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# Mail Letter

For supporters, partners and stakeholders  
of the project European Rural Futures

## EURUFU in Operation

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The European Union is facing unprecedented demographic changes (ageing population, low birth rates, changing family structures and migration). In the light of these challenges it is important, both at EU and national level, to review and adapt existing policies. Therefore the EURUFU project was launched in May 2011. A lot of ideas were worked out to find solutions for the problems that rural areas deal with.

Challenges like declining and ageing population, reduction of social and healthcare services, brain-drain and insufficient public transport don't seem unsolvable any more. The EURUFU-network works hard on these issues to find solutions and answers. The EURUFU project is not at the period of beginning any more, it is underway and as successful as expected.

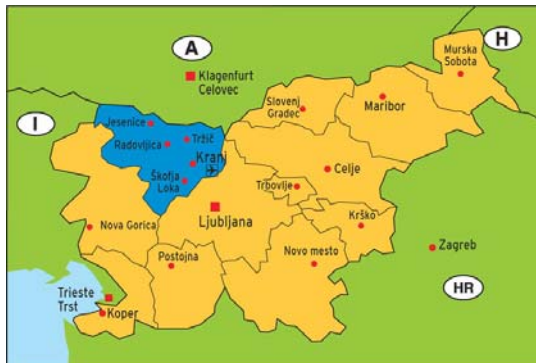
This is the third edition of the EURUFU newsletter. It provides you with information about the current status of the project, the latest meetings and shows you an overview to the upcoming events. We also invite you to visit our website [www.eurufu.eu](http://www.eurufu.eu) to keep informed. There you can also register for the newsletter. Any comments to the editors (contact data at the last page) are warmly welcome.

## Pilot Region Gorenjska in NW SLOVENIA

The editors of this newsletter, Development Agency Sora and Biotechnical centre Naklo from Gorenjska region (part of NW Slovenia) would like to present briefly their pilot region Gorenjska.

The pilot region Gorenjska and its location in Slovenia and other EU countries

Gorenjska lies in the Northwest of Slovenia. To the north it borders Austria (Carinthia) along the Karavanke mountain range; to the west Italy (the Friuli-Venezia Giulia province) and the Gorica region; to the east the Savinja region in Slovenia, and to the south it opens up towards the central Slovenian region.



The region of high mountains, including the symbol of Slovenia, mountain Triglav, is almost entirely Alpine and it covers 2.137 sq. km. Gorenjska has 199.626 inhabitants (2006) living in 18 local municipalities. Gorenjska represents 9,9 % of national population in Slovenia.

*„Gorenjska region of high mountains, including the symbol of Slovenia, mountain Triglav, is almost entirely Alpine.“*

**Challenges in NW Slovenia in rural areas:** Having been facing a crisis situation, some areas tend to realise the importance of local economy development such as green tourism and agriculture with local food production that can lead to create new job opportunities in rural areas.



Bohinj lake, Alpines, Gorenjska

Gorenjska Statistics data related to demographic changes (by Gorenjska Regional development programme 2007-2013):

- 40% of population in the urban areas,
- 60% of population in the rural areas,
- 20 % of active working population work outside the region,
- Education structure in the entrepreneurship sector in the region: only 12,8% of employees with high education degree
- Participation rate of Slovenian residents in formal and informal adult education is 41% and exceeds the EU average.

Potentials exist in NW Slovenia region (by Gorenjska Regional development programme 2007-2013):

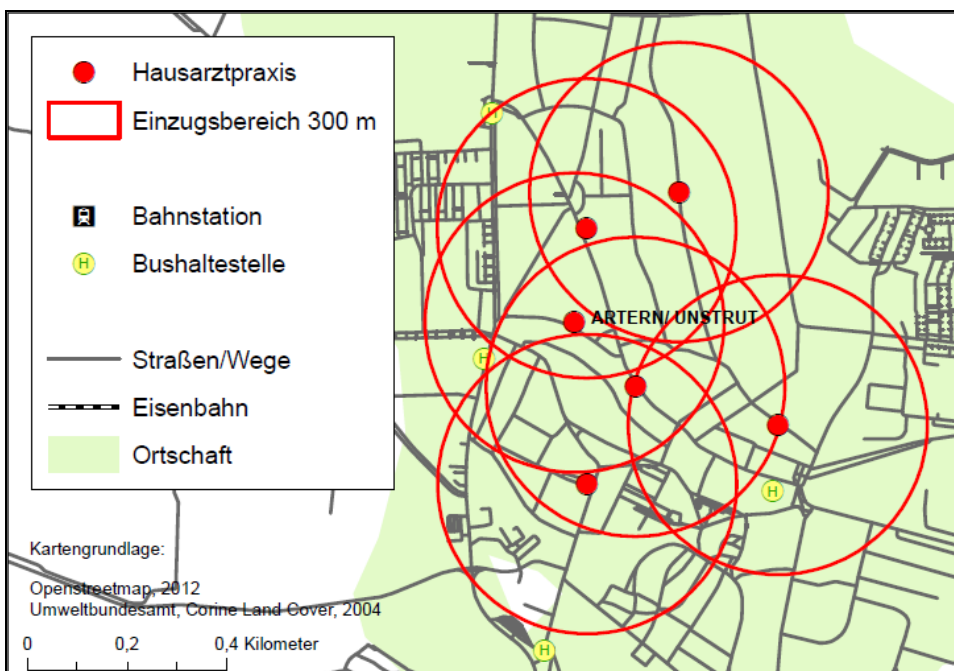
- Fostering the new know-how and entrepreneurship education to build new opportunities.
- Development of private sector - tourism sector and manufacturing activities that are the driving forces in the region.
- The Alpine landscape gives opportunities for local development of green tourism, and agriculture with local food production.

