

NEWSLETTER

www.yura-project.eu

NEWSLETTER OF THE YURA PROJECT

MARCH 2012

1 Youth Seminar in Magdeburg was really successful

Young people from all partner regions participated at the Transnational Youth Seminar in Magdeburg in November 2011.



Participants making the video "Your region – Your future".

The Transnational Youth Seminar took place from the 7th through the 11th of November, 2011. Young people from all YURA regions were invited to formulate their needs and expectations towards a better future from their own perspective.

The main questions asked were: What are the main reasons for leaving or staying in your home region? The participants developed ideas and strategies on how such regions can remain attractive for young people. It quickly became clear to everyone that youngsters across Europe are faced with similar decisions and problems.

The final session was held at the State Parliament of Saxony-Anhalt under the patronage of the President of Parliament Mr. Detlef Guerth. The participants presented their results to representatives from government, business and education via video- and radio-performances. The young Europeans have worked out a declaration demonstrating what measures need to be taken in order to make regions more attractive for young people to stay.

Thank to all youngsters for their great support!

Preamble

Dear readers,

this YURA newsletter is prepared for you by the team from the Usti region.

One year is left until the end of YURA project and some of the project activities have already been finished. You can read about most of these activities in this newsletter. We are presenting the current information about the PILOT ACTIONS, of which there are four in the YURA project. "Business Academy" really made an effort to work better with the gifted young people and "Future Laboratory" identified why young people leave their regions. Good chances for young people provide the "Learning Partnerships" between schools and enterprises. The "Pupils Research Centre" deserves its place in the newsletter as well.

One of the most interesting and successful activities was the YOUTH SEMINAR in Magdeburg where the young participants prepared a declaration as one of the outputs. We bring you also information about the other seminar outputs.

Enjoy the NEWSLETTER.

Lucie Kuzelova and Helena Minarova from the Usti region

YURA Award

The YURA partnership opens a **competition** for ENTERPRISES from the partner regions. The enterprises will compete with innovative projects or approaches filling the aim of YURA project.

[Read more in this NEWSLETTER.](#)



Transnational Youth Seminar

The most important output of the seminar is the declaration, where young people defined their needs and offer measures to be taken in order for young people to stay home in their regions.

DECLARATION

- 01** More possibilities for practical placements in local/regional companies during school time! We want to know what jobs are needed in our region to focus and to plan an adequate study or vocational training.
- 02** More cooperation between companies and schools (e.g. open days, entrepreneurs as teachers, partnerships)! Our schools need to teach us the necessary things for life, there should be a place for entrepreneurial spirit, self-reliance and responsibility towards the society.
- 03** Free of charge and regular public transport! Young people, especially in rural areas are structurally disadvantaged. Their participation within the cultural and public life needs to be secured.
- 04** More information about the possibilities towards "mobility for learning reasons"! In times of globalization we need experiences from other European regions. The expertise and know-how we gain there, we can use for good in our home regions. Unfortunately, the information and offers for these programs are not wide spread.
- 05** No gratis placements/internships, if longer than 4 weeks! Because training and study seems not to be enough, we have to gain practical experiences in working life. And yes, we are ready for this, but not for free.
- 06** More support and trust from politicians for women in leading positions! If a region misses especially young women, there should be special programs to attract them to stay in or to come to our regions.
- 07** More meetings between politicians, entrepreneurs and young people! Politicians and entrepreneurs have to know what we are thinking and how we are doing, if they want to keep us in our regions. We as young people have to know early on, what the reality of society and business life is in order to plan our educational carrier.
- 08** Free and fast internet for all! A modern region has not only fast internet in bigger cities. We see the internet as a part of our "right for information", for this it should be everywhere and free of charge.
- 09** Greater support for a diverse social life! The quality of life in a region depends a lot on a good work-life-balance. The possibilities to participate in associations, cultural institutions, in sport or youth organizations need to be ensured with support from the governments. A must-have for an attractive region!
- 10** Free education on a high quality standard – from 0 until the professional certificate! It does not matter if kindergarten, school, vocational training, study or a music school and a youth exchange, for young people and their families a free and good education system is the best advertisement for a region.
- 11** More interregional programs for young people! The focus and support of seminars, youth meetings or school exchanges should (by the meaning of a Europe of Regions) be stronger on an interregional level, in order to build a better regional identity among young people, which is in a good competition with local, national and (ideally) European identity.
- 12** Children and young people are an investment in the future! We do not want to be seen as a problem which costs money. We would like to have the same positive image in politics and media as a big financial investor gets coming to our region. If not, we may think that we are not welcome here.

