

Key Action: Learning Mobility of Individuals  
Action Type: Mobility of youth workers

## Project Title

# Unlocking Rural Youth Potential

## Project Coordinator

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## Project Information

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**Partners** Oficina Fermento-Cooperativa para o Desenvolvimento de Cidadania Ativa, CRL (PT) , Yeghvard youth ecological NGO (AM) , The Youth Centre for Civil Development (GE) , Youth Together Projects (LT) , Creo Común: Facilitando el Cambio (ES) , Tomorrow Hub - Informal Group (RO) , JOVESOLIDES Egypt (EG)  
**Topics** Entrepreneurial learning - entrepreneurship education ; Employability ; Community development

# Project Summary

## Objectives

Youth unemployment in rural areas remains a significant challenge in both EU and non-EU countries, though the severity and underlying causes vary. In the EU, rural youth often face limited job opportunities, lower wages, and a mismatch between skills and labor market demands, exacerbated by depopulation and aging communities. Many young people migrate to urban areas in search of better prospects, leaving rural economies struggling with labor shortages and declining innovation. EU initiatives are addressing these issues by promoting entrepreneurship, digitalization, and sustainable agriculture.

In non-EU countries, rural youth unemployment is often more severe due to weaker economic diversification, insufficient infrastructure, and limited access to quality education and vocational training. Informal employment dominates, offering little job security or social protection. Efforts to tackle this issue include international development programs, microfinance initiatives, and policies promoting rural industrialization. The key to improving rural youth employment lies in bridging the skills gap, enhancing digital and green economy opportunities, and supporting local entrepreneurship.

Recent research shows that the euro area seasonally-adjusted unemployment rate was 6.3% in December 2024, up from 6.2% in November 2024 and down from 6.5% in December 2023. The EU unemployment rate was 5.9% in December 2024, up from 5.8% in November 2024 and down from 6.0% in December 2023. Rural youth are often more disadvantaged as they cannot afford higher education due to the costs of courses and living expenses in bigger cities. For example, Armenia's youth unemployment rate for 2022 was 24.57%, a 0.19% decline from 2021. Italy's rural youth unemployment rate for 2022 was 8.07%, a 1.43% decline from 2021.

Based on these findings, "Youmore APS" NGO, together with its EU and non-EU partner organizations, planned to implement a project involving eight countries: Italy, Armenia, Spain, Portugal, Egypt, Georgia, Romania, and Lithuania. The aim of the training course is to reduce the rate of unemployment among young people in rural areas by providing them and youth workers with tools and techniques to increase their chances of getting employed or starting their own projects.

The objectives of the training course are:

- To find solutions to the unemployment problem at personal, organizational, and community levels by monitoring real situations in different countries.
- To improve the abilities of youth workers, activists, and young people from rural areas to increase their chances of getting employed or starting their own projects.
- To provide tools and techniques to achieve low unemployment rates in rural areas.
- To challenge young people to understand the reasons for unemployment and related problems and start developing their skills.
- To empower young people through non-formal education.
- To understand the real needs of the rural job market and discover ways to meet those needs.
- To create new projects designed to lower unemployment rates and keep youth developing their rural homeland.

The project will address the following needs: working with rural youth, creating effective CVs, the importance of non-formal education, valorizing territorial richness for new jobs, developing the rural job market, addressing unemployment in rural areas, developing remote localities, and improving infrastructure. Field visits will be

organized to show participants rural local entrepreneurship created by young people, allowing them to see real work firsthand.

## Activities

Planned Activities:

All the activities are planned with Non Formal Education Methods.

Training Workshops: Conduct workshops on creating effective CVs, job interview techniques, and understanding the job market.

Entrepreneurship Training: Provide training on starting and managing small businesses, including sessions on business planning, marketing, and financial management.

Field Visits: Organize visits to successful rural enterprises in Armenia to give participants firsthand experience of rural entrepreneurship.

Non-Formal Education Sessions: Use non-formal education methods to empower young people, including role-playing, group discussions, and interactive activities.

Cultural Exchange Programs: Facilitate cultural exchange activities to promote understanding and appreciation of different traditions and customs.

Digital Skills Training: Offer training in digital skills to enhance employability and support digitalization in rural areas.

Community Projects: Encourage participants to develop and implement community projects that address local needs and promote rural development.

Number and Profile of Participants:

Total Participants: 25 participants from the eight partner countries (Italy, Armenia, Spain, Portugal, Egypt, Georgia, Romania, and Lithuania).

Trainers/Facilitators: 3

Total number 28

Venue: Armenia, Tsakhkazdor

Profile of Participants:

Youth Workers: Individuals working with young people in rural areas, including educators, trainers, and community leaders.

Young People: Youth aged 18+ from rural areas, particularly those facing economic, social, and geographical obstacles.

Entrepreneurs: Aspiring and existing entrepreneurs interested in starting or expanding their businesses in rural areas.

Individuals with Fewer Opportunities: Participants from disadvantaged backgrounds, including those with disabilities, low socioeconomic status, or refugee backgrounds.

These activities and participant profiles are designed to ensure a diverse and inclusive approach, addressing the specific needs and challenges of rural youth unemployment.

## Impact

Expected Results:

1. Increased Employment Opportunities: By equipping young people and youth workers with the necessary tools and techniques, we aim to increase their chances of finding employment or starting their own projects.
2. Enhanced Skills and Knowledge: Participants will gain valuable skills and knowledge in areas such as creating

effective CVs, understanding the job market, and developing entrepreneurial projects.

3. New Projects and Initiatives: The project will inspire and support the creation of new initiatives aimed at reducing unemployment rates in rural areas.

4. Improved Collaboration: Strengthened partnerships and collaboration between EU and non-EU organizations, fostering a sense of unity and shared purpose.

#### Expected Impact

1. Economic Development: By addressing youth unemployment, the project will contribute to the economic development of rural areas, helping to revitalize local economies.

2. Social Inclusion: Empowering young people from disadvantaged backgrounds will promote social inclusion and reduce inequalities.

3. Sustainable Practices: Encouraging sustainable agriculture and digitalization will support environmentally friendly practices and innovation in rural areas.

4. Community Engagement: Increased community engagement and participation in local development initiatives, fostering a sense of ownership and responsibility among young people.

5. Long-term Change: The project aims to create lasting change by addressing the root causes of youth unemployment and providing sustainable solutions.

Overall, we hope to create a positive and lasting impact on rural youth employment, contributing to the well-being and development of rural communities.

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