

### **Rural Youth Europe**

Rural Youth Europe (RYEurope) is a European nongovernmental organisation for rural youth. Established in 1957, it is an umbrella for youth organisations working to promote and activate young people in the countryside. It provides international training possibilities and works as an intermediary between national organisations and youth organisations and public institutions at the European level.

Rural Youth Europe is a member-led organisation: democratically constituted, the organisation is led by young people for young people.

Rural Youth Europe unites 21 member organisations across 18 European countries. The membership base is over 500,000 young people who either live in rural areas or have an interest in rural life.

If your organisation is interested to join Rural Youth Europe or you would like more information about our events, please contact office@ruralyoutheurope.com or check our website www.ruralyoutheurope.com

### **Rural Voices**

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### **BUSY UNEMPLOYED**

I am writing this on a train on my way back home from the Nordic 4H camp. I am tired but happy. Volunteering at the camp preparation team meant a lot of work before the camp and long hours working at the camp. Seeing campers happy and enjoying activities makes all this worth doing it - together with good friends, even without being paid. A very big thank you to all who put their effort into the project!

This summer I have been unemployed. I am not sad about it as it has allowed me to do things I really like - volunteering with young people and travel. The Nordic 4H camp was not the only trip I made. I also got a chance to visit our new member Norwegian rural youth (Norges bygdeungdomslag) in Norway and

take part in the interview process at Rural Youth Europe secretariat. All these were great experiences and you can read about all these events in this edition of Rural Voices.

There are still four hours in the train. Volunteering has also showed it is important to use time efficiently. In my case it means I need to rest before heading to the European rally in Austria tomorrow. It will be another great experience of volunteering.

Enjoy reading this magazine and the last days of summer! In Finland it never came.

Mikko Välitalo

Board member



Our website is also mobile friendly - visit it now by scanning your mobile phone over this QR code!





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### **NBU** visit

In July our Board Member Mikko Välitalo, representative for the Nordic countries, went to visit NBU (Norges Bygdeungdomslag) which at that point had applied to become a Member Organisation of Rural Youth Europe. Mikko was invited to their General Assembly and summer gathering. During his stay he experienced a lot of great activities and met amazing people. NBU was accepted as a member at the Rural Youth Europe General Assembly in August.

# Going on in Europe

### Latvian Young Farmers' club

Every year Latvian Farmers Clubs (LYFC) participates in the sports games organised by Farmer's Parliament (a member organisation for farmers, including LYFC). This year was not an exception and on 27th of June 15 Latvian young farmers went to a beautiful place to take a break from work and spend some quality time together. As every year many agricultural organisations and enterprises made teams and at

As every year many agricultural organisations and enterprises made teams and competed against each other in a lot of sport disciplines. Also there were individual disciplines, winners where were awarded as the best and most talented farmer. In the evening of course there was an outdoor ball.

Latvian Young Farmers' club had a friendly team with a great spirit, had fun for two days in good company, and made some new contacts and nice talks to other farmers from other organisations and agricultural enterprises. The weather was sunny and the event was enjoyed a lot.

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### Call for bloggers

Do you like writing? Would you like to share what is going on in the countryside in your country or do you have an experience you would like to let the world know about?

The Rural Youth Europe blog could be the place for you!

You can write one blog post, or just as many as you want to. The blog should be written in English (don't worry if you English isn't perfect - that's no problem!) and around a maximum of 300 words (but of course it can be shorter as well).

If you want to know more, please send an email to Emma; info@ruralyoutheurope.com

### Interviews

In July two Board members, Sebastian and Mikko, together with the Secretary General held job interviews in the office in Helsinki for the two vacant positions announced earlier in the summer.

After an intense period of time with some excellent interviews the trio selected suitable candidates for the position. Jenni Heinonen was chosen for the interim Secretary General position and Emma Silen for the position as Media and Communications Coordinator. More information can be found on page 12.

### #ThrowbackThursday

During the summer we have shared old pictures with you on our Facebook page with the hashtag #ThrowbackThursday. The idea is to give you access to the vast archive of old photos taken during past events.

### European Rally 2016-Bridging Diversity, Growing Together

The European Rally 2016, hosted by the Young Farmers Clubs of Ulster in Northern Ireland, have confirmed the design of the rally's logo at a re<u>cent</u> rally prep meeting. The rally prep team has been working hard throughout the past few months and has decided that the title for the event will be 'Bridging Diversity, Growing Together'.



