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# RURAL YOUTH OF EUROPE

# CREATIVE JAM

## REINVENTING RURAL LIFE: THE LIFE OF YOUNG PEOPLE IN RURAL AREAS

Malta - Portugal - Romania - Spain



Eurocidade Chaves - Verín



February, 1-2



[ruralityouthofeurope.eu](http://ruralityouthofeurope.eu)



## WELCOME KIT CREATIVE JAM

### REINVENTING RURAL LIFE: THE LIFE OF YOUNG PEOPLE IN RURAL AREAS

01 - 02 FEBRUARY 2024



# 01

#### DISCOVER, LEARN AND EXPLORE

The challenges of society using methodologies of thinking, design and sustainable principles.

Learn new daily skills,  
creative workshops

#### SOLVE AND CREATE

Join a team, prototype your innovative idea and change rural area

In a world where technology is becoming essential in the post-Covid era. solve and create

# 02



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# DAY 1: DISCOVER...



## 01

### DISCOVER, LEARN AND EXPLORE

The challenges of society using methodologies of thinking, design and sustainable principles.

Learn new skills in the RUYOU workshops, creative and entrepreneurial skills  
**DISCOVER, LEARN AND EXPLORE**

Eurocity Chaves-Verín, EGTC, welcomes you on behalf of the Rural Youth of Europe project as part of the Rural Youth of Europe project. The welcome kit will give you a handy reference for everything you will learn during this event.

A Creative Jam is an event that brings together new people, partners, agencies and decision makers to facilitate the opportunity to "get creative" and build prototypes to address social problems through workshops and a hackathon. In each Creative Jam, there are a series of themes to be addressed. The ideas, services and products you create should be linked to the theme of the event. For this one we selected the theme "Reinventing rural Life: the life of young people in rural areas".



### HOW TO PARTICIPATE

You can participate:  
- **ONLY:** the teams have already been formed by the organization

## TO THE 2030

**REINVENT RURAL LIFE!** Use design, creative thinking and technology to build new ideas, products or services for living in rural areas,... We want you to think about designing new spaces and services to play, live, work, market, eat and be, as well as how to move around these spaces, experiment and interact with them.

It is broad and inspiring and brings together the following topics that we want you to work on:

- **Youth involvement in their rural communities:** Do young people feel ignored in their rural communities? Do they do enough to actively participate in the social life of their rural area? How can be promoted the role of young people in rural areas and their relationship with different generations?
- **Equality of all genders:** How can we ensure equality of all genders and gender-sensitive approaches in all areas of life of a young person? It is harder to achieve equality in rural areas?
- **Inclusive societies:** Think about promoting the social inclusion of specific youth groups, including persons with disabilities, migrants, and youngsters at risk of poverty in rural areas. How can rural areas be more inclusive?
- **Access to transportation and mobility:** Without access to regular, affordable transport services, young people can be isolated from friends, education, and work opportunities. What can be the effects of this situation in young development? How can be the situation improved?
- **Youth transitions:** Transitions from childhood to adulthood and from the parental home to independence. Young people in rural areas face many uncertainties when trying to define their own individual pathways to adulthood and through life. What can be done to tackle these difficulties?
- **Mental health & wellbeing:** Youngsters from rural areas who cannot find a job or leisure activities can feel hopeless, isolated and to show signs of low self-esteem, all of which can contribute to poor mental health outcomes. Moreover, there are many impediments to mental health care and other treatments living in rural areas. How can we improve this situation?



- **Cultural Dynamization:** Access of young people to culture as actors or users is an essential condition for their full participation in society. What can be done to increase the cultural dynamization in rural areas?
- **The rural exodus of young people:** Do youngsters prefer to live in urban areas, or they feel obliged to do so? Are the institutions doing enough to prevent young people from leaving their rural areas? How can we increase the number of young people living in rural areas?
- **Young people's skills in rural areas. Access to education and training opportunities:** Do the skills that young people living in rural areas currently have, match the needs of rural territories? How the closure of rural schools can affect the development of young people in rural areas? Is it harder to achieve your academic goals coming from a rural area?

**Think outside the box.**

**Develop your idea and contribute to reinvent life of young people in rural areas.**

 **Where and How, 01 of february**

**Registration**

8:30 portuguese time, at Hotel Premium Chaves - Aquae Flaviae , in Chaves ([Link](#)).

