



fayp

Fostering Agri-Culture
Among Young People

Guidelines to attract young people to agriculture

Made by



PASEGES



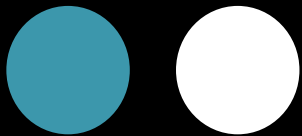
In cooperation with



With the financial support of



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The target of these guidelines are social partners in agriculture. They flow from discussions and exchange of best practises within the FAYP project.

The main goal of FAYP is to promote dialogue among employers' associations on their role to foster youth employment and entrepreneurship in agriculture.



Main policy pillars

1

Education

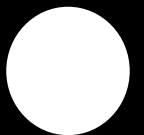
2

Communication

3

Ease doing business

**Educate
to make
the primary
sector
“primary” for
young people**



1

Promoting integration between education institutions and the rural world

Because the lack of integration between the two *worlds* is one of the reasons behind the scant involvement of young people in agriculture

INSTRUMENTS

- School-to-work transition and dual learning programmes, including internship and apprenticeship schemes
- School and university lectures held by agricultural/agri-food entrepreneurs
- Joint initiatives, e.g. contests, summer schools, guided tours, workshops, scholarships

Best practice

by CAP

The Portuguese CAP organises a University contest named "Cultiva o teu futuro"[Cultivate your future], which is aimed at promoting creativity and innovation in agriculture. Firstly launched in 2011, the contest has attracted over 1.000 students and 160 lecturers. It is addressed to groups of University students and their teachers, who intend to carry out, during the academic year, a project concerning different disciplinary areas (e.g. Marketing, Economics, Design, Engineering, Health, etc.), applicable to the agricultural sector.

Over the past years, the contest has focused on the following topics: "Innovation in the Olive Oil Sector", "Innovation in the Vine and Wine Sector", "Innovation in the Fruit and Vegetable Sector" and "Innovation in the Forestry Sector". Several prizes are delivered respectively to the students and the lecturers presenting the winning project. The 5th edition is currently running for the 2015/2016 academic year, dedicated to the theme "Innovation in the Milk and Dairy Products Sector".

2

Supporting the creation and adaptation of competences to work and doing business in agriculture

Because a gap exists between jobs available in the agricultural sector and young people who are qualified to fill them

INSTRUMENTS

- Vocational education and training
- Implementation of national systems for the assessment and certification of competences
- Sponsoring and/or carrying out mapping activities aimed at identifying the competences needed to work and doing business in agriculture, with a focus on the multifunctional dimension of the sector

Best practice by PASEGES

The Education centre of the Greek confederation PASEGES (KEK PASEGES) is located in Thessaloniki and provides vocational education and training programmes, mainly targeted to unemployed young people and focused on agricultural business' management. Moreover, PASEGES is involved in the Committee of the EOPPEP (National Organisation for the Certification of Qualifications and Vocational Guidance), an all-encompassing statutory body investing on better quality and more efficient and reliable lifelong learning services in Greece.

Particularly, the EOPPEP develops and implements comprehensive national systems for the accreditation of non-formal and informal learning and provides scientific and technical support in designing and implementing the vocational guidance national policy, as well as the provision of such services in Greece.

3

Increasing the transfer of knowledge from agri-entrepreneurs to young people

Because the decline in the number of family-based agricultural businesses jeopardise the generational turnover, and the transfer of rural values

INSTRUMENTS

- Guidance, coaching and mentoring programmes
- Fostering partnerships and relationships between young people and agricultural entrepreneurs
- Promoting the possibility for young farmers to take part in exchange programmes in the EU, in order to foster transnational exchange of *know-how*

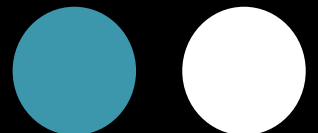
Best practice

by CIA and AGIA

In June 2015, an initiative named “Progetto Scuola”, was organised by both the Italian confederation CIA and AGIA (the Italian association of young farmers, promoted by CIA since 2000) in the agricultural high school “Giovanni Penna”, located in Asti. The project was primarily conceived as a safeguard measure to restore the school vineyard.

More precisely, the students and their teachers were involved in the implantation of four different local vine varieties, carried out by AGIA’s farmers and CIA’s agricultural technicians. As a result, besides providing an original educational opportunity, the initiative fostered the deployment of innovative technologies, capable to defeat some grapevines diseases in the restored vineyard.

**Communicate
to make
agriculture
attractive
to young
people**



1

Communicating the relevance of agriculture and its modern image

Because a biased opinion stemming from an archaic image of the rural world still affects the sector, thus compromising young people's positive perception of agriculture

INSTRUMENTS

- Communicating the multifunctional dimension of agriculture, which refers to benefits, other than commerce or food production, that agriculture may provide, including environmental protection, rural employment, and landscape preservation
- Raising awareness on the technological evolution of agricultural activities (e.g. robotic, IoT, big data)

Best practice by CIA and AGIA

In 2015, under the sponsorship of the local municipality, the Italian young farmers' network, AGIA, which is promoted by CIA, organised the so-called "Primavera dei giovani agricoltori" [*Spring for Young Farmers*] in a village named Melpignano and located in Puglia.

The main purpose of the one-day initiative was to promote a modern image of agriculture as a multifunctional sector, which is likely to be very attractive to young generations. Besides public conferences concerning new opportunities in agriculture, AGIA-CIA organised concerts, photographic exhibitions and food stands.

