



NEWSLETTER

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NEWSLETTER OF THE YURA PROJECT

NOVEMBER 2012

1 | YURA Transnational Meetings held in Debrecen (Hungary)



The last YURA transnational meetings were organized by the Hungarian partner of the YURA project, and were held at 16th – 18th of July 2012 in Hotel Óbester in Debrecen, Hungary. Most of the project partners have been in Hungary for the first time, especially in the Northern Great Plain Region. The Association of Students and Civil Society in the county of Hajdú-Bihar hosted the meeting. The city atmosphere and the location made a great environment for moving forward in the project and also for looking back at what we have done and achieved in the last half a year. Toward the end of the project there were a lot of things to discuss.

We were mainly focusing on the Pilot actions' Evaluation and Mainstreaming process. The evaluation phase is one of the key elements of the project, in which we measure and examine all of the finished Pilot action results and prepare a final study about it. The study will contain the methodology of the pilot, key figures and facts and deeply focus on the implementation process, transferability, its impact on the region and the project partner's reflections and thoughts.

We have discussed the main highlights of the mainstreaming process that has started in the previous year of the project. The participants took part in an additional expert meeting in Novara to discuss and finalize the mainstreaming documents in view for the upcoming advisory group meeting in Brussels.

The YURA Award evaluation was presented by Ms. Helena Minarova, Usti Region. 6 applications were handed in and will be evaluated by the selection committee by the 14th of September 2012, so that the winning project can be awarded the YURA award at the occasion of the 2nd Advisory Group meeting in Brussels (29th of November).

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Pupils Research Center



In the frame of the pilotaction Pupils Research Center the pupils was offered extracurricular knowledge transfer. In the project region Styria are the priorities in the branches of mechanical engineering and electrical engineering. This was based on the inquiries by the companies, because there is a lack of well skilled employees. The expert Lernwerk Binder and the BFI Weiz, offering young people in metal and electrical fields experimental modules, in which they can acquire basic skills and get access to the technical professions.

Based on small work pieces they can test their skills, new experiences and get first experience in the branches metal and electrical technology for their possible future profession or gather an inspiration for higher technical education. These activities should foster the interests of young people in technical and scientific fields.

The pilot action initiate a "gluing-effect" of the youngsters in the region by visiting regional companies and making the firms interested in the young people by being surprised about their professional achievements after having passed the pupils research centre. The elaboration of the curricula and learning modules shall contribute to achieve this ambitious goal. The youngsters obtain suggestions for an occupation or training in the companies.

Three Modules were developed:

- MODUL BASIC in ELECTRICAL-ENGINEERING and METAL-ENGINEERING
- MODUL PRODUCTION
- MODULE AUTOMATION

The new situation after launching the project is at first, that schools and the participating teacher, as well as the companies foster new partnerships. Many contacts are made in the project which will be used after duration of the Yura project.

The implementation of a "Pupils Research Centre" was very well recognizes in the region and received and perceived also at the political level. There are already talks about future activities for the PRC even after the project end and how it could be financed to ensure the sustainability.



Example:

PRC cooperation Krenhof Köflach and the pupils of Polytechnic School Köflach

The basic idea was to create a product in the field of energy efficiency around the theme "Enterprises for young people in the region", which gets attention from the public, other companies and the politicians to make a difference.

In joint work with the staff of Krenhof Köflach and the pupils of Polytechnic School was a electric go-kart designed and built. The result is a functional, energy-optimized electric go-kart, which is presented in the region.

On the one hand it will function as a communication media and raising awareness about energy-efficient mobility. On the other hand, the results underline the importance, to offer young people



the opportunity to learn at an early stage businesses and training opportunities and related professions in their region.

The activities began with the establishment of the cooperation between the staff of Krenhof and pupils and the discovery of an idea. It has decided to link the field of energy-efficient mobility and metal and electrical engineering. So the the idea of a functional, energy-optimized electric go-kart was born. Right from the beginning the pilot project it was planned together with the students in various steps and implemented technically. The description of the cooperation between school and work, how to show the young people in the region, the possibilities of job opportunities was a key result of the pilot project. So the result was already presented to the public and the regional leaders on the performance show 28.4. – 1.5.2012 in Köflach, Styria.

Technical Data and Specifications of the electro Go Kart:

Drive: differential DC electric motor: 24V/800W/32 Nm max. Speed (unloaded): 275 + / -5%.