## Accessibility Study - N Thuringia (D)

The Thuringian Ministry for Construction, Regional Development and Transport (Lead Partner of EURUFU) has allocated an examination of the accessibility of family doctor's offices in the Kyffhäuser district (Pilot Region located in Northern Thuringia), which was worked out by Project Partner 2. On the basis of a national Demonstration project on Spatial Planning (MORO), patients were interviewed in the doctor's offices for example about which means of transportation they are using. In addition, the structural suitability of the practices for handicapped persons was analyzed.

Furthermore the study was devoted to, the localization of stops of the local public transport into relation to the doctor's offices and the frequency schedules of the public transport. It turned out that the public transport is efficient but is used by older people primarily for doctor visits. Concrete action recommendations were finally derived like the promotion of interfaces of bicycle transport and public transport.

This knowledge will help to organize a future oriented and demographic change resistant public transport system and to stabilize the ambulant medical services.



Map presents:  
Location of public transport stations in relation to family doctor's offices in the city of Artern, N Thuringia in Germany (example)

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## Meetings



*Second day of the  
WP 4 Meeting -  
Presentations on  
WP 4 Regional Pilot  
actions development  
and finalisation by  
project partners and  
Regional Pilot actions  
site visits in  
Gorenjska  
(NW Slovenia)*

### **WP 4 Meeting, Bled and Škofja Loka, Slovenia, 24<sup>th</sup>-25<sup>th</sup> October 2012**

Two days of intensive EURUFU partnership meeting, organised by LP in cooperation with project partners from Slovenia, Development Agency Sora and Biotechnical Centre Naklo.

At the first day of the meeting results, outputs and actions of WP1, WP2, and WP3 have been presented and discussed. The main focus of the first day meeting was how to interconnect and interlink the WP3 (Identifying Rural potentials) outputs with further development of outputs from WP4 (Pilot actions development and implementation) and WP5 (Joint Strategy). The first day concluded with guided tour in Bled.

At second day of the meeting partners presented the development of their Pilot actions in the project regions. WP 4 output lead partner presented the common characteristics of Regional pilot actions.

At second day of the meeting in afternoon the project partners from Slovenia organised an Excursion Regional Educational with the focus on, Job Opportunities & Demographic Challenges in rural areas in Gorenjska region.

First Pilot action site visit was connecting to EURUFU Regional Education Pilot actions in Gorenjska (NW Slovenia), where we visited the Biotechnical Centre Naklo. Biotechnical Centre Naklo is recognized as a high quality educational, research and development institution, devoted to concern for nature, healthy food production and processing as well as for landscape management in cooperation with enterprise sector.

Second Pilot action site visit was connecting to EURUFU Regional Job Opportunities Pilot action in Škofja Loka, where we visited the two local best practices of small family entrepreneurs and job opportunities in rural area and local handicraft cultural tradition centre in Škofja Loka.



## Regional Pilot Actions

### Pilot action „Citizen consultants for mobility“ in Northern Thuringia (D)

The FH Erfurt (PP2) continues its pilot action of "citizen consultants for mobility" in rural areas. The two local voluntary mobility consultants give their advise to fellow citizens in the Kyffhäuser district in northern Thuringia. They offer weekly services since June 2012 in Sondershausen with 23,000 and Rossleben with 5,500 inhabitants. The two young men help the local people about how to buy public transport tickets, ticket prices, schedules, timetables, etc. in order to keep the rural area attractive and mobil without cars. One of them also give advise about train and bus connections to his collegues in a large company. The citizens mainly reached the consultants personally, but also some phone and letter requests were made. Most questions arose about bus and train schedules and ticket prices and the way of buying tickets. The majority of the peple asked about connections within the region, but also some were interested in connection possibilities to



Berlin or Leipzig.