### Landjugend exploring Devon

### News from Switzerland:

On August 21-23 our biggest annual event is held. There is a rural youth contest with a big show-jumping course, lots of fun and of course a big party. The contest also tested the general knowledge of the participants. During this week there was a group from Devon exploring Switzerland together with us. We showed them around, visited exciting places and different interesting companies. In return, a group of Swiss young farmers will pay a visit to Devon in September.

### Sebastian

Lassnig: Hey, my name is Sebastian Lassnig. I grew up in Austria in a small rural village surrounded by the Alps.

Becoming a part of Austrian Landjugend is definitely one of the best decisions I have ever made in my life. This was the start of a journey filled with so many great memories and good feelings. I got in contact with Erasmus and Youth in Action Programmes in the year of 2010, when a friend of mine and myself decided to organise an international youth exchange with the support of Erasmus+. From that day on Erasmus and I became best friends organising international youth exchange weeks until nowadays and I also got the chance to study abroad in Mexico and the US.

As a combination of the first two milestones, when I got elected as a board member for Rural Youth Europe two big passions got united at the same time. I love youth work and I love internationality - to work for RYEurope as a Board member combines these two fields perfectly. I am happy to be part of it.

I became a member of Estonian 4H in 2001, when I was 13 years old. I started as an active member and soon I became a youth leader. In 2004 I discovered the international possibilities Estonian 4H offered, and started to travel.

### Kätlin Merisalu

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to I am very grateful for all the experiences and friends I have gained through participating in different activities all around Europe. I had a chance to work and study abroad for a year in 2011, which was also a life-changing experience. It gave me self-confidence, strength and also courage to come out of my comfort zone.

The new Board

Mikko Välitalo: I started my international career by a two-week exchange to Wales in 2007. After this I realised I want to experience more and I have been lucky to be able to participate in many events and projects in Finland and abroad.

says Hello

y abroad as also a It gave gth and ut of the field of youth projects is probably the seminar I organised with friends in Finland. It was during the winter in 2013 and we invited groups from Austria, Spain and Slovenia



In 2013 I was recognized in Estonian 4H as the youth leader of the year in Järva region, which meant a lot to me. I have always loved my work as a volunteer and put my heart in it. One of my greatest milestones has been graduating from the university in 2014. Studying and working a full-time job as a youth worker has taught me a lot about myself and life in general while giving me the chance to improve even more.

to experience the Finnish winter. Doing everything from beginning until the end taught me a lot about funding, writing reports, managing projects and working in a team. It was hard but really worth all the effort.

As a student it was rather easy to find time to do all this fun stuff. I graduated a year ago and I have now found the situation a bit harder to fit work as a teacher and volunteering into my calendar. But I keep on trying as travelling, working in an international team and making new friends make me happy.

### Paddy Delaney

Lukas Helfenstein: My family has been hosting IFYEs for almost 30 years now. During my childhood I have been around all these crazy people from all over the world, so I became interested in other countries and cultures.



#### Hi all,

My name is Paddy Delaney and I am the new board representative for Group 1 (Ireland and the UK).

Farming: Looking back the first significant event has to be realising how much I loved farming. Since I was knee high all I wanted to do was involved in agriculture, being out on the farm and around other people with similar interests. One easy place to find people like this is in any rural youth organisation.

### Linda

**Medne**: Sometimes, in order to tell the whole story you have to start from the end. So - who am I now?

I am the vice-chairperson of the best organisation for youngsters - Rural Youth Europe. How did I get there? I won't start with arriving in the world, it is clear I am here, but the first big point is my local Druva 4H Club, where I first met the youth field and started to feel the power of youth.

The second milestone that makes me who I am now, was RYEurope Rally in Latvia 2006! I was very, very young and I immediately fell in love with this organisation. Meeting all people from all around Europe that thought the same way I did empowered me and made me to realize, I want to be here!

Thirdly - again the 4H Club, but now at a voluntary and leadship level. In those five years that I have spent as a leader of volunteers, I gained skills and knowledge that now helps me a lot to be as good vice-chair as I can!

When I was 19 I finally went to my own IFYE exchange to Northern Ireland. For six weeks I joined the life of my host familes and experienced the spirit of Young Farmer Clubs.

After returning from my exchange with a lot of impressions, I joined Swiss Rural youth and soon became very active on all levels. For three years I was active in the national board and was involved in several projects at national and international level.