**Welcome**

9:15 portuguese time, at Termas de Chaves, next to the hotel in Chaves ([Link](#)).

**Coffee Break**

10:30 portuguese time, at Hotel Premium Chaves - Aquae Flaviae , in Chaves

**Activity**

11:00 portuguese time, at Hotel Premium Chaves - Aquae Flaviae , in Chaves



# DAY 1: DISCOVER...



## REGISTRATION

The first day the registration will be **open from 8:30 am, portuguese time, at Hotel Premium Chaves - Aquae Flaviae**. You must sign the attendance, the permission of photographs and the safeguard of intellectual property

## OPENING SESSION

At **9:15 (portuguese time) at Termas de Chaves** welcome by the Vice President of the Municipality of Chaves and member of the Assembly of the Eurocity Chaves-Verín, EGTC, Dr. Francisco Melo. Activate to energize the morning and Introduction of the theme.



## ICE BREAKER: DISCOVER OR FUTURE

In the morning, as you arrive you will be able to participate in a collaborative game in order to be able to identify the problems we have now as a society and how to improve them for a sustainable future. At the same time we will start setting up the teams for the hackathon.



### Where:

11:00 - 12:00 Portuguese time, 01 of February.  
Hotel Premium Chaves - Aquae Flaviae

## TEAMS & MENTORS

Until lunchtime this is the time for mentors and teams, you have to know each other well and above all know your capabilities.

## LUNCH

We will have lunch at the same facilities. Be sure to report your food intolerances



### Where:

13:30- 14:30 Portuguese time, 01 of February  
Hotel Premium Chaves - Aquae Flaviae

## AFTER LUNCH: WORKSHOPS

We offer you a range of training possibilities so that you can acquire knowledge in different areas.

Prioritize your choice - Choose what you like - You will have 1 training times - You will be able to choose 1 training in total: 14:30 Portuguese time.

Video Marketing – Marta Henriques da Costa  
Drone Photography – Jorge Andújar Cascallar  
Elevator Pitch – Daniel Diéguez  
EU Opportunities – Nerea Pérez Adriano  
Social Media Management – Tiago Ribeiro  
Coding – Marcos Martínez Pérez

## GOOD PRACTICES

We offer you the opportunity to know success stories of young entrepreneurs, from the territory of Eurocity, and know their route. 15:30 Portuguese time

### 1st round table (30 minutes)

**Moderator:** Nerea Pérez Dominguez  
José Luis Prieto, O segredo do Retiro  
Jorge González Diéguez, Farmer  
Diogo Martins, Catraio

# DAY 1: DISCOVER



## 2nd round table (30 minutes)

**Moderator:** Nerea Pérez Adriano  
Heverton Harieno, Volunteer  
Lucas Hermida Peña, Luxsit  
Bárbara Novo del Río, Erasmus Programme

## HACKATHON

We begin to develop our idea  
We are provided with templates for its development

 **Where:**  
16:30 Portuguese time, 01 of February  
Hotel Premium Chaves - Aquae Flaviae

## VISIT AND DINNER

Walking Tour in Chaves: 19:00 Portuguese time  
Dinner: 20:30 Portuguese time at Hotel Premium Chaves - Aquae Flaviae



# DAY 2: SOLVE AND CREATE



## 02

### SOLVE AND CREATE

You are already in your transnational team, prototype your innovative idea and change the world, change the city

In a world where the countryside is far from certain realities, let's bring other visions.

### WE START - 9:30 - 12:30

During the Creative Jam challenge, you first had to build your team, the day before and once you agreed on the idea you wanted to work on, you apply and develop your digital and business skills, through tackling real world issues.

Today it is time to work more on the prototype and then present it to the jury.

### MENTORS WILL HELP YOU

Each team will be coordinated by a mentor throughout the day. They will be there to provide useful tools and methods to shape your idea, work on your prototype and prepare your presentation.

You already have an idea and want to share it with your colleagues. Forward! For this you will have 5 minutes of exposure, after which you must negotiate whether it is valid or not and if it is part of one of the challenges we set ourselves at Creative Jam. And we started working in teams with our mentor.

### THIS IS A 5 MINUTE THING



You will also need to start preparing for the presentation of the project in front of the jury, presentations cannot last more than five minutes. To be well prepared, we encourage one or two members of your team to attend the pitching and presentation workshop.

