

22nd EUROPEAN WEEK of REGIONS and CITIES



Empowering young people to boost rural areas

Daniel Diéguez
9 October 2024

#EURegionsWeek



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Freelancer
Entrepreneurship trainer



Representation
of the Government of Galicia
to the EU

From “Finisterrae”

From **the end of the World**



On the **periphery...**



On the **periphery...**
of the **periphery...**



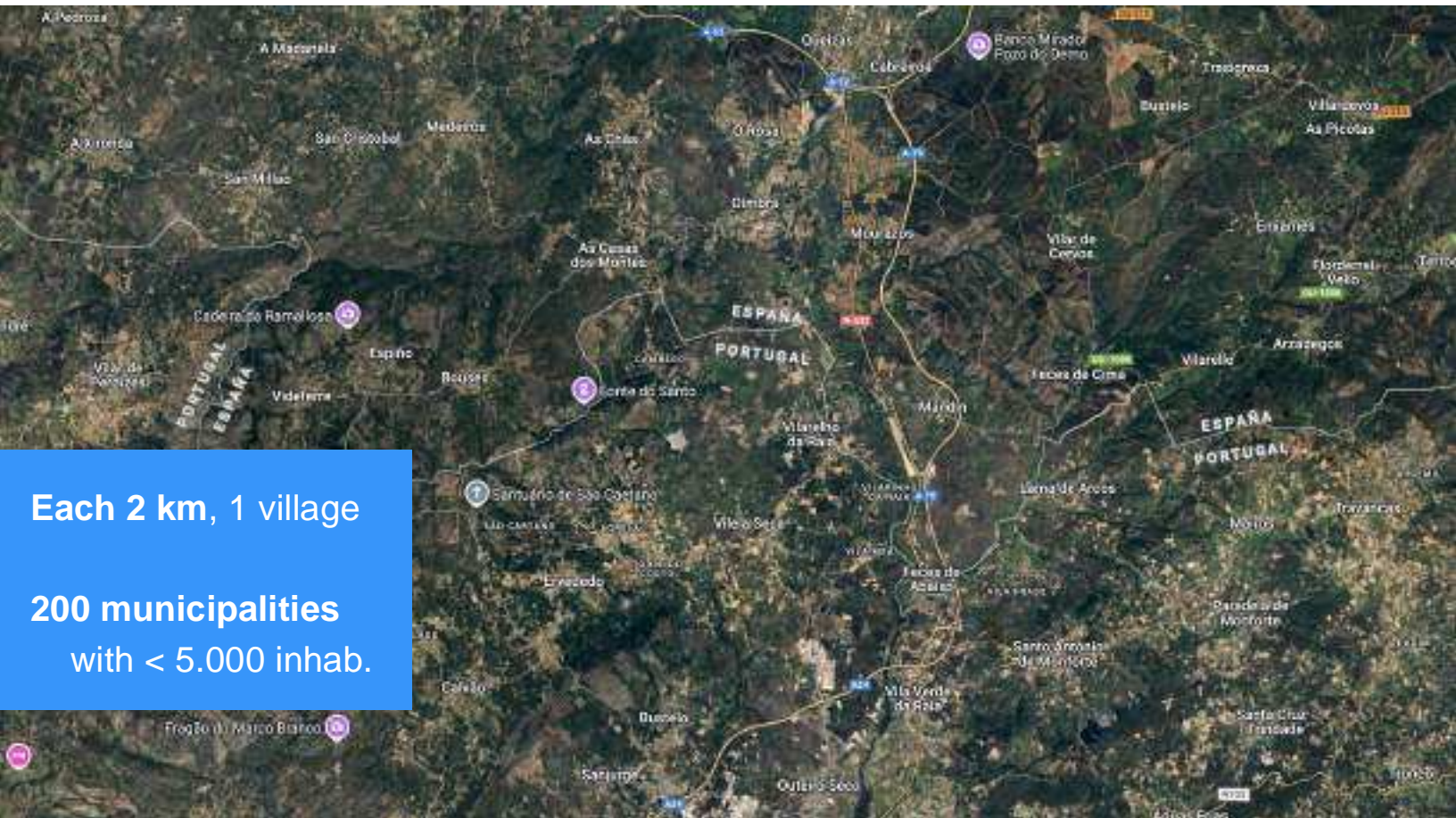
On the **periphery...**
of the **periphery...**
of the **periphery**



Galicia is different:

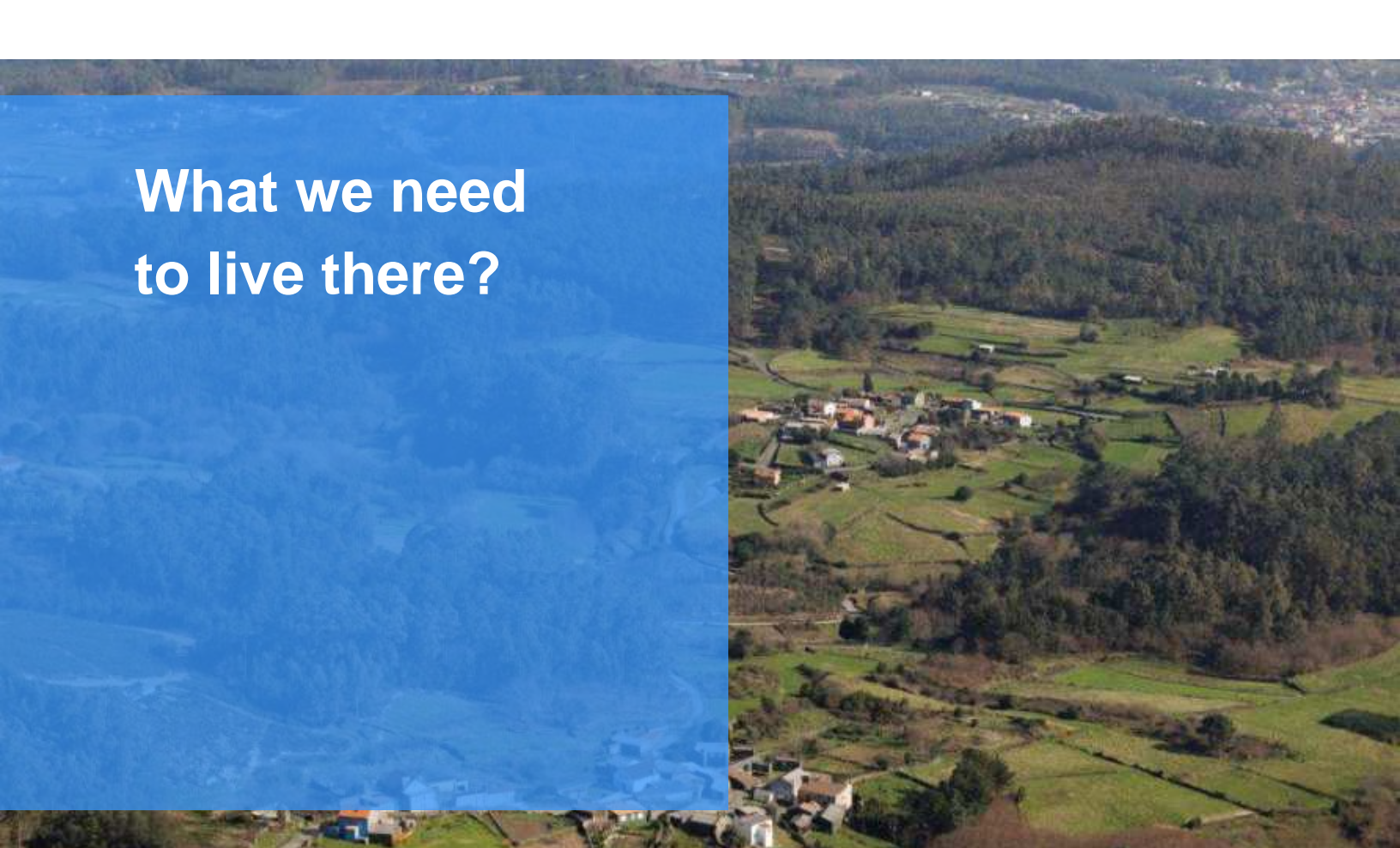
- Weather
- Landscape
- Culture
- ...

Also, a **border**
with Portugal




Each 2 km, 1 village

200 municipalities
with < 5.000 inhab.



What we need to live there?



What we need to live there?

- Health
- Education
- Happiness
- No pollution
- Money
- Be connected

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- **Health** ✓
- Education
- Happiness
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- Money
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- **Education** ✓
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- **Money ?**
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- **Be connected ?**



What we need to live there?

- Health
- Education
- Happiness
- No pollution
- Money
- Be connected ?