Batteries: 2 x 4 V / 70 Ah

Battery charging is done with renewable energy: 600Wp mobile photovoltaic system.

Weight: 65 kg (without battery) 105 kg (with battery).

Speed: 20km / h

2 gears: speed and halfspeed

Brakes: Hydraulic Brake System from the professional bicycle sport: Magura Big Twin system with 2 discs



Wp3 – Transnational Benchmarking Study

ISW Institute for Structural Policy and Economic Development in Halle, Saxony-Anhalt, Germany



Starting point of the YURA transnational benchmarking study was the discovered situation, that comparability was limited. For one, it concerns the statistical requirements, which were very different for the individual regions. However, within the framework of a particular basic quantity of indicators, comparability can generally be brought about. On the other hand, as at least as significantly important turned out to be the content-wise differences and the therewith very limited comparability of the educational systems, particularly the vocational training systems, which play a big role within the context of the project.

Therefore, the target course of the benchmarking was directed less on a (quantitative) measurement of effectiveness and efficiency of activities or rather actions as more so on a (qualitative) explication of regional good practices, not at last behind the background of transferability to other regions.

A multiple choice questionnaire was developed for the execution of the benchmarking, which oriented itself along the project goals. The questionnaire was supposed to map out the framework conditions as well as offer starting points for the selection of „good practices“. Since praxis has demonstrated, that many good project approaches more or less fail to transfer on other regions, because framework conditions were not considered sufficiently under which these projects function in the home regions. In most cases a transfer is in principle possible, but the framework conditions have to be coherent and a specific financial strength has to be warranted.

Most of the pilot actions within the named context reached overall good results, while the participation of students/ apprentices as also enterprises and also the achieved broad effect was assessed differently.

The requirements for the pursued stronger connection between schools/ vocational training systems, administration and enterprises, and the there from resulting greater broad effect, are obviously differentiated; here is a strong co-relation to the forms of vocational training.

The basic question, whether an on broad effect applied or rather a specialized action should be viewed as good practice, cannot clearly be answered based on the executed benchmarking. Nonetheless, it has to be noted, that in the project approach demanded transferability requires a significant broad effect.

Trans-regional Strategy for Areas with Young Population's Mobility Problems

Demographic and social changes such as a considerable decline in birth-rates, ageing of local populations as well as strong migration tendencies of the young will constitute one of the major topical issues of the coming decade as far as the regional development of the European countries is concerned. Many regions of Europe are beginning to lack qualified workforce and adequately trained professionals and experts. This is exacerbated by the out-migration of young people abandoning their homes in search of jobs, new opportunities and challenges which in turn aggravates the demographic and economic problems.

The YURA transnational and transversal youth strategy for the regions with migrations is a birth of the cooperation between six European regions: South-West-Styria (Austria), Usti (Czech Republic), Burgenlandkreis (Germany), Lower Silesia (Poland), North Great Plain (Hungary) and Novara (Italy).

The goal is providing adequate conditions for keep young people in the areas where they used to live which is an important issue as youth account for about 1/3 of the inhabitants of those regions.

We develop concrete solutions to counteract negative demographic trends, especially youth migration of well-educated and highly-skilled professionals from smaller towns and villages.

Even though migration of young people should be regarded as a fixed component in the formation of societies, nevertheless, it is the goal of representatives of the regions as well as the YURA Project partners themselves to create such conditions which would cause young people to view their current places of residence as attractive both with regard to the standards and conditions of living, amenities and facilities, space and prospects for development. This, however, is neither an easy, nor a speedy task to implement. Moreover, the diversification of problems occurring within each and every region significantly determinates the types of actions to be undertaken.

The strategy, is focused on three main area:

- harmony between education and labour market,
- conditions for a good life,
- young people's participation in the life of their communities.

The proposed activities and measures are multidisciplinary and addressed to several partners: regional authorities, public employment offices, entrepreneurs, educational institutions, non-profit organizations.

The multiplicity of the above phenomena and their multifaceted and dynamic nature was taken into account in the course of developing strategies for young people both at the sub-regional, regional level.

YURA AWARD

YURA AWARD is the name of the international competition, which was organized within the YURA project. The main goal of this contest was to find the innovative approaches how to deal with the demographic change and how to attract young people to stay in the regions.

