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**KEY ACTION 2 (CAPACITY BUILDING IN THE FIELD OF YOUTH)
ERASMUS +**

“WORKSHOP CREATIVITY AND MENTORING”

14th-19th OCTOBER 2019. ARRIBES DEL DUERO (SPAIN)

Participants: 9 youth Workers (1 per partner).

DAY 1: 14th OCTOBER 2019

PLACE: Biblioteca Francisco de Vitoria - Europe Direct de Salamanca (05:00PM-08:00PM)

- Welcome to participants.
- Presentation of the Project and Youth Workers from Partner Institutions.
- Workplan and general information.
- **“De Tú a Tú” Discussion (From You to You):**
 - Identification of the most relevant characteristics, peculiarities and needs of the Rural Territory and Rural Youth. The partners reality.
 - Videos and/or other materials on youth needs/ best practices presented by participants.

DAY 2: 15th OCTOBER 2019

PLACE: Biblioteca Francisco de Vitoria - Europe Direct de Salamanca (9:30AM-08:00PM)

Universidad de Salamanca – Plaza de Bolonia - Salamanca

- Round table of experts on entrepreneurship and business challenge in rural areas, grouping different subjects (rural development, entrepreneurship and self-employment, marketing...).
 - Invited speakers: experts from Universidad de Salamanca (ES) and Instituto Politécnico de Bragança (to be confirmed). Discussion and analysis of rural reality.
- **“De Tú a Tú” Discussion (From You to You):**
In the afternoon: definition, preparation and development of learning materials through discussion groups by the members of each participating entity. Presentation and publication of different type of material on the Rural LabY web page.

EUROPEAN GROUPING OF TERRITORIAL COOPERATION DUERO-DOURO

Plaza Egido, s/n – 37173 Trabanca (Salamanca)

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DAY 3: 16th OCTOBER 2019

PLACE: Palaçoulo, Atenor and Picote (Portugal)

DEPARTURE TIME (from Salamanca): 8:00 AM

- Study visit to the scope of the coordinating entity, through a tour of the Arribes territory and border area – Municipalities of Miranda do Douro and Mogadouro, Portugal:
 - Palaçoulo: Cutlery industry and its relevance in the territory and Lérias Associação Cultural (social and cultural activities and Traditional Music School);
 - Atenor, AEPGA social and cultural activities (Association for the Study and Protection of Donkey Cattle).
- **“De Tú a Tú” Discussion (From You to You):**
 - Identification of the most relevant characteristics, peculiarities and needs of the Rural Territory and Rural Youth, in terms of social, cultural and economic issues.
 - Social Economy and Innovation – Cultural and Social organizations.

Invited speakers (to be confirmed): ALDEIA, Lérias Cultural Association, FRAUGA, young wine producers, young rural inhabitants and students, International Wine Root, etc.

Participation of Youth leaders of Arribes Territory in order to enrich the discussion and dialogue, Exchange of rural territory views / different countries, etc.

DAY 4: 17th OCTOBER 2019

PLACE: Biblioteca Francisco de Vitoria - Europe Direct de Salamanca (9:30AM-08:00PM)

Universidad de Salamanca – Plaza de Bolonia - Salamanca

- Workshop **“Branding and Identity”**: exhibition of attractive professional offers for further exploration, deepening the creation of a professional brand, ways to differentiate professionally, trust and harmony to increase the value of a product or service, results strategy and objectives, visibility through an online communication plan (social networks, blog, business web) and offline (networking actions, participation in the media, congresses, conferences ...).

This training is directed to Youth Workers and Young Community Leaders, with the collaboration of Rural Laby partners and participants from each country, and invited trainers and communication experts:

Identity and Creativity
Creating a Professional Brand
Community Building
Social Media
How to pitch Founders

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- **“De Tú a Tú” Discussion** (*From You to You*):
Design and development of good practice and learning materials through discussion groups by the members of each participating entity. Presentation and publication of different type of material on the Rural LabY web page.

DAY 5: 18th OCTOBER 2019

PLACE: Sayago, Formariz and Fermoselle (SPAIN)

DEPARTURE TIME (from Salamanca): 08:00AM

- Workshop **“Innovation and Employment”**: Identification of innovative tools to establish informative strategies and training actions that favor youth entrepreneurship. Different types of employment and entrepreneurship. Invited speakers:
Director of ADERISA (Association for Integrated Rural Economic Development of Sayago);
- Visit to companies led by young entrepreneurs in Formariz and Fermoselle: El Regalo de Athenea (oil mill) and Bodega en Fermoselle (wine producer and cellar).

DAY 6: 19th OCTOBER 2019

PLACE: Biblioteca Francisco de Vitoria - Europe Direct de Salamanca (09:30AM-01:00PM)

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- Establishment, constitution and maintenance of the Cooperation Network, which integrates the LAB-Y RURAL Digital Platform, among youth workers, partner entities, collaborators and indirect beneficiaries.
- RURAL LAB-Y Training Video.
- Description of contents and Schedule of the 2nd Rural LabY meeting, which will take place in Portugal, area of the Duero-Douro EGTC, in 2020.

ASSOCIATED ENTITIES:

- **CENTRUL DE INCUBARE CREATIV INOVATIV DE AFACERI (Romania):** www.cicia.ro
- **EUROPOS SOCIALINIS VERSLUMO UGDYMO IR INOVATYVIU STUDIJU INSTITUTAS (Lithuania):** www.europe-institute.com
- **FRAUGA Associação para o desenvolvimento integrado de Picote (Portugal):** www.frauga.pt
- **SDRUDZENIE ZNAM I MOGA (Bulgary):** www.znamimoga.org
- **TUDÁS ALAPÍTVÁNY (Hungary):** tudasalapitvany.hu
- **UNITED SOCIETIES OF BALKANS ASTIKI ETAIREIA (Greece):** www.usbngo.gr
- **VISMEDNET ASSOCIATION (Malta):** <http://vismednet.org>
- **ZDRUZENIE INSTITUT ZA RAZVOJ NA ZAEDNICATA (Macedonia):** www.irz.org.mk

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