I found my way to Rural Youth Europe and into the board where I am now. After gaining so much experience

Joining Macra na Feirme: When I turned 17 my cousin asked me to join Macra na Feirme. I still remember attending my first event, and since then I have never looked back. Macra na Feirme has helped to shape and develop who I am, and I am very thankful for all the experiences I have got here.

from IFYEs, Young Farmer Clubs and Rural Youth organisations on local, national and international levels, I am very happy to be here, now, being able to give something back to all the organisations and young people involved with them.

Taking a leadership role: After a couple of years I took on a competitions management role within my organisation. Due to this I received an award after a couple of years to recognise my contribution to Macra na Feirme, and was then rewarded with a place on the 2010 European Rally which took place in Sweden. That was my first contact with Rural Youth Europe, since then I have attended a number of events both as a participant and a volunteer.

My motto? Making the best better! :)

Saturday 1.8.2015

Despite extremely hot weather, the participants worked together to help young people understand all aspects of rural work life and to keep the countryside vivid. We asked the participants to share their top moments of each day.



hand in hand create your land

# Ice Breaker games were good HOT and FUN -**Rally 2015**

Lisit to the pig farm

Monday

3.8.2015

Workshops about Leadering, creating and motivity experiences.

Workshops about each to start experiences.

Great team building games

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Sunday 2.8.2015

mentational burget

Wonderful opening Time by the swimming pool saved the very hot day

Interesting visit to the horse stables about the education programmes provided there

Antinuu Ant A held r tria. Tuesday 4.8.2015 Amazing outfits at "Apres ski night" Dinner at Austrian The Hard to bake a typical Austrian apple Stude Tavern

The European Rally 2015 was hosted by Rural Youth Austria and held from the 1st to the 8th of August in the little town of Lambach in Upper Austria. 85 young people from 14 countries participated in the event. From the title "Work Hand in Hand - Create Your Land" it can be understood that the Rally was about how rural youth can cooperate to create work opportunities and a vivid countryside.





# The General Assembly 2015

### **General Assembly 2015**

The Rural Youth Europe General Assembly (GA) 2015 was held at a very warm day, the 6th of August, in Linz, Austria. 21 delegates, the Rural Youth Europe board and some support staff were present.

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The board of Rural Youth Europe has during the last year discussed much about how to develop the organisation so it would better meet the needs of the member organisations and the modern society. This was the background of the GA workshops. One workshop was about membership benefits in general and the other two were about junior activities and conferences. The last mentioned was about a totally new concept where key persons in the organisations, staff and board members meet to exchange good practice, develop skills or discuss relevant policies. The GA delegates warmly welcomed this idea and together worked on directions for further planning. A pilot junior event was held in Sweden last spring and the GA workshop on this topic was about how to overcome challenges that comes with involving minors in international events and in general to measure the interest in such events.

The GA itself was held in the afternoon with reports for the past year and plans for the next, elections, financials and member issues. Rules about paying travel reimbursement for events was changed so it in the future, whenever possible, will be paid soon after the activity. A highlight of the GA was welcoming Norwegian Rural Youth as new members of Rural Youth Europe and to get to know them better.

We are thankful to Rural Youth Austria for organising the practicalities of this General Assembly!

### Norges Bygdeungdomslag - Norwegian Rural Youth

At the General Assembly in Austria the Norwegian Rural Youth organisation applied to become a member. The GA accepted the application, which means we now have 22 member organisations instead of 21. We want to wish NBU welcome to the Rural Youth Europe family!

NBU is a democratically lead organisation by and for rural youth, aiming to maintain thriving rural communities. This is done through cultural activities such as festivals, camps and courses.

NBU has 7100 members in 11 counties throughout Norway that take part in different activities like dancing, flower decoration, chainsaw competitions, mountain hiking or paintball tournaments.





Jenni Heinonen - Interim Secretary General

Lives in Southern Finland Loves to grab her backpack and camera Is a dedicated, creative, adventurous person

# News from the secretariat

Exciting times lay ahead for many of us, but in this case it concerns especially two people. Our Secretary General Pia will be on maternity leave starting from beginning of November, meaning there will be an Interim Secretary General for that period of time. The Interim Secretary General is Jenni Heinonen. Emma Silén will continue as the Media and Communicatons Coordinator, and Júlia Hentz as the designer for the Rural Voices magazine. Below you will find more about who Jenni is:

This autumn brings a breeze of something new and exciting for me. After working for the Finnish 4H organisation for five years it's time for new challenges and starting this autumn I will be the Interim Secretary General for Rural Youth Europe for the duration of Pia Nurmio-Perälä's maternity leave.