Novara - additional Youth Seminar meeting

After the Youth Seminar in Magdeburg, **Francesca Caserta**, who is a member of the local association MacinaIdee, initiated an additional public conference in Novara on **19th of December 2011**. The reason was to increase awareness among local authorities and citizens about the importance of the youth strategies implemented by YURA project. The provincial councillor for the youth policies, Mr. Alessandro Canelli, took part at this conference and answered the questions and presented several activities realized under the initiative of the Provice of Novara.

Four successful seminar outputs



Radio spot

A dialog between two young people - one is leaving a rural region and moves to a big city, the other one is exhausted and leaves the city behind. Both discuss the positives and negatives of the city and country life.



Video spot

The video prepared during the seminar in Magdeburg is a funny spot with a serious topic. Young people send us a clear message via the video spot. They want to stay in their home region but they have some needs to fulfil.

Web and print

In Magdeburg a magazine and web proposal were also prepared. The magazine contents mainly the declaration and interviews with participants of the seminar. The web presentation reflects the big need for information of young people of all over the Europe.



The gate to Bohemia – Usti region

A region in the north of the Czech Republic, which borders on Saxony in Germany, is one of the YURA partners.



Usti region is an interesting place good for your summer or winter holidays, offering beautiful nature, various outdoor or indoor activities.

The actual number of inhabitants in the Usti region is 836 047 and this number has grown in past years. But it will not be forever, and the growth is not as high as it would be necessary for the schools' capacity.

Model with data about the labour market

The actual unemployment rate in the region is 13.56% and there are quite big differences within the region. There are actions and project which try to fight these negative numbers. One of them is a statistic model, which can estimate the needs of employers on the labour market, so the schools could react to this with their educational plans. Every two years the Usti region publishes the results from this model via flyer which is distributed to pupils who are just deciding about their future.



Backbone schools

The present system of elementary and secondary schools was designed in years when there were a lot of children and there was a big need of school places. Nowadays the number of pupils in schools is on a half of that.

Therefore The Usti region has started with a project of **backbone schools**. Such a BACKBONE school offers more branches (could be e.g. agriculture together with gastronomy, economy or machinery), more levels of education (from 2 to 4 years of education with different level of leaving exams), is active in cooperation with enterprises and realizes international projects. A BACKBONE school should also offer good services for its pupils, like accommodation, catering or afterschool activities. Now, after several months of the project, there are 14 secondary schools with the certification of "BACKBONE SCHOOL" in the region.



News from Usti region

Usti region solves demographic change also in other projects

The Usti region feels the demographic change as an important topic. That is why it joined also other projects related to this. One of these projects is the EURUFU project where Thuringia is a lead partner. And the other project is ADAPT2DC, what is a strategic project realized also with Thuringia.



4th YURA meeting

On the 16th and 17th of February 2012 all YURA partners came to Usti nad Labem, the centre of the Usti region. Transnational Working Group, Steering Committee and Transnational Management Group discussed mainly the Pilot Actions, Youth Seminar, YURA Award, benchmarking, 3rd Newsletter preparation as well as the financial and project management.



www.branadocech.cz

The Usti region, due to its location, is also called **GATE TO BOHEMIA**. That is why a new logo and special website for tourists and inhabitants was created.



Localisation of Usti region

Future Laboratory results

Future Laboratory is a pilot action where scenarios for better life in regions were worked out.

Usti Region (CZ), isw Institute (DE), Regional Management South-West Styria (A), Province of Novara (I), HAHA (H) and FEM (PL) are the partners where this pilot action was realized. The target groups were young people between 13-25 years of age, institutions working with young people, towns and regions.