The topics of the competing projects (approaches) were following:

Adapting to demographic changes (how to adapt to the new situation when the supply of qualified employees is decreasing).

Reaction to demographic changes (how to prevent the decreasing of pupils and supply of qualified employees).

Keeping of young people in the region (how to prevent the leaving of qualified young people from the region).

The competition was opened for the enterprises from the YURA regions (Süd-West Steiermark (Austria), Ústecký kraj (Czech Republic), Hajdu-Bihar (Hungary), Burgenlandkreis (Sachsen-Anhalt, Germany), Dolny Slask (Poland), Provincia di Novara (Piemonte, Italy)). The admission of the applications was opened from February till the end of May 2012. The enterprises were approached through the YURA partners. There was allowed to send max. 3 applications from each YURA regions.

Till the end of the deadline 6 applications from 4 YURA regions were registered.

Burgenlandkreis (Germany) – 3 applications



- Company MIBRAG mbH with the project "Leave or stay", which delivers a clear message in the debate on the demographic change and shows what has to be done in the region to attract young people. MIBRAG mbH provides the partnership and sponsorship to several schools in the region and offers the permanent employment for the local trainees every year.
- Company Lafarge Zement Karsdorf GmbH with the project "Stipendiatenförderung der Stiftung Aufbau-Unstrut-Finne". This is the scholarship programme for the youngsters to start their professional career in the region.
- Company Kaufland Logistik VZ GmbH & Co. KG with "Strengthening of the region of Burgenlandkreis through targeted recruitment of education trainees". In this activity the enterprise cooperates with schools from the region, looks for the own trainees, gets them the job opportunities and organizes the day of professions together with the labour agency



Süd-west Steiermark (Austria)– 1 application



- Company Krenhof AG with the project "Electro-GoKart". This enterprise designed and constructed the energy efficient and environmentally friendly Electrocar together with the pupils from the school in Köflach (Polytechnische

Schule). It was the way how to make the electrical engineering technology in the region more attractive.

Ústecký kraj (Czech Republic) – 1 application



- Company M.A.R.S. Audio s.r.o. with the project "Discover your region". In this project there were the tasks for the pupils of the primary schools to make a presentation or movie about their town, city, village or important places in the region and then take part in the knowledge quiz. The project was focused on the getting of the better relationship to the region, where the pupils live in.

Hajdu-Bihar (Hungary) – 1 application



- Company IT Services Hungary Kft. With the project "Regional Symbiosis for the Global Expansion". The project is aimed to the training of the potential employees together with the university and high schools and increasing of the qualification and motivation of the own employees. The system of the training is highly-developed and practically oriented.

The registered applications were evaluated by the Evaluating Committee. In this committee there were 7 members (Lead Partner of the YURA Project and 6 members from Germany, Austria, Czech Republic, Poland, Italy and Hungary). The applications were judged by 4 evaluating criteria:

1. In the project the enterprise cooperates with educational institution to increase qualification of labour force.
2. In the project the enterprise provides benefits to inhabitants or employees for keeping them in the region.
3. In the project the enterprise supports marketing activities which lead to harmony on the labour market.
4. In the project the enterprise joins international project focused on demographic change.

The application, which has received the most points in this contest, is the project "Regional Symbiosis for the Global Expansion". The winner is the enterprise IT Services Hungary Kft., who was nominated to the contest by the Hungarian YURA project partner – Association for Students and Civil Society in the county of Hajdú-Bihar. This winning project got the most points in all criteria and contributes to the aim of the YURA project at most. Thanks to this project the company IT Service Hungary Kft. fights with the brain drain, lack of the qualified labour force and leaving of the young people from the region.

The price for the winner is the participation in the YURA project meeting in Brussels in the 29th November, where his innovative project should be presented to the participants and experts. During this meeting there will be the possibility to meet the political representatives of the EU as well.

The North Great Plain Észak-alföldi Régió



The North Great Plain is the EU's eastern gate. Our region is situated in the north-eastern part of Hungary, which borders these countries: Slovakia, Ukraine and Romania. The region's geographical location is logistically favorable and creates a favorable position.

The North-Great Plain Region has a significant research and development R+D network, which supports the innovation and developing new techniques in the region. The main research center is Debrecen, but the other county seats are also centered in Nyíregyháza and Szolnok. These major cities could support companies and corporations, which could make higher added value products.

