

REDERA Revitalization and entrepreneurship for deprived rural areas in Europe

CRITERIA FOR THE SELECTION OF GOOD PRACTICES

C1 ABU

Territorial Development by the use of endogenous resources. Tourism Sector. Good practices related to the development of sustainable intervention models in the county of Uckermark, based on training and employment projects for the development of tourist infrastructures in a depressed rural area, will be analysed.

The presentation of the county government of Uckermark showed that importance is in Education, Mobility and Tourism. A lack of professionals, trained or untrained, opposing the jobless who may not be suitable to work the jobs available poses another problem, on top of the fact that a lack of jobs and perspectives causes talents to search jobs away from the Uckermark.

- The county council acts to: Maintain an updated training offer.
 - Generate projects of specialization of the territory.
 - Support all the town councils to make better use of the resources for the region.
 - Design actions to retain talent in the region.
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1. Name of the practice:

1.1 Kombibus

<https://www.uckermark.de/index.phtml?La=1&sNavID=1897.106&object=tx%7C1897.468.1&kat=&kuo=2&sub=0>

<http://kombibus.de/news>

<https://uvg-online.com>

1.2 QRegio

<https://www.q-regio.de/>

<https://www.q-regio.de/manufacturers/60-Bauernkaeserei-Wolters.html>

1.3 Gutshof Kraatz

<https://gutshof-kraatz.de/>

1.4 Freie Naturschule Templin

<https://www.aktive-naturschule.de/templin/>

1.5 EST - Europaschule Templin

<https://est.eu/>



2. Objectives and challenges tackled, according to RedEra Application Form

2.1 Kombibus

Connection of securing mobility for passengers, other than pupils in the morning and afternoon, and making available delivery and public transport also for tourists in rural areas. Secures local jobs, avoiding joblessness, by using the bus lines that exist as resources, planning to reactivate older bus routes and previously used “pick-up points”. People working from home can use the delivery service and it may be interesting for them to stay in the region.

2.2 QRegio

Distribution of locally produced goods to allow the producers to focus on making their products, including local QRegio shops in easier reach, attractive for the people living in the area. Supports the Kombibus projects and therefore the goals of mobility, work and tourism. Work provided in the region for the population and even offering **VET** professional training, including refugees.

As this is a secondary idea of the owner, the first idea of using the country for a dairy farm makes use of the land. Distributing local goods, also of other producers, makes use of the local resources available in many fields. It attracts creative potential for producing goods as a means of sale is available that is more and more well-known in the region and past the regional limits.

2.3 Gutshaus Kraatz

Development in a small village, bringing tourists and jobs. Use of fruit trees that have been growing in the area for generations as a local resource that has not been used anymore, securing old kinds of fruit to remain in the area. The production of fruit wine, as well as the restaurant and hospitality business need trained professionals as well as low skilled to do the job.

2.4 Freie Naturschule Templin

The maintenance of a school in the Uckermark is difficult due to the possible lack of children, therefore the school was founded by parents. This school with its alternative approach provides an possibility for children, which may be attractive to parents with an alternative perspective on how education should be done, who are living in the area or even moving to the area, fleeing the larger cities. As an employer, even paying less than in other places, it may be attractive to the same population group, who especially look to live in very depopulated areas.

2.5 EST – Europaschule Templin

As a first European boarding school in this part of Germany, using a building complex that was planned as a school beginning of last century, with the idea of “living together” as a starting point for its planning and use, this project has broad support by foundations and government funding. As a bridge between Eastern and Western Europe, second languages will include Polish, which connects to Poland as the bordering country. The historical reconstruction requires trained professionals and low level work, as well as the ground keeping. When the school opens the gates, about 300 children from all over Europe, as well as 150 local children will be united on its premises. This connects Europe to this rural area and will bring diversity. Not only as an employer for teachers, coaches and the kitchen but also as an opening,

connecting a part of the country that is only slowly seeing different cultures, the project promises motion.