Future Laboratory was realized from April 2011 to January 2012 and the content of pilot action had 3 main parts: 1) collection of questionnaires among young people, 2) interactive workshops with the target groups, 3) evaluation of outputs.

And what are young people worried about in all involved regions and what are the reasons to leave their home regions?

- unemployment and offer of job opportunities
- low level of wages and salaries
- system of social benefits
- low involvement into local development

Among other problems they have defined are:

- public transport infrastructure
- low quality of public spaces
- few places where young people can meet
- high costs for leisure activities

Novara web tool

Novara prepared a special website to help young people decide about their future.

www.novascuola.provincia.novara.it

The main aim of the website is to help young people in the region find their best scholar orientation. The web tool answers questions and is opened for discussions via the forum section. The web is focused on young people between 13-22 years of age, same as in the pilot action Future Laboratory.



▲ In the Polish Future Laboratory the Association for Environmental Education "Dolina Baryczy" was involved.



▲ Future Laboratory in Germany: Defined problems, which was similar in other regions.



▲ Young Hungarian girls by defining the problems in their region.



▲ The young Austrian team worked out the problems and wishes on the floor as well.



800 questionnaires from South-West Styria

Not only Styria collected such a large number of questionnaires from young people. A similar number came from Hungary and a little lower from other involved regions.

Young people from South-West Styria usually feel comfortable in their region, but they have responded not to be involved in the regional development. Concerning mobility, most of the youngsters are used to commute to school or work. Interesting is that girls more than boys show tendencies to leave the region.

It is really important to remember that young people interact in online media, but stakeholders usually use the classics like newspapers to communicate.

And what exactly young people in South-West Styria need:

- free or cheaper public transport for youngsters,
- more options for their free time (cinemas, pools, centers etc.),
- education leading to better qualification.

Learning partnership

Learning partnership brings pupils closer to vocational training and employment.

Solar Camp – practical days

Two-day workshop with Energy Agency West-Styria

Solar Camp was organized by the Energy Agency and two companies from Graz. 50 pupils had the opportunity to build their own solar panel and got also a theoretical input.



Event Energy Day

On the 10th of November, Lernwerk Binder organized a day for schools, teachers and companies in Bärnbach in the region of South-West Styria.



Companies presented themselves and their offers on energy saving, energy efficiency and renewable energy. This is a focal point and a strong field in the region. At the same time young people get to know the regional companies, their job offers and also a picture of the energy and environment. A film made by Chamber of

Commerce about the construction, sanitary and electric branches was also presented.

Indicators in the project YURA

Integral parts of the project YURA are the indicators and the mapping of the framework requirements as well as concrete facts about young people in the participating regions.

The work carried out by isw Institute in the cooperation with the YURA partners shows, that not only concerning the organization differences exist between the participating partner regions, but also in regards to the academic educational system as well as vocational training.

The problems shown by the indicators manifest similarities and differences. In nearly all regions there is a surplus on out-commuters; nevertheless larger numbers of emigration can only be recorded in a few regions. Interesting are the results concerning both thresholds: from school into vocational training and from vocational training into the labor market. Thereby, the indicators continuously confirm the close correlation between the education and/or vocational qualification and the chances in the labor market. In all regions great efforts are made, in order to integrate underperformers particularly into the labor-and training market. The success rates within the respective measures differ and vary between 30% and 50% amongst the frequently utilized measures within the regions.

In preparation of the youth strategy, the indicator system shall be supplemented via a benchmarking.

Successful Learning partnership in the district of the Burgenland

In the district of Burgenland there are new unlimited cooperation contracts with 10 partners.

One of the most important parts during the implementation of the YURA project was the realization of four different pilot actions in all participating regions. In this framework the project partner isw Institute for Structural Policy and Economic Development from Germany implemented the pilot action "Learning Partnership" at the Goethegymnasium Weißenfels in the district of the Burgenland.

Within this pilot action it was possible to involve different local actors from industry, public institutions and universities e.g. University of Applied Science Merseburg, Simon-Kuch-Werbung (local enterprise), District Court Weißenfels etc. to collaborate with the school.

