



ODYSSEUS

Programme to promote the return and employment of youth in
rural areas
(2011-2014)



With the collaboration of: **13 Leader Local Action Groups** of Catalonia and the network of **youth workers**.

Aim

Encourage and facilitate the return of youth to rural areas, by implementing a programme that encourages their employment.

TARGET

To promote youth “rooting” (before migrations) from **16-18** years old.

Undergraduate and graduate young people from rural areas from **18-35** years old.

❖ Obligated migrations due to high studies

Universities are often located in urban and peri-urban areas.

❖ Multiplier effect of entrepreneurship

More than 60% of the entrepreneurs in Catalunya have high studies.

METHODOLOGY

STAGE I: Building the program.

2011

- Diagnosis: “Rural youth migrations: what does the rural labour market offers to youth?”
- Analysis of similar programs implemented in other countries
- Exchange study trip: *Place aux jeunes en región* (Quebec)

STAGE II: Implementation.

2012-2014

- *Territorial Coordination Committee* (14 pilot regions)
- Universities (4 out of 6 Catalan Universities)
- Enterprises and youth in rural areas
- Awareness activities

❖ Funding and institutional support

- Departament of Agriculture, Livestock, Fishery, Food and Natural Environment, from Catalan LAG cooperation projects funds according to RDP (2007-2013) and cofinanced by EAFRD,
- Directorate General of Youth of Departament of Social Welfare and Family.



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Executive Commission (National/MACRO)

- Department of Agriculture, Livestock, Fishery, Food and Natural Environment.
- Directorate General of Youth of Department of Social Welfare and Family
- Associació d'iniciatives Rurals de Catalunya (ARCA)
- Fundació del Món Rural (FMR)

Functions/roles

- Spread policies at national level which including transversal and interdepartmental visions.
- National strategies to move closer administrations, territory, enterprises, universities and youth.
- Coordination of territorial and national actions.
- Evaluation and monitoring of the implementation of the programme.
- Funding.



Odysseus territory (County/MICRO)

Territorial Coordination Committee (TC)

They are a territorial body where the public and private agents working for youth, training/education, employment and economic and rural development issues are represented at local/county level.

Funcions/roles

They have the role to **design, prioritize and decide which actions** undertake at local level to promote the return of rural youth and their employment (ODYSSEUS aims).

Also, their aim is to **establish synergies** among the rural enterprises, the socioeconomic needs of the territory and the rural youth.

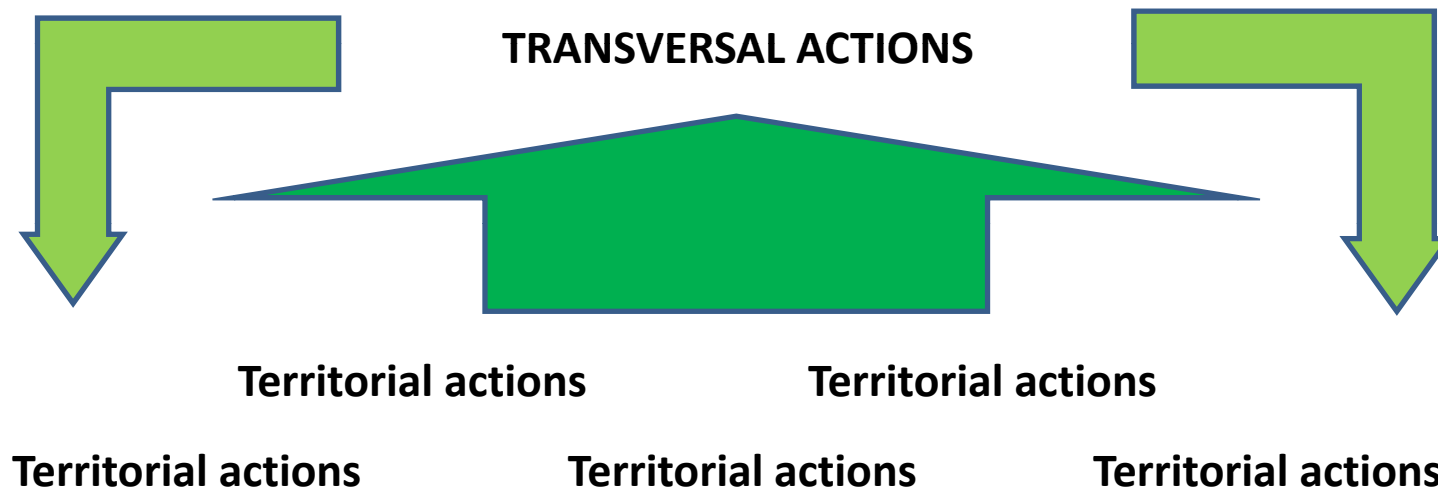
Youth representatives
Bussiness sector
Public institutions- employment, entrepreneurship and rural and economic development
Public institutions – youth workers
Education and training centers
Other

