

RURAL AGREE

Digital Training for Agricultural Sector Entrepreneurship in Rural Areas

Description of the project

The project is conceived as a tool to promote entrepreneurship in the agri-food sector in rural areas, through the digital training of the youth, facilitating the learning of contents in business management specifically adapted to the agri-food sector in rural areas, and in the analysis and exchange of good practices.

The objective of this project is, therefore, a professional qualification that promotes entrepreneurship in women and men who have bet or are interested in betting on rural areas to develop their professional activity within the agri-food sector.

The importance of rural areas for all European countries is already sufficient motivation for the development of training actions that seek territorial integration, fighting the gender and socio-economic imbalance between rural and urban areas, improving incomes through economic diversification and promoting sustainable development and job creation.

Target groups of the Rural Agree project

- ✓ Beneficiaries in the strict sense, or people to whom the formative contents of the Project, will train to develop a professional economic activity in the rural agri-food sector, with greater guarantees of success
- ✓ Interest groups, such as those integrating the formative contents developed by the project into their service offer, and/or will benefit from the international exchange of experiences to improve their skills

Three Priorities

- ✓ to foster entrepreneurship in rural areas, through integrated digital training based on the development of innovative pedagogical tools: learning games or gamification
- ✓ promotion of work-based learning. It is intended to perform a comparative assessment of the management methods in agrarian farms and agrifood transformation entities, looking for the best practices available, and encouraging their dissemination and transfer through the knowledge networks started up in the project
- ✓ to boost self-employment, through the active empowerment of young people in rural areas, with actions that support the effective implementation of the Investment Plan for Europe and foster the creation of economic activity with a special focus on women and the promotion of business initiatives for the sustainable development of rural areas

Expected results/aims of the project:

- ✓ Creating a new approach to digital training development with the use of innovative pedagogical tools
- ✓ Promotion of work-based learning
- ✓ Boost self-employment through the active empowerment of young people in rural areas
- ✓ Contribute to the improvement of sustainability in European Union areas

29th November 2016

Kick-off meeting

“Rural Agree-Digital Training for Agricultural Sector Entrepreneurship in Rural Areas”

was held in Zaragoza, Spain.



The 2nd Meeting for Rural Agree Project

The 2nd Meeting for Rural Agree Project was successfully held on 16 May 2017, in Hungary.

The second Partner’s Meeting in terms of Rural Agree Project, was successfully held in Debrecen, Hungary.

Partners discussed and concluded to those Good Practices, which will constitute basic tools for implementing the forthcoming project’s objectives.

The Development of a Gamification for Educational Purposes makes up the next step of the project that deals with Education and Training on issues such as: management, funding, business administration in rural areas, development and quality control of products, expansion of products in the international market.

Some proposals about the content of the stages that the Gamification will consist of are to include: quiz games, audio-visual materials, Budget timeline, surprise events, Videos or Links in Theatre.

More about the Project find at Project’s pages in Social Media:

<https://www.facebook.com/Rural-Agree-421869714852184/>

<https://twitter.com/RuralAgree>

<https://www.instagram.com/ruralagree/>

Visit our website: www.ruralagree.eu



to communicate with stakeholders, access the available tools and learn more about the project

The partnership



KAJAANI UNIVERSITY OF APPLIED SCIENCES (KAMK)



LAMORO DEVELOPMENT AGENCY



SOCIEDAD ARAGONESA DE GESTIÓN AGROAMBIENTAL S.L.U. (SARGA)



CREATOR



UNIVERSITY OF DEBRECEN



EUROPEAN INSTITUTE FOR LOCAL DEVELOPMENT (EILD)



SYNTRA WEST



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