During a kick-off workshop in November 2011 at the school, all members of this "Learning Partnership" were informed about the intentions of this pilot action and started to design an activity plan as a basis for a future cooperation. During the following weeks this activity plan was reviewed by all partners (school, companies, universities and other local actors) and supplemented with specific activities, which each partner would like to implement into the daily school life.

At the end of March 2012, the unlimited cooperation agreement will be signed by all 10 partners in the presence of the District Administrator of the District of Burgenland Mr. Harri Reiche.

YURA Benchmarking

The isw Institute prepared a questionnaire for YURA partners to compare the YURA regions' situation. Benchmarking is a process of comparing using indicators.

The indicators proposed by isw Institute are both quantitative and qualitative. At this point in time all partners should work on filling in the questionnaires.

Dr. Lüdigk presented the YURA benchmarking proposal in Usti nad Labem, CZ.



Diamond Workshop BUSINESS ACADEMY in Poland

The "Diamond Workshop" Business Academy is a Pilot Action focusing on support for intellectually gifted pupils of higher educational school grades.

The pilot action aim is to improve the existing approaches and to test them in the regions. Our final beneficiaries were: 20 students from secondary school gifted in each subject: mathematics, chemistry and biology, which took part in testing of the new methodology, also their parents and teachers.

All of them spent 6 days during the first and 5 days during second session studying. Foundation of International Education provided accommodation and basic meals for them.

Mathematics sessions took place at the end of November and at the beginning of February. Pupils during these two sessions were learning about algebra and had classes at the University of Wroclaw with the best mathematicians in Lower Silesia.



From 10th till 15th December 2011, Chemistry sessions took place and at the same time a second mathematic sessions went on. During 5 days pupils learnt about materials and their transformations. Their classes took place mainly in the chemical laboratory at the Wroclaw University of Technology.

The first biology group meeting was devoted to anthropology during the month of December in Wroclaw. The second session took place in Ecological Station in Karpacz, in the Karkonosze Mountains, where pupils were learning about ecology. They checked the status of water pollution, soil contaminations and the condition of air.



All the classes went on great. Pupils, parents and teachers had a wonderful time learning new and very interesting things about their favorite subjects. During the workshops they came to like their hobbies more, met many interesting people and stroke up new friendships. Everyone was looking forward to meet again on the next session to learn, relax and spend some exiting time together.

YURA AWARD

The YURA partnership opens a competition for ENTERPRISES from partner regions. The enterprises will compete with innovative projects or approaches filling the aim of YURA project.

The topics are:

- **Adapting to demographic changes**
- **Reaction to demographic changes**
- **Keeping young people in the region**

The price is the participation at the YURA meeting together with the visit of European Parliament in Bruxelles on the 29th November 2012.

The deadline for applications is the **30th of May 2012**. The YURA AWARD conditions are more specified on www.yura-project.eu

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF

Pupil Research Center

The Research Centre for Pupils uses the exploratory spirit of young people. The pilot action designs new educational modules for out - of - school knowledge transfer.

LECTURE - EXPERIMENT - DISCUSSION - PRACTICE in Styria



The pilot activities in Styria were implemented with experts from the Eastern and Western part of Styria. The training centers Berufsförderungsinstitut Weiz and the Lernwerk Binder carried out the workshops for the research center for pupils.

There were realized 3 modules:

- BASIC in ELECTRICAL AND METAL ENGINEERING
- PRODUCTION
- AUTOMATION

Each pupil had at the end:

2 work pieces (a candle holder and a lamp with LED).

Upcoming events

17th - 18th July 2012

5th YURA project meeting

Debrecen

October 2012

Meeting for WP5 finalisation

Novara

29th November 2012

2nd Advisory Group Meeting

Brussels

29th - 30th January 2013

Final Conference

www.yura-project.eu

NEWSLETTER OF THE PROJECT YURA

Editor: Usti region, Velka Hradebni 48, Usti nad Labem 400 02, Czech Republic

Lead Partner: Ministry of Regional Development and Transport, Unit for Demographic Change and Forecasting, Turmschanzenstrasse 30, Magdeburg 39114, Germany