3.- Brief description of the practice: (between 400 and 600 characters

3.1 Kombibus

- use of resources regarding routes and personnel, securing jobs
- expansion to further rural areas in the Uckermark
- reactivation of previously active routes
- securing mobility and reaching those who are not motorized
- project developed by Uckermark government and supported by funds, part of a nationwide project for different rural areas.

3.2 QRegio

- distribution of locally produced goods even outside of the Uckermark region
- sale of locally produced goods in stores and delivery to private households
- pick-up of locally produced goods into the warehouse for distribution
- distribution makes working on their products easier for the producers, allowing for creativity
- job security and development, including VET training, due to the expansion from dairy farm to warehouse distributor
- no funding needed, works sustainable

3.3 Gutshaus Kraatz

- organic high quality fruit wines, guest houses, restaurant – wines even available in Berlin
- use of fruit trees in the area, formerly unused resource
- securing old kinds of fruit trees, ecologically important bio-diversity
- bringing tourists and locals to the village
- growing business, branching out
- diverse professions and helpers needed
- no funding needed, works sustainable

3.4 Freie Naturschule Templin

- free school, government funded – founded by parents as an association
- securing diversity of education in the area
- an option for alternative living, choice for alternative lifestyle parents leaving bigger cities specifically looking to live rural

3.5 EST – Europaschule Templin

- use of resources regarding space and buildings
- bringing foreigners into a rural area with little international contact
- building also a school for local pupils, connecting cultures



- languages, including Polish will be offered
- teaching, historical renovation, house- and groundkeeping offers jobs

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

4.1 Kombibus

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)

Keeping mobility for those without a car running and maybe reopening previously active bus lines is a benefit for locals and tourists; Having food deliveries simplified helps locals and maybe even tourists; Having the distribution of their products simplified helps producers

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: locals and tourists

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: Nationwide initiative

F) What type 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)

Using resources that are available is sustainable in all three levels – bus, jobs, upkeep of bus lines – especially the environment is taken care of when not all producers drive their own cars to every spot of delivery

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
- Not considered

I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

4.2 QRegio

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)

As QRegio also delivers further than Uckermark, it aids the development of the region by making it known past its physical limits.
Having food deliveries simplified helps locals and maybe even tourists; Having the distribution of their products simplified helps producers

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: producers and buyers of local products

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

F) What type 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)

In giving a possibility to distribute from one spot, needing employers to do the job, and working economical, gaining interest even outside of Uckermark, this project is sustainable.

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
- Not considered

I) Is it an inclusive practice?

It gather people with different capacities

It focuses in specific collectives

- * It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

4.3 Gutshaus Kraatz

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)

Kraatz is a very small village in an extremely rural area. Bringing tourists to this village, and locals, surely helps develop this part of the region. Especially as the network of local producers helps sustain the restaurant, also with ecologically produced food and other products. As an employer, this developing business brings possibilities where there was nothing before.

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: locals, tourists and buyers of ecologically produced products

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: Funding as well as personal funds

F) What type 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)

The practice slowly involved the whole region and takes pride in producing ecologically. Also, they aim to keep their workers employed even outside of the high season. They work independently economical.

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
- Not considered

I) Is it an inclusive practice?

- It gathers people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)
- None of the above

4.4 Freie Naturschule Templin

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)

Schools in rural areas are had to maintain for lack of pupils. This very special school, regarding its perspective on teaching and guiding pupils, was founded by parents to offer a diverse possibility for locals and those moving into the area.

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: parents

F) What type 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)

The school runs government funded and receives 80% from these sources. The remainder is gained in form of school money from the parents of the pupils. The range is from 70€ upwards.

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
- Not considered

I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory. Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

4.5 EST – Europaschule Templin

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)

El Berguedà is a rural region. The Berguedà Regional Council provides services to the town councils such as: Services to schools; Management of water treatment plants; Intervention in waste management; Management of programmes aimed at the care of particularly vulnerable people; Support to town councils to implement electronic administration; and all those services that contribute to improving the life of people living in rural areas to avoid depopulation.