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I have studied both forestry and arts management and currently I'm doing a master's in youth and NGO work. I have previously worked as a festival organiser in Scotland, an English teacher in China and as an arts producer in Finland. Much to my own surprise I ended up working for the Finnish 4H organisation and I have thoroughly enjoyed working for 4H. I have improved my training skills and learned lots about youth work and event organising. I live in a small city by a lake in Southern Finland. Back when I was younger I was a keen 4H'er learning crafts and taking care of animals. We were trying to grow vegetables which turned out to be a challenge -the onions hadn't grown at all in the muddy soil over a wet and cold summer! Nowadays I practice slightly more successful small scale gardening growing tomatoes, herbs and beans. Rural life and youth work have become familiar to me through 4H. Also, I have attended international volunteer workcamps which have familiarised me with rural communities in Europe.

I would describe myself as a dedicated, creative and adventurous person; I love to grab my backpack and camera and venture out to travel on my own to meet people. I don't mind getting a bit lost - that's when you get the best experiences!

This autumn we have interesting seminars coming up in Strasbourg and Slovenia addressing the topic of youth employment. Especially in these times it is important to learn skills and gain confidence needed in working life and job searching. I'm sure these seminars will be unforgettable and valuable experiences for the participants. I wish you all an inspirational autumn!



The Swedish speaking 4H club of southeastern Finland has already for a few years had a project where young people get the chance to gain working experience while doing small home chores for customers.

The 4H club works as the connecting link - the customer tells what he or she can offer and the 4H then offers the job to a suitable youngster who is a part of the working pool.

We have been part of the project since it started meaning we already have a few years of experience of cleaning windows, babysitting and gardening. In

# Handy Homehelpers



the beginning it was a bit tough to combine the chores at home with those at work, but when seeing the results of our hard work and knowing the customer is happy makes it more fun.

The best parts of being in the project is the flexibility, you can try out many different jobs - and if you notice there is something you didn't like you don't have to accept those job offers in the future. We can also decide ourselves when and how much we want to work.

Through the project we have learnt a lot about how to do home chores in a good and effective way. We have also learnt to appreciate those who work with these kinds of tasks for a living. We are both convinced that we have learnt things during the project that will be of use in the future.

Being a part of this project has been rewarding to both of us, and we have never regretted joining the project!

Milla-Maarit and Noora-Kaisa Rantanen Finlands svenska 4H

### Powering your idea

Four years ago Cornelia Daniel-Gruber realised her dream and founded a solar energy company called Dachgold (Eng. Roof gold). She wants to help small and medium- sized businesses to put up solar power plants in the Austrian countryside.

We had a talk with her to find out about the trials and tribulations of being an young entrepeneur.

# Austrian solar power

### Could you first tell us about yourself and your company, Dachgold. How did it all start?

I studied International Business Administration at the Vienna University of Economics and Business. My major was Entrepeneurship and Innovation. I always wanted to found a company, but as usual, I didn't have the right idea, yet.

I was lucky enough to write my master's thesis about solar energy in Australia, where I did my exchange semester. I did a study for a company here in Austria, figuring out whether they should go to Australia with their solar business. That's how I came in close contact with solar energy.

I really wanted to be an entrepeneur some day, but I just didn't want to put myself to the situation where I'd have a well paid job, because from there it's very hard to come back. So I thought; "What if I stay with my student budget for a few more years and see what I can do?" It turned out to be the best decision I've ever made. I now see my colleagues earning good money, but they're not totally happy with what they're doing. But it's really hard to come back from a very highly paid, secure job!

I needed a part-time job, just like in my student days. And I got the best 20-hours-a-week job in the world. I was working for a solar investment company, where we developed huge projects in Italy and Spain where I did all the calculations. It was a very interesting time, but I wanted to do the same work in my home country, when Austria would be ready for solar power. I wanted to do the same work for companies, to help them to do the calculations and so forth. In my work we were planning huge projects that were never implemented. I wanted to do projects that would actually be implemented in the end, not just counting how many millions we could make.

From my studies of entrepreneurship I knew that you have to go to the market before everybody else does. So I decided that I will look at the market and two years before I think the market is going to take off, I will found my company. In the end of 2010 there were a few political decisions that gave me enough confidence to first build my own solar power plant to see how the calculations work and what the problems are. And then I founded Dachgold in 2011. Ever since I'm working with helping businesses put up solar power, because that's where I think the industry has to go.

#### What's your connection to rural areas?

I'm totally from the countryside! The area where I was born in lower Austria is called Wood quarter and the solar power plant that I built is in the old farm of my parents. I still work in the countryside since, in Austria, most small and medium-sized companies operate in rural areas.