2

Increasing the use of new ways of communication

Because the emergence of new contents (e.g. multifunctionality, sustainability, technology) and targets (e.g. digital natives) requires the deployment of new means of communication

INSTRUMENTS

- Increasing the use of the internet and social networks
- Improving the info-graphic of publications related to agriculture
- Implementing experiential marketing solutions
- Promoting storytelling and inspirational initiatives
- Adopting a marketing approach to communication
- Developing an efficient and well-organised communication department within the organisational structure of social partners

Best practice

by CAP

The Portuguese confederation CAP organises the “Feira Nacional da Agricultura” [*National Fair of Agriculture*], which takes place every year in Santarém. The fair is usually held in June and lasts 9 days. During the fair, cooking shows, contests and seminars are organised. An example can be the seminar entitled “The future of young farmers”, aimed at connecting young people with financial institutions and public authorities, willing to provide information and suggestions to foster young people’s involvement in the agricultural sector.

The “Feira Nacional da Agricultura” is very effective to draw people’s attention to agriculture, as it attracts public figures, reporters and national media. In 2015, it has been better attended than ever before: the number of exhibitors reached the record of 710 and 6.000 people participated in the so-called “Agricultural conversations”, encompassing 30 meetings in 9 days.

3

Focusing communication on young people

Because tailor made communication strategies are more effective than *one fits for all* approaches

INSTRUMENTS

- Environmental, food and agricultural awareness campaigns addressed to young people at early age
- Integrated communication campaigns using a mix of interlinked communication tools in order to reach young people, who vary considerably in terms of educational background, literacy level, working experience, computer skills and so forth
- Promoting and/or supporting the creation of young farmers' networks as well as participating in their activities

Best practice

by Unións Agrarias-UPA

The so-called “Vaca PACa” is a cow identified by the Spanish association *Unións Agrarias-UPA* as a mascot to participate in awareness campaigns and public initiatives, taking place in schools and villages, in order to promote the Common Agricultural Policy. It has been a very successful expedient to draw children’s attention to agriculture.

Moreover, in 2009 and 2010, within the framework of an EC-funded programme named “Life +”, the Spanish organisation contributed to the organisation of daily initiatives, taking place in 20 primary and secondary schools in the region of Galicia and addressed to more than 500 students. The communication initiatives’ main purpose was to raise young people’s awareness on the role that agriculture can play in tackling climate change.

**Make
doing business
in agriculture
easier**



1

Creating preferential conditions and benefits for young people to access to credit

Because too many financial obstacles prevent young people from starting up an agricultural business

INSTRUMENTS

- Agreements with financial institutions in order to create preferential credit rates for young farmers
- Lobbying towards financial institutions and public authorities in order to promote instruments such as loans, tax exemptions, grants, lower rates for social security, etc.
- Establishing funds for the provision of guarantees needed by young people to access credit

Best practice

by Unions Agrarias-UPA

In 2003 the Spanish association *Unions Agrarias-UPA* succeeded in the promotion of the enactment of a national law on the joint ownership of farms. It implies a particular and less onerous taxation scheme favouring couples running a farm.

The rationale behind the law lies in the assumption that one of the partners is not the account holder of the agricultural business, though regularly working in it. The law represented an important achievement fostering the involvement of both young couples and women in the agricultural sector in Spain.

2

Facilitating access to land for young farmers

Because the difficulties concerning access to land (e.g. a lot of red tape, obstacles to the transfer of land) are one of the main barriers faced by young people attempting to enter the agricultural sector

INSTRUMENTS

- Easing the succession of land and the transfer of land between generations
- Increasing land mobility
- Eliminating bureaucratic obstacles to access to land
- Promoting new models of collaboration between generations through partnerships, share-farming, etc.

Best practice

by CAP

The Portuguese confederation CAP supported the creation of the so-called “Bolsa Nacional de Terras” [*National Land Market*]. Created by the Portuguese public administration, this mechanism operates via an IT system and thanks to the contribution of a network of entities. It is aimed at facilitating the meeting between the supply and the demand of lands as well as the use of lands for productive purposes.

CAP is one of the operational managers of the initiative, committed to the implementation of several activities, such as carrying out dissemination and communication activities, assessing the quality of the information provided by land-owners and signing contracts to make lands available.

3

Improving consultancy and advisory services for young starters

Because the lack of information and competences on how to access land and credit makes youth entrepreneurship in agriculture more difficult

INSTRUMENTS

- Providing information to young people concerning legal, financial and technical requirements to start-up and manage a business Assisting young farmers during the initial phase of the “installation” process
- Conducting research activities shedding light on the main attitudes and problems faced by young people who want to deal with farming and agri-food commerce and processing

Best practice by PASEGES

In 2006 the Greek confederation PASEGES led a Developmental Consortium (DC) implementing the “Agro-genesis” project, run within the EQUAL II framework. The main purpose of the project was the development of services and systems in order to provide consulting support and monitor the youth entrepreneurship in rural areas. Notably, the DC was focused on young farmers living in mountainous, less favoured or island areas and who are interested in beginning their own business at their residence.

More precisely, after mapping problems faced by young people when dealing with farming and agriculture, the DC led by PASEGES conducted a feasibility study on young farmers’ entrepreneurship environment and implemented a Network services by selecting consultants, producing digital information materials, carrying out training programmes and so on.

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More information available at www.adapt.it