### BUS

12:30 portuguese time at Hotel Premium Chaves - Aquae Flaviae



### PRESENTATIONS OF THE PROTOTYPES - 13:00 - 14:30

At the end of the event, you will pitch your project in front of a professional jury. We will also have electronic giveaways.

#### Jury:

Susan Luzio, ADRAT  
Belén Mendoza, Cámara de Comercio de Santiago  
Bjorn Bonello, Regjun Tramuntana  
Diego Moreiras, Lug Open Factory  
Pilar del Oro, Fundación Galicia Europa (tbc)



**Where:** Eurocity Chaves-Verín, EGTC headquarters  
Portuguese Time

# DAY 2: SOLVE AND CREATE



## LUNCH - 14:30 - 15:30

**Where:** Eurocity Chaves-Verín, EGTC headquarters  
Portuguese time

## WINNING TEAM AND VISIT

The winning team will then be announced and technological, training and certificate awards will be given. Where: Eurocity Chaves-Verín, EGTC headquarters. **15:30 Portuguese time.**

Bus: 16:20 portuguese time at Eurocity Chaves-Verín, EGTC headquarters.



### Visit:

Tour in Verín. 16:30 - 18:30 Portuguese time.

Tour: Fair of Flavors of Chaves (Feira dos Sabores). 19:30 Portuguese time.

## END OF ACTIVITY - 20:30

# MORE INFO



## AND THEN ?

- Stay in touch with your team. Is your idea great? Keep working on it, set up a WhatsApp group and get ready for an amazing experience!
- Program of workshops, seminars, residencies, internships and other practical events throughout the hub network.
- Access to advice, guidance and expert advice on career and future progression.

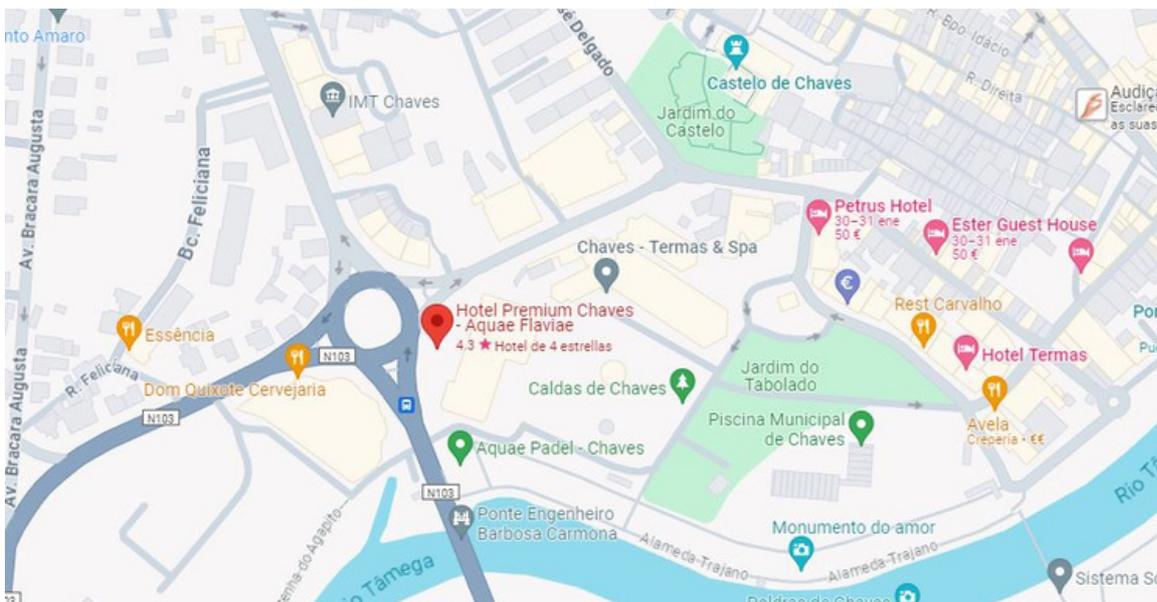
## NETWORKS

Follow us on social networks: @RuYou  
Hashtags #chavesverincreativejam #ruyoucreativejam #RuYou

## ACCOMMODATION & ACTIVITY

If you belong to an international delegation, you will be accommodated at Hotel Premium Chaves - Aquae Flaviae. Most of the activity will also take place in the same hotel. Accommodation and maintenance services are free, as well as all training. This event is free.

## MAP ([Link](#))



**CONTACT**  
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