Furthermore the pilot action included two on-site teaching events at the railway vending machine about its way of use at Sondershausen (20th of July) and Artern (20th of September), carried out by an employee of the German Rail. These events were attended by people of all ages who needed help in understanding the ticket machine or did not feel that comfortable yet in using it (see photo above), as well as local press representatives.

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# Regional Pilot Actions

## Pilot action development in Municipality of Brzeg Dolny (Poland)

As the pilot action phase of the EURUFU project was coming closer, Municipality of Brzeg Dolny has put a great emphasis on public participation in the development process. There were 2 workshops organized by the Municipality of Brzeg Dolny with cooperation of village representatives that involved local inhabitants in planning a future for their area.

First meeting, organized on the 24th of June 2012 focused on Idea Contest, a general collection of ideas and remarks from inhabitants of the pilot action area in the village Grodzanów (pilot area) as to the future possibilities and inhabitants' expectations. The meeting was held on Sunday and organized as family picnic, hoping to receive more participants. It was noted that further cooperation with stakeholders and promoting the idea of the EURUFU project is needed, thus we informed the inhabitants that there will be another meeting organized in similar way.

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Children having fun



Workshop organizers



Best conception, as chosen by the inhabitants



Second meeting was organized on the 12th of August 2012. This meeting focused on the upcoming pilot action development and the investment phase in the village Grodzanów. Based on the information collected in the questionnaires disseminated in June, the Municipality of Brzeg Dolny has contracted external expertise - students of the Technical University of Wrocław - to prepare and present conceptions of revitalization of the pilot area. There were 3 of such conceptions presented. The voting for best conception was handed over to the inhabitants of the pilot action area and participants of the workshop. The best conception has been used by the Municipality in the public procurement process to contract an actual company responsible for construction design.

## Regional Pilot Actions

### Pilot action „Job opportunities“ in Gorenjska (NW Slovenia)



The Pilot action for Job opportunities in Gorenjska region titled “Discover innovative solutions to sustainable development” was developed on the basis of close cooperation between different partners and stakeholders in Gorenjska region (NW Slovenia) such as development agency, regional unemployed institution, lecturers, local entrepreneurs and local communities.

The pilot action with its content development is mitigating the big economic challenges in the region that are also facing the challenges of unemployment issues in the rural areas.

The pilot action was designed as the program of series of workshops for target groups in the region such as unemployed people who are seeking new opportunities, young people motivated to start and develop their own business, etc.

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The set of four workshops took place in the beginning of October 2012 in city Škofja Loka and Škofja Loka rural area. At the Pilot workshop's programme 27 unemployed people from Gorenjska region participated. During the Pilot workshops we visited local entrepreneurs, farms and organisations as the models of good practices in local area.

The main aim of the Pilot workshop's programme was at first hand to tackle the weaknesses and threats of the economic challenges in the region that participants are facing directly in their every day life.

In the second hand the participants were strongly motivated to find the positive solutions for their challenges by identifying the strengths and opportunities that exist in their own local environment and visiting succeed local entrepreneurs as the models of good practices. The chosen models of good practices of succeed local entrepreneurs directly presented them the possible solutions for the economic challenges in the local environment.

## Regional Pilot Actions

### Implementation of the pilot action in the Usti Region (Czech Republic)

The project partner Nr. 3 Usti Region will realize the pilot action in the field of improving skills of unemployed people and service industry employees. These are 2 supported target groups. The main idea of the pilot activity is to organize the language and jobseeker's competences courses. The courses of basic German language knowledge will increase the chance of unemployed people to get the job even across the borders. The communication ability and orientation in the situation of the labour market in the Czech Republic and Germany will be improved as well. The unemployed people get the competences and useful information about the job markets. The second target group, service industry employees will get the better knowledge of German language and through it they will be able to improve the quality of the services which they provide to German speaking clients. They visit the pilot area very often.

The pilot area consist of 5 municipalities (Vejprty, Kovarska, Medenec, Krystofovy Hamry and Loucna pod Klinovcem). It is located at central Ore mountains, along Czech – German borders. It has typical peripheral character with low density of population, low supply of job opportunities and services, low quality of infrastructure and low attractiveness for young well-educated people to keep them in the region. On the other hand the area has natural attractiveness (mountains) and interesting historical heritage (ore mining).

