

## REDERA+ Revitalization and entrepreneurship for deprived rural areas in Europe

### CRITERIA FOR THE SELECTION OF GOOD PRACTICES

#### 1. Name of the practice:

***Youth entrepreneurship in rural areas: two cases in the provinces of Verbano Cusio Ossola and Asti***

#### 2. Objectives and challenges tackled, according to RedEra Application Form (between 500 – 1000 characters)

- ✓ Economic and social revitalization of a rural area
- ✓ Intergenerational exchange of knowledge
- ✓ Enhancing social inclusion, especially intergenerational
- ✓ Enabling social and economic relations within the community
- ✓ Environmental sustainability

#### 3. Brief description of the practice (between 400 and 600 characters)

This best practice deals with youth entrepreneurship issue as a driver for social and economic revitalization of rural areas. Here are presented two cases of young entrepreneurs, a woman and a man, who came back to their native lands to start their own activity in the agricultural sector: a dairy farm in Ossola Valley (mountain area in Northern Piedmont), which is also farmhouse and educational farm, and a farm on Asti hills (central Piedmont) that produces peppers and artichokes restoring ancient seeds.

#### 4. Among the following descriptions, which one will fit best to the practice?

A) It is a practice developed:

- ✓ In a rural area (according to inhabitants, evolution of population, economic sectors...)
- In an urban environment but with an impact in surrounding rural areas
- Sectorial
- Other

**Comments** (between 450 and 600 characters)

#### B) Target public of the practice

- Young people, in general
- ✓ Young people at work
- Unemployed young people
- Workers
- Unemployed people, in general
- Long term unemployed people
- Specific groups
- Other:



**C) Transferability of the practice:**

- Very high
- High
- Low

**D) Which is the source of this practice?**

- Private initiative
- Public initiative
- Collective initiative

**E) Agents involved**

- Local administration
- Regional administration
- Companies
- Employers' associations
- Unions
- Civil Society Organizations (CSO)
- Other: community

**F) What kind of role do the agents indicated in the previous question play?**

- Funders
- Stakeholders
- Companies that take part in the offer of practices for young people

**G) Sustainability of the practice (environmental, social and economic)**

They are both private entrepreneurial initiatives based on economic activities. They apply an active fundraising (especially EU funds). They are characterized by a strong environmental sustainability along all the production process. They are trying to involve other local farmers in a wider project (social sustainability).

**H) How is the gender approach considered in the practice?**

- It fosters the participation of women through positive measures due to the lack of female participation in the sector
- Participants are gender balanced
- More women taking part for any other reason

**I) Is it an inclusive practice?**

Yes, it is. They promote intergenerational exchange and inclusiveness between senior and new farmers. They try to create a farmers' network and small local supply-chains. They boost an active role of the customers: for instance, they become co-producers (CSA – Community Supported Agriculture in Asti case study) or can participate to cheese-labs- (as for the case in Ossola Valley).

**5. Please, highlight some of the main results obtained to date.**

- ✓ Being testimonial of the phenomenon of return of talents to rural areas.
- ✓ Activation of short local supply chains (Ossola Valley case study).
- ✓ Restoring ancient knowledge and skills, even through the intergenerational exchange.
- ✓ Innovative managerial and multidisciplinary approach applied in traditional agricultural activities (communication and marketing, use of social media and consulting services, etc.).
- ✓ Involvement in over-local networks (Slow Food international network, European Cheesemakers Association, Italian Garden Market movement)