Youngsters feel disconnected



Youngsters feel disconnected



...from
employers



...from
other youngsters



...from
real entrepreneurs



...from
creative solutions



...from
public bodies



...from
a better future

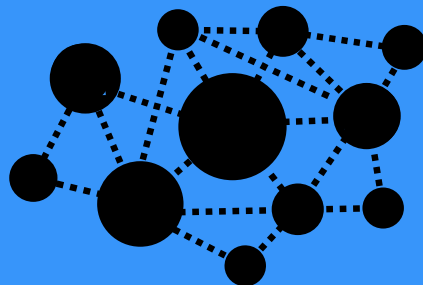


...from
Portugal

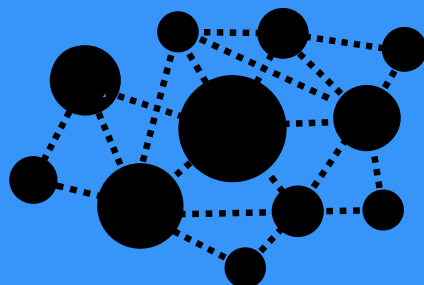


...from
the rest of Europe

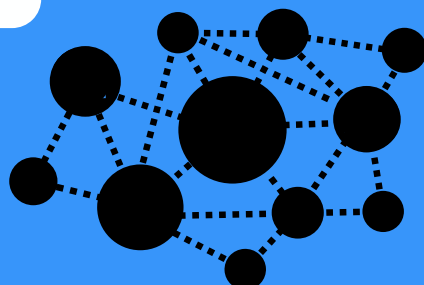
The key is to be connected...



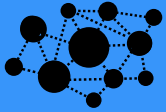
The key is to be connected...



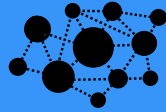
using **European projects** to achieve it.



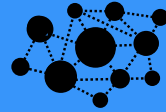
Connect youngsters with...



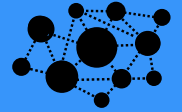
Employers



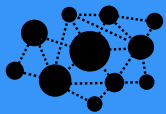
Local youngsters



Entrepreneurship



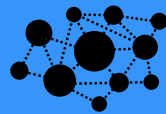
Creation of solutions



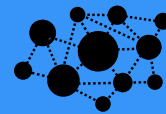
Public bodies



A better future



Spain + Portugal



The rest of Europe



www.ruralityouthofeurope.eu

Youngsters
working **in groups**
with people from **other countries**
to **create** innovative **solutions**
for the **real problems**
of their **rural areas**



Hackathons



Roleplay game
@ Brussels

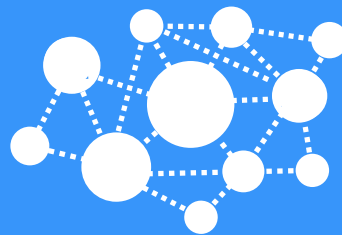




Lucas



www.ruralyouthofeurope.eu



Employers

- Other local youngsters ✓
- Entrepreneurship ✓
- Creation of solutions ✓
- Public bodies ✓
- A better future ✓
- Spain + Portugal ✓
- Other countries ✓



www.youleaders.eu

Youngsters
leading
new **local initiatives**
to improve the **future**
of their **rural**
territories



Capacity buildings



Creating initiatives

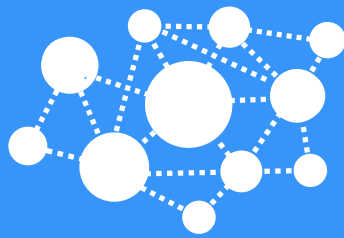


Hackathon
@ Brussels





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Employers

- Other local youngsters ✓
- Entrepreneurship ✓
- Creation of solutions ✓
- Public bodies ✓
- A better future ✓
- Spain + Portugal ✓
- Other countries ✓



Youngsters and employers
connected in pairs
to **create digital solutions**
for **SMEs**
of **both sides** of the border



Hybrid course
+ connections



Shana

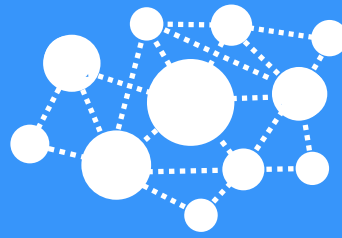
+



=



Digital Young Ambassador



- Employers ✓
- Other local youngsters ✓
- Entrepreneurship ✓
- Creation of solutions ✓
- Public bodies ✓
- A better future ✓
- Spain + Portugal ✓
- Other countries

The key is to be connected...
... through European projects

Thanks ;-)