The North-Great Plain is world famous for spas, national parks and unique natural values and famous for its kind and cultural hospitality.

'Untouched Nature'



Considered as a part of our World Heritage, Hortobágy hides in the heart of the European Continent and offers insight into a long last harmony between man and nature. Hortobágy (The Puszta) is one of Europe's largest expanses of protected prairie, it consists of an endless grassy plain, the "puszta", that functions as the pasture for traditional Hungarian species of domestic animals, such as cattle, pig and sheep. In 1972 UNESCO adopted the treaty on the preservation of the world's cultural and natural heritage. The list of World Heritage contains historic monuments, buildings, cultural sights, natural formations or

areas of universal significance from historical, artistic or scientific perspective. The Hortobágy National Park stretches over an area of 200,000 acres. If we are ready to go close the "puszta" reveals its hidden treasures: we may witness tens of thousands of cranes, wild geese, and mallards moving across the plain during their migration in spring and autumn. Groups of white storks regularly patrol the sky while you need to be lucky to meet black storks and spoonbills. Hortobágy is also the home of the characters of an old pastoral world: cattlemen, shepherds and horsemen and their loyal helpers the puli and the komondor, a small and a big species of longhaired sheepdogs of a Hungarian breed. In this region the sun shines more hours than any other region in the country and abundantly flowing thermal water helps health-seekers to recuperate.



'Clothed with the Sun'

Debrecen is one of the most vivid and coziest nooks in Hungary: this city is a unique and outstanding whirlpool of a dynamic cultural and intellectual heritage and of an effective and successful economic life. The centuries' old traditions and the most recent technical and scientific innovations enhancing each other make Debrecen a nationally and internationally renowned city.

This lively city in the heart of the Carpathian Basin awaits the visitors with a cornucopia of programs and events, from a number of excellent art exhibitions, folk programs to many sports and leisure events. The outstanding collections of the local museums, the historical monuments of the city or the various and imposing programs of local folk traditions enchant all visitors who wish to explore the marvels of Debrecen: choir festivals, folk festivals, carnivals, breath-taking exhibitions, fairs offer their programs and goods for the visitors. At the same time Debrecen, which is a university centre, is also a place for conferences and scientific meetings, and this serves the active and organic cooperation of the city's economic, scientific, educational and cultural life.

This culturally and scientifically active life is combined with a splendid leisure and wellness sphere as well: the recently renovated Mediterranean Aqua Park and the charming Zoo in the centre of the romantic Great Forest offer excellent time for the whole family, while the Aquaticum Wellness and Spa Resort designs exclusive health treatments and wellness care programmes for the visitors as Debrecen is one of the largest centres of mineral thermal water in Europe.

This leisure life is enriched by the active sport life of the city: Debrecen has been hosting a number of national and international sports events from national championships to European and World championships.

For the lovers of rural country life the Erdőpuszta territories and Hortobágy is a must to visit, because the calm and enchanting atmosphere is an excellent basis for relaxation, while those who seek pleasures in fishing, hunting and riding may also enjoy the region.

University of Debrecen



Debrecen is also one of the regional centres for higher education with its more than 30 000 students in 15 different faculties. Besides the internationally renowned research centres and programmes of the medical and the scientific faculties other faculties also ensure a distinctively high level of training. At the end of 1914 the University of Debrecen was established on the separated faculties of Law, Theology, and Humanities earlier operating as organic parts of the Reformed College. The new campus, headed by the breath-taking main building from 1932, was later structurally and administratively divided during the middle of the 20th century and was united only in the year 2000. Since that moment, the University of Debrecen, one of the largest ones in the country, offers a variety of trainings from humanities to natural sciences, from musical education to economic training, from medical to agricultural training. This outstanding system of higher education is further enhanced by the internationally respected medical training for foreign students from all around the world. The University of Debrecen is one of the country's 'elite research' universities

Thus, this city in the eastern periphery of the country is an unparalleled place – not only because of the flourishing cultural, scientific and social life but because of the dynamic economic and industrial traditions as well, which has established an outstanding and marvellous atmosphere in Debrecen.

Source: www.debrecen.hu, www.iranydebrecen.hu, www.itthon.hu



Upcoming events

29th November 2012
Advisory Group Meeting
 Brussels (BE)

29th January 2013
Final Conference
 Magdeburg (DE)

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YURA
 YOUR REGION YOUR FUTURE

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