The courses will be held in the civic centre in Vejprty from February till April 2013. There will be 3 groups of participants according to their language skills. The plan of the total amount of the participants is 45. The job fair for pilot action's participants will be organized after the end of language courses.

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## Regional Pilot Actions

### Pilot action „Education“ in Gorenjska (NW Slovenia)

**“DEVELOPING OPPORTUNITY - DISCOVERING THE POTENTIAL”** is the title of the pilot educational program, which was developed and is implemented at the Biotechnical Center Naklo. Program contains 5 modules which include sustainable development, entrepreneurship, organic, green economy projects, local characteristics, legislation and preservation of cultural and natural heritage.

Program is carried out by expertise with lot of experiences in the fields, twice a week, 4 hours a day for 3 months. Participants are actively involved in the implementation of the pilot program which contains lectures, presentations, discussions, concrete demonstrations of best practices and also visiting and discussing with some of successful entrepreneurs at the local area. Participants have many chances to incorporate their ideas with new knowledge gained during the program.

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Educational program gives concrete opportunity to participant to acquire the skills and competences required for the self employment, re-employment or first job seekers - “multi skilled work force”, capable of moving with the times and reacting to the concrete local / regional / national / EU demands.

After finalizing the pilot phase of the program, the Biotechnology Center Naklo will include program in its offer of educational programs.

## Regional Pilot Actions

### Pilot actions in Upper Styria West in Austria



Federal Minister for Social Affairs of Austria Rudolf Hundsdorfer (2<sup>nd</sup> from right) participated at the Symposium in St. Lambrecht, Austria,

#### Simposium Stress- & Burn-Out-Prevention

The content of the pilot action is providing support for burn-out endangered people.

Symposium took place in November 2012 in monestary St. Lambrecht with 22 key-speakers and experts. The pilot action was co-operated with Monestary St. Lambrecht, communities of Natural Park Zirbitzkogel Grebenzen, Sozial Akademie and business Doctors. For the region the pilot action can show a great potential to develop a regional USP.

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#### Retirement home Castle Neuteufenbach

Content of the pilot action is creating an art and fashion centre and bringing together intergenerational teams. At the pilot action we work together with project manager, municipality Teufenbach, retirement home Castle Neuteufenbach, Social & Health Community of district Murau, Unit / Karl-Franzens University Graz, Regionale 12 and family members of dementia patients. The Pilot action is bringing the positive added value for the region with positive attitude towards "Acting Aging" and contribution to social health & learning of society.

The pilot action was implemented in July 2012. The results can be seen at:

<http://www.flickr.com/photos/uni-t/sets/72157630313420090/>

<http://www.flickr.com/photos/uni->

#### TRIPLE I – Individual innovation Intelligence

The content of the pilot action is to develop and implement a training-program for promoting innovation skills and collaboration between generations. At the pilot action we are co-operating with Joanneum Research, regional SMEs and inhabitants. For the region the TRIPLE I can bring improvement of innovativeness of the region and can foster the intergenerational learning.

At the pilot action we already prepared the Triple I search and we formed the team within the pilot municipality of Weisskirchen for implementation activities that have been launched in November 2012.

## Upcoming Events

### 1st EURUFU Scientific Conference about "Transport and mobility in rural areas"

The conference will be held within the framework of the project EURUFU on **Tuesday, the 14th of May 2013, 14:00-18:00 in Mór, Hungary.**

For more information:

EURUFU project website:

[www.thueringen.de/eurufu/en/](http://www.thueringen.de/eurufu/en/)

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Call for Papers for 1<sup>st</sup> EURUFU Scientific Conference:

4<sup>th</sup> April 2013

19<sup>th</sup> April 2013

14<sup>th</sup> May 2013

Abstract submission

Papers submission

Conference

### 2nd Scientific Conference with International Participation

**Conference VIVUS** – Agriculture, Environmentalism, Horticulture, Food production and Processing

»KNOWLEDGE AND EXPERIENCE FOR NEW ENTREPRENEURIAL OPPORTUNITIES«,

**24th – 25th April 2013**

**Biotechnical centre Naklo, Strahinj 99, Naklo, Slovenia**

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### 3<sup>rd</sup> Consortium Meeting,

EURUFU partnership meeting,

**14th to 15th May in Mór, Hungary**

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For unsubscribe do the same procedure with „unsubscribe newsletter“.

## Information

All recipients and readers of this newsletter are kindly asked to support the project in bringing in innovative ideas to secure the provision of public services and infrastructure in rural regions.

**Demographic change is present and future reality in Europe so let us adapt and frame it!!!**

### Impression

**Publisher:** EURUFU partnership represented by Lead Partner

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