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: Funding – the school is a foundation

F) What type 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)

The project aims to work economical, even regarding school money it aims at funding for the stipendiatees with up to 50-75% of the pupils receiving financial support. The social inclusiveness will work for the locals, as the project considers this to be important. As the buildings are being reconstructed taking into consideration EU norms, it will be aiming at environmental 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
- Not considered

I) Is it an inclusive practice?

- It gather people with different capacities
- It focuses in specific collectives
- It promotes inclusiveness in the territory . Yes It facilitates the conditions for the territory to be inclusive (elimination of physical, psychological and/or cultural barriers)

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

The practices of Kombibus, QRegio and Gutshof Kraatz show the interwovenness of regional development. While Kombibus was initiated by the county government, the other two projects were started by individuals who moved to this region for different reasons. One wanted to found a dairy farm to produce cheese. The other wanted to have a weekend house in this quiet region. Both individuals developed something much bigger than they originally intended and further the development of the region. All three projects offer jobs in this region for those who want to be involved in produce and tourism.

The schools, one already working and steadily developing, the other planned and well-funded, will influence this area more and more as their projects grow. The teachings the children receive in the school that is already open influences their world view. The perspective of building a bridge between Western and Eastern Europe with the international school project broadens the view of this rural area deeply and it can be a decisive influence in the development of the local pupils who enter this school. Apart from that, both schools offer jobs to locals and those who come into the region for its rurality, who may not want to be involved in agriculture or tourism.

It would be good to have some figures such as number of jobs created, pupils, amounts invested....

5.1 Kombibus

This cooperation is a nationwide project and the regional government of Uckermark is one of the project partners. It was started in 2013. All main bus lines in the region can be used and even changes between the lines can be made. The bus runs in the four main cities, Schwedt, Prenzlau, Angermünde and Templin and connects many villages and the train stations in the region with 65 bus lines and shuttle services arranged for the weekends and special occasions. Some lines also have the possibility of booking ahead to a certain spot along their lines or with smaller detours, also to pick up groups or people with handicaps.

5.2 QRegio

The service was founded in 2009. Currently, there are 5,5 employees. Mr. Wolters had mentioned 1.2m in revenues/p.a. Partaking gastronomy and producers are mainly from Brandenburg, Mecklenburg-Vorpommern and Berlin regions – deliveries are made Germany wide.

The dairy production runs since 1998. Currently there are 10 employees.

5.3 Gutshof Kraatz

Jobs created according to season – 5-10. Investments: All projects have been supported with EU funds and without that it would not have been possible.



The grounds are expanded and decreased sometimes by renting spaces or buying and selling.

5.4 Freie Naturschule Templin

Freie Schule Prenzlau e.V. – is the association for the schools in Templin and Prenzlau with altogether 365 pupils. There are 93 pupils currently in Templin with only sec II (7-10 grade), + 76 in primary school– 168 altogether.

About 100 employees, 72 teacher – 22 teachers for sec II, 32 for primary school

80% funding from the state, 20% from income dependent contributions from the parents (70-300€) – also, parents work 16h p.a./family for the school. This not only allows for closeness to the school but also helps finance and develop the school. Many do more than they have to.

5.5 EST – Europaschule Templin

Asking about payments for this private school, the idea is to have 50-75% stipendiates. There is not yet a full model for this private school in a higher price range with costs for teachers, grounds and staff at 15-30.000€ p.A. – state of today. 450 pupils are planned, out of which 150 shall be locals and 300 pupils shall be boarding school pupils.

There will be 100 jobs created.

The works on the grounds and building currently are focussed on renovating the roofs but further crafts will be included as the reconstructions go along. As the buildings are historical, specialists are required, too.

The renovation is funded as a renommée project for this rural area.