

Board below:

Note down the **ingredients for success** (desirable) for getting and maintaining a job in this sector. Split internal & external ingredients; cluster external ingredients. (20')

Out of the ingredients for success, identify '**must-haves**' (essential) for getting and maintaining a job in this sector **and turn the post-its to yellow**. (10')

Board on the right: note down key opportunities in this sector (related to must-haves or not). (15')



EU CAP NETWORK
Thematic Group on Rural Youth Employment:
the voice of rural youth
1st TG meeting
09/03/2023

Group A
Agri-food
(private sector)

ingredients for success
 &
must-haves

internal / personal

external / context

Mental health - project 'Farmrest' (CEJA)

Family situation, access to services compatible with family

Return to their childhood hometown

Women that want to start a family cannot move to rural areas because of the lack of services

Not fearing (too much) failure. Struggle to fail and continue after that.

Even if they would like to move to rural areas, they prioritise the access to service for their family (schools, nurseries, doctors for elder people)

Make your brand visible

Recognition from third parties

Training & Skills

Access to learn new skills but also support them to use their existing skills

work-place

Access to services. Many people and specially women cannot move to rural areas due to the lack of access to services (school, nurseries, doctors)

Promote a positive perception of Agriculture towards nature

Social belonging or cooperation with stakeholders from the area

local

Livelihood in rural areas

Feeling of being left behind

Access to land - competition and prices of land

Access to credit - young people are more likely to be rejected by banks.

Risk sharing

policy & others

Intergenerational dialogue

Resources from ficompass

internal / personal

CEJA policy paper on access to land:
<https://wordpress.ceja.eu/wp-content/uploads/2023/02/Policy-paper-Are-we-losing-the-European-plot.pdf>

external / context

key opportunities

Development of digitalisation

Remote work from rural areas

Useful for young farmers

Can support livelihood of the village

Opportunity to take a challenge, at a personal level be 'bold'

Vocational job - Being a farmer means having a job with a clear impact

New CAP is an opportunity for young farmers

Self-employment and entrepreneurship opportunities

Increase interest in farm and knowledge about this sector

Erasmus + project - Young entrepreneurs about this sector <https://www.erasmus-entrepreneurs.eu/index.php?lan=en>

Ownership of the work