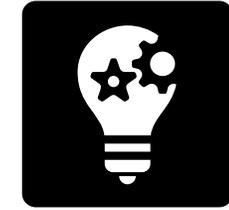
Online

Fostering entrepreneurship through coworking spaces

On 13 June 2024, the Policy Learning Platform is organising a webinar on the topic of coworking spaces and how they can foster entrepreneurship. Don't miss out and register today.

By Platform

More information [here](#)



Our latest policy briefs



POLICY BRIEF 



Business incubation: from startup to scaleup

Business incubation programmes are specialised programmes designed to nurture and support the development of early-s

24 April 2024 | By Platform

More information [here](#)



POLICY BRIEF 



Digital transformation of public services

This policy brief provides a general overview of the most relevant initiatives, regulations, and strategies of the European Union, which are shaping Europe's digital future.

28 March 2024 | By Platform

More information [here](#)



POLICY BRIEF 



Sustainable and circular construction

This policy brief provides an overview of EU initiatives to inspire local and regional authorities and showcase practical examples of stimulating the transition to a circular and sustainable building sector.

19 March 2024 | By Platform

More information [here](#)



POLICY BRIEF 



Regional branding for SME success

This policy brief focuses on regional branding and covers topics such as regional identity, product quality labels, cooperation between SMEs in a rural area, agritourism, and co-creation for promoting cultural heritage.

06 October 2021 | By Platform

More information [here](#)

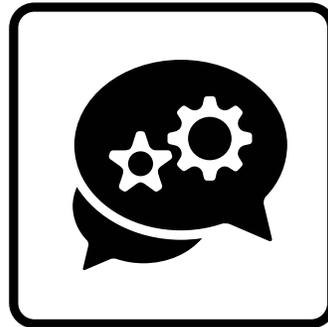
Access to **EXPERTISE**

- Policy advice services from our thematic experts



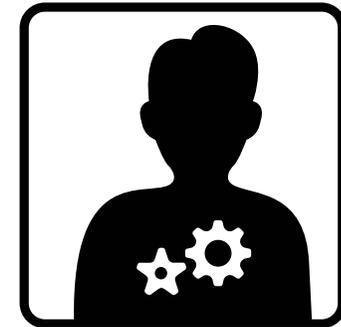
Peer reviews

In-dept analysis and peer recommendations



Matchmakings

Solutions on how to resolve a policy challenge



Policy helpdesk

Ideas on how to resolve a policy challenge

<https://www.interregeurope.eu/get-policy-advice>

Peer learning **IN PRACTICE**

📍 **75 peer reviews** implemented since 2019
8 peer reviews in the pipeline

📍 **44 matchmaking sessions**

Request a peer review any time

<https://www.interregeurope.eu/get-policy-advice>



Peer review: Digitalisation of agri-food and forestry in depopulated areas

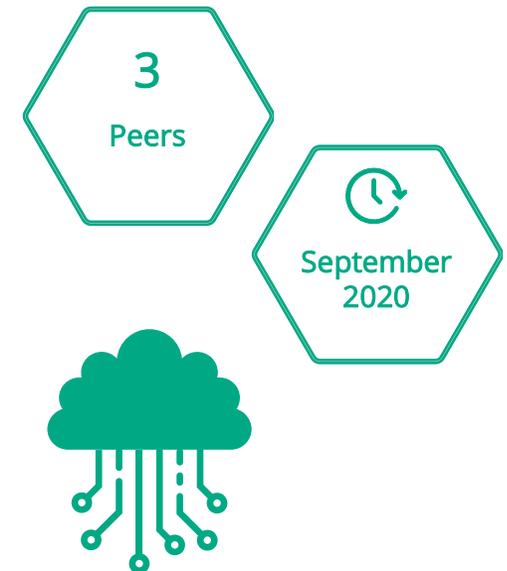
► Regional Development Agency of Aragon, Spain

Peers from: Spain, Italy, Belgium

Recommendations:

- Create clusters of activities based on traditional sectors
- Start of a consultation process with other government departments and relevant stakeholders

More information available [here](#)



Peer review: Integrated territorial development to fight depopulation

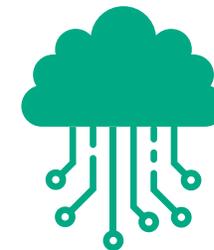
► Intermunicipal Community of Coimbra Region, Portugal

Peers from: Finland, Sweden, Spain

Recommendations:

- Shift from growth policy to smart adaptation policy
- Strengthening « soft » attraction.
- Attracting new skills to the region through the development of multilocal lifestyle opportunities.
- Green innovative solutions to increase the competitiveness SMEs

More information available [here](#)



Peer review: Shortages of healthcare professionals

► Region Centre-Val de Loire, France

Main challenges:

- Developing / implementing methods and practices to "free up medical time"
- Organisational innovation in the health sector
- Freeing up medical time for healthcare professionals
- Act more on dropout prevention

More information available [here](#)





<https://www.surveymonkey.com/r/burgosworkshop>



**Interreg
Europe**



Co-funded by
the European Union

Thank you!

Follow us on social media:



Tallinn, 7 May 2024

Elena Ferrario, Senior Manager, Interreg Europe Policy Learning Platform, e.ferrario@policylearning.eu