❖ **Actions at territorial level**

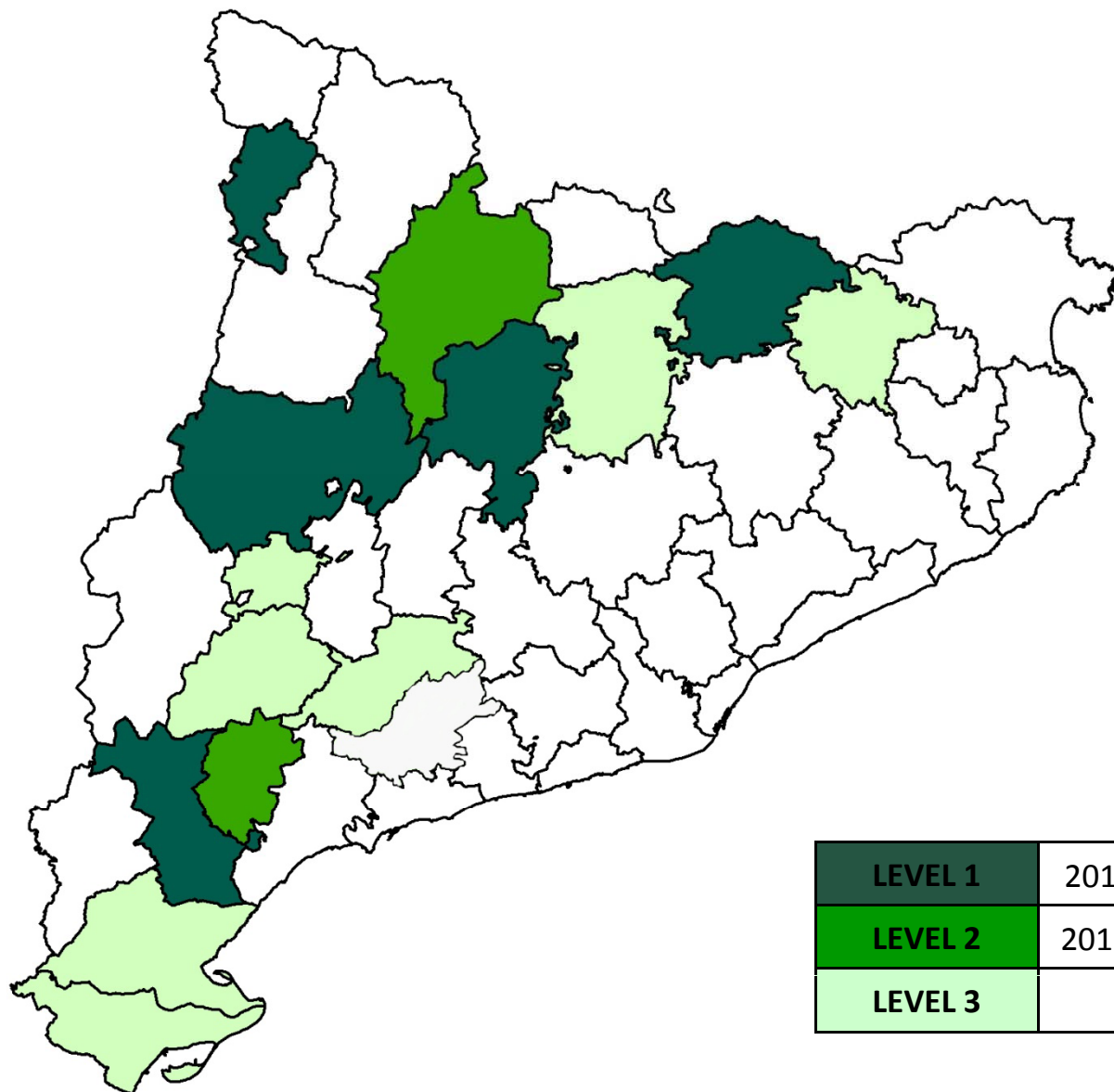
Designed in TC depending on each territorial context.

❖ **Transversal actions**

Activities transferred among different territories or new transversal activities established by the Executive Commission.



PILOT REGIONS



LEVEL 1	2011 (+Territorial diagnosis)
LEVEL 2	2012 (+Territorial diagnosis)
LEVEL 3	2012

2012

INVOLVED AGENTS	
Pilot Territories	14
Territorial Coordination Committee	11
Number of involved agents	122
IMPLEMENTED ACTIONS	
Workshop to promote entrepreneurship and presentation of young entrepreneurs experiences	162 participants
Training for youth to improve employment/entrepreneurship	53 participants
Exchanges among young people and rural enterprises	36 participants
Analysis of needs: youth and enterprises	110 surveys
Information about entrepreneurship opportunities & resources	1 document
Guide of resources and potentialities of the territory	2 Guides
Website Odysseus-BICAT (jobs-search) in rural areas (at regional level)	1 website
Tracking data base of the rural youth careers (at regional level)	1 DataBase

UNIVERSITIES

- ❖ Strengthen research and development directed to transferable knowledge for rural enterprises,
 - ❖ Capture undergraduate youth,
 - ❖ Promote activities which bring closer undergraduate students and rural enterprises (Internships, degree thesis, visits, seminars, awards, etc.)
- **4** out of 6 Public Catalan Universities contacted (Entrepreneurship Chairs)





Thanks for your attention!

All documents and information at:

http://www.desenvolupamentrural.cat/mes_iniciatives/odisseu-programa-per-al-retorn-i-la-insercio-laboral-dels-i-les-joves-al-medi-rural



Fons Europeu Agrícola de Desenvolupament Rural:
Europa inverteix en les zones rurals



**Fundació del
Món Rural**

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