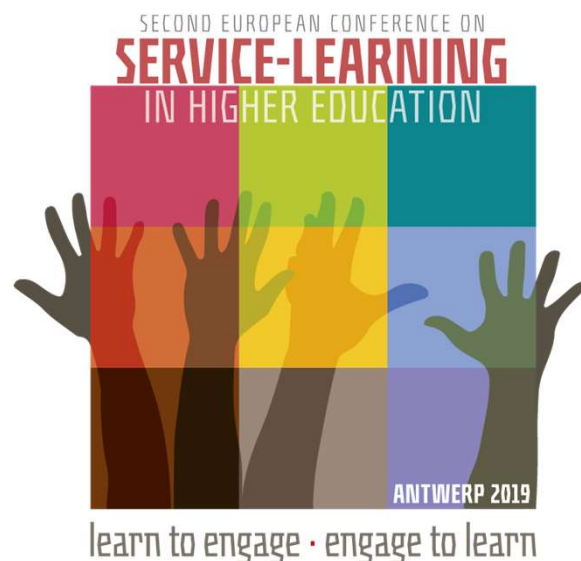




RURAL 3.0

SERVICE LEARNING
FOR THE RURAL DEVELOPMENT



Rural 3.0: Service Learning for the Rural Development

2nd European Conference on Service-Learning in Higher Education

September 19th – 21st

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Introduction



What is the **main problem** we wish to address?

What do we try to accomplish with our project?

What are our **objectives**?



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Introduction

Our logo was created by a Portuguese designer and **it represents a traditional reed cape that used to be worn by farmers to protect them from the rain.**

The name of this cape is 'caroça', but unfortunately not many people know how to make them these days.

The colours on the right-hand side of the logo represent **the colours of the 8 flags of the partner countries.**



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Introduction

Rural 3.0 began in **January 2019** and was co-funded under the European Union's ERASMUS+ Knowledge Alliances Scheme.

The importance of cultural learning is increasingly being recognised by many countries, not just because of its cultural and human values, but also for the **contribution it makes to local, regional and national economies.**

The countries involved are **Portugal, Spain, Italy, Germany, Austria, The Netherlands, Croatia and Lithuania.**



Main problem

Rural communities (that make up over 90% of the territory of the EU and are home to more than 56% of the population) **have limited opportunities for establishing strong university-community networks.**

As a result, the labour force is affected by a lack of skills, diversity and structure, which is caused by **outward migration of the young, those with relevant skills and of those who have benefited from a high level of education.**

Main problem



(i) There is no link between academic context and rural communities;

(ii) The main focus of the research is on economic and political issues;

(iii) There is a narrow understanding of the potential of SL methodology for the rural context;

(iv) Rural contexts have been neglected.

Aims

Rural 3.0 intends:

- to bring **HEIs and rural partners together** to work on a common issue
- to design, implement and evaluate a **transnational curriculum based on the innovative SL approach**
- to stimulate **social entrepreneurship** of HEIs teaching staff and rural entities.



Main objectives

- i. **Help to develop the core skills and entrepreneurial capabilities of the rural community** (for which such development is not easily accessible)

- ii. **Improve the quality of education** for a sustainable development and promote university-community partnerships in the rural areas **through the innovative SL methodology**



Main objectives

- iii. **Increase the relevance of universities as their students aim to fulfil a service that is in line with the demands of the rural businesses and social needs in rural areas**

- iv. **Establish a virtual Hub with a broad network of academic and rural stakeholders** that will offer teaching and learning content and will promote interactions between universities and rural community stakeholders





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Methodology

Eight working packages will be developed throughout the three years, evolving and reflecting results from a previous project entitled “*Europe Engage*”.

We believe that building on the methodology of *Europe Engage Project* and adapting it to the rural context will lead to success.



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Session 2

SESSION 2

In **session 2** of the presentation Cinzia, Antonella and Rolf, representing Italy and Austria, **will discuss service-learning as a learning format fostering public engagement in rural environments, and responsible entrepreneurship, supporting the idea of entrepreneurial social innovations in rural areas.**

What will we do in the **short term**?



HEIs will develop new innovative courses and enlarge their network of community partners for SL projects, improving their capacity to provide useful services to address the needs of communities

- The rural associations/organisations (LAGs) and rural actors should benefit from the students' services



What will we expect in the **long term**?

- HEIs will gain from the partnerships with rural communities in a variety of ways
- Enhanced awareness of social needs in rural communities might lead to valuable research results that could influence public policy
- LAGs and rural actors will benefit from the community-university partnership
- Closing the gap between the existing practices in the endogenous rural development model of LEADER that is lacking contact with the grassroots and their active participation.



How are we going to do it?

Main progress markers:

- Reports
- Rural database
- Development of MOOCs online World Cafe
- SL Rural 3.0 Hub



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NEWSLETTER

JUN 2019, ISSUE 1

Rural 3.0 is a knowledge alliance between different European higher education institutions (HEI) and rural partners that aims at setting up and implementing a framework for an integrated transnational approach of academic teaching and learning and thus contribute to the development of rural areas. This is achieved through an innovative methodology that not only meets the needs of these communities and increases innovation in these areas, but also leads to closer community-HEI partnerships.

Service Learning (SL)
An educational approach that combines learning objectives with community service in order to provide new educational standards for students by tackling real-life needs in their community.

Social Entrepreneurship (SE)
Recognizes social problems and uses entrepreneurial principles to create and organise innovative ways to promote social change

Rural 3.0
The consortium wants to create a rural SL and a teaching model that combine the strengths of SL strategy with SE and that could be implemented worldwide.

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Welcome to the electronic newsletter of Rural 3.0 project where both public and stakeholders will be able to find information about the project's progress on a regular basis. We invite you to join our wide group of service-learning promoters and to send us collected feedback.



RURAL 3.0



The logo of the project represents the partnership between higher education institutions (HEI) and rural communities. The inspiration for creating the logo was the "croço", "Craço" or "Croça", a straw robe that was used by Portuguese and Spanish shepherds to protect them against the cold and the rain.

Rural 3.0 project started in January 2019 and will finish at the end of December 2021. During these three years, Rural 3.0 wants to develop the core skills and entrepreneurial potentialities of the rural community (for which such development is not easily accessible), as well as improve the quality of education leading to sustainable development and promote HEI-community partnerships in rural areas through an innovative SL methodology. Rural 3.0 is directed at enhancing the relevance of HEI as their students aim to fulfil a service that is in line with the demands of businesses and social needs in rural areas; setting up a virtual Hub with a broad network of academic and rural stakeholders that will offer teaching and learning content (dedicated transnational academic modules with courses on SL and SE, community training materials and digital collaborative & learning tools) as well as promoting interactions between HEI and rural community stakeholders.

How are we going to ensure the visibility and dissemination of the project results?

- newsletters
- papers in conferences
- reports
- images

The outcome of this project will also be of interest to other agencies, thus **dissemination of the results across Europe is an important goal.**



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Thank you for your attention!