




EU RURALITeasT Pathway to Eastern Europe Rural Living labs as a mean To empower youth at local level

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Empowering Rural Youth Through Modern Training

The RURALITeasT programme introduces an innovative training system designed specifically for rural youth across partner regions. Built using a **learner-centered approach**, the modules provide clear learning objectives, practical exercises, case studies, and digital support tools. The goal is to help young people strengthen their entrepreneurial mindset, sustainability knowledge, digital literacy, and essential life skills.





New Training Modules Empower Rural Youth for a Sustainable Future

What Makes This Programme Unique?

Digital Platform

Participants will access an interactive learning platform featuring:

- Video tutorials
- Recorded presentations
- Documentary-style learning content
- Downloadable templates and worksheets

Flexible Modular Structure

The training programme is divided into four modules, each designed to stand alone or integrate seamlessly with the others. This allows youth from diverse rural environments to focus on the skills they need most.

Practical, Real-World Learning

The modules use:

- Real case studies of successful local businesses
- Hands-on activities and simulations
- Peer feedback sessions
- Workshops and planning exercises
- Interactive eLearning tools and SCORM/MOOC formats

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Module Overview

Module 1 Entrepreneurship and Financial Skills to Empower Local Economies

This module links entrepreneurial thinking with local economic development.

Key skills include:

- Understanding local economic systems
- Identifying community-based business opportunities
- Writing business plans
- Basic accounting, budgeting, saving & investment
- Funding sources: loans, grants, venture capital, crowdfunding
- Leadership and community engagement

Workshops include:

- Business Idea Development
- Budget Creation
- Funding Pitch Simulation
- Case-study review of rural entrepreneurs

Module 2 Green and Sustainable Practices to Align with Global Environmental Goals

A deep dive into environmental responsibility and green innovation.

Participants explore:

- UN SDGs and the Paris Agreement
- Sustainable business models
- Renewable energy technologies
- Waste reduction and circular economy
- Water conservation systems
- Green building concepts
- Sustainable agriculture practices
- Environmental impact measurement

Activities include energy audits, carbon footprint calculations, urban design simulations, and the creation of a personalized sustainability action plan.

Module 3 Digital Skills and IT to Bridge the Gap between Rural and Urban Development

Designed to reduce the digital divide, this module covers:

- Internet connectivity challenges in rural areas
- Digital inclusion strategies
- Remote learning and e-health services
- E-commerce and online business models
- Social media marketing
- Remote work opportunities
- Digital public services and digital ID

Hands-on exercises include:

- Mapping local digital infrastructure
- Designing a digital service for a rural community
- Creating an e-commerce plan for a rural product

Module 4 Life Skills and Vocational Training to Prepare Individuals for Modern, Adaptable Careers

Aiming to boost employability, this module develops:

- Communication skills
- Problem-solving & adaptability
- Vocational competencies
- Teamwork and leadership
- Professional ethics and resilience

Activities include:

- Role-playing simulations
- Group tasks
- Individual self-assessment
- Career-planning exercises

CHORP: The Future Living Lab

The ***Circular Hub for Sustainable Rural Entrepreneurship (CHORP)*** is envisioned as a physical/digital space where youth can:

- Develop green business models
- Test prototypes
- Experiment with circular economy approaches
- Collaborate with mentors, entrepreneurs, and policymakers

It becomes the innovation engine for rural sustainability.



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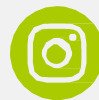
Vision

Creating sustainable and innovative business models in rural areas of the Western Balkans that combine the principles of the circular economy with local traditions, resources, and needs. CHORP would provide young entrepreneurs with resources, education, and mentorship to develop solutions that reduce waste, increase resource efficiency, and promote environmental sustainability.

[Learn more](#)

A shared vision for inclusive rural development

CHORP would be a key tool for promoting the circular economy in rural areas of the Western Balkans. Through education, mentorship, and pilot projects, young entrepreneurs would have the opportunity to develop sustainable business models, preserve natural resources, and contribute to the economic stability of their communities. Regional collaboration would ensure the exchange of knowledge and resources, while the application of digital technologies would optimize resource use and product placement in global markets.



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