### What kind of challenges did you have when founding your company?

It's now the fourth year of the company. For the first years the biggest problem was that there was no market for solar energy. So for two years I had to figure out how to earn money somewhere else. I knew that the market is opening, but not quite yet. So I started blogging and people would pay for me to say honestly what I'm thinking. This is how I became known for writing.

"Usually people think that the biggest obstacle for becoming an entrepeneur is that you don't have an idea. But that's not true, ..."

It was really difficult to fund my living expenses during the time when there was no market yet. So that's why I did studies and wrote articles. Now I'm also starting in the speaking business. I learned so much in the first years, because I just read everything I could find about solar energy.

The challenge was really, how to earn money without getting any kind of funding and basically just starting from zero.

### What kind of possibilities are there for entrepeneurship exchange?

I was in Germany for an Erasmus entrepeneurship program, where I met other entrepeneurs and got a mentor. I learned very useful skills for running my own company.

They taught very simple skills, such as how to structure and write an offer and how much to charge for your product. Not charging enough is a big problem for young entrepeneurs, especially for women, who tend to think they're not worth that much.

Of course there was also a lot of networking. Those three months were very helpful!



### What kind of advice would you give to young people who are thinking of becoming entrepeneurs?

Usually people think that the biggest obstacle for becoming an entrepeneur is that you don't have an idea. But that's not true, there are tons of ideas out there. When you really start trying things out, then you find out that the idea is not the problem, but rather putting it into action. You can start with something really small and easy and not that innovative. It just has to be something you're interested in.

Find your niche! It really took me a long time to figure what a niche is like. It's usually possible to describe a niche in one word. And if you find this one word that you're specialising in, then you have your niche. For example, my niche is customised energy. It took me two years to really recognise this!

What also helped me is blogging, which is something I am really interested in. It taugh me very much.

Otto Krongvist

# Moving the world at

### Nordic 4H Camp 2015 in Nurmes, Finland

The biannual Nordic 4H Camp had over 1200 participants and volunteers from more than 20 countries this year, amongst others the Nordic countries, USA, Scotland, Taiwan and many other countries. The camp is hosted in turns by the Nordic countries, and this year it was Finland's turn. All the campers stayed in different tent areas named after different countries. and so Denmark and Østfold (Norway) both lived in China. Although the camp didn't officially start until Thursday evening, for the Danish group it started as soon as we got on the bus midnight between Tuesday and Wednesday. The Danish bus crossed Denmark, Sweden and Finland in 40 hours to get to Nurmes near the Russian border. When we had arrived and set up our camp, the traditional opening march and ceremony began. Every county/country had in its own outfit and with it own cheers, the whole spectacle was guite colorful and loud!

The theme of this year's camp was "4H - Moving the World", which was meant both literally and figuratively. Both during workshops and the evening program, we moved our bodies, our minds and made



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# the Nordic 4H camp



the world a slightly better place that one week. The workshops based on the 4 H's (Head, Hand, Heart and Health) had activities such as fishing, traditional games, afro-dancing, painting and much more, and some of the create results were auctioned off to raise money for a Russian orphanage. One of the evenings, a local band gave a concert and sold their albums of which the proceeds were donated to the orphanage as well.

Other than the workshops, there were two excursions out of the camp. The first one went to Ruunaa to do some rapid shooting - needless to say that everyone got soaking wet, and not from the rain this time - and the other one to Koli one of Finland's stunning national parks. For a person from Denmark, where the highest point is 176 meters, the view over the forests, lakes and islands from 300 meters was pretty spectacular!

On the last day, the camp finished off with its much anticipated volleyball tournament. Even though it poured down for most of the day, all of the teams fought enthusiastically until, finally, a team from Norway beat them all. After a warm shower there was a closing ceremony with live music and DJ's until the next morning when the journey back home to Denmark would begin.

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Marieke van Straaten and Nicolai Olsen

# German farming competition

### German Rural Youth Job Competition

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The popular opinion is that rural youths are the new blood of agriculture. This is true only to a certain extent, beuase only one fifth of the members of German Rural Youth (short: BDL) is still working in agriculture today. So why, despite this, are we sticking up for farming and winegrowing?

This is because both branches create jobs and offer young people perspectives for the future. Not just traditionally through the production of food but also by creating renewable resources and alternative sources of income. In addition, there are many jobs connected to the pre and post-production processes.

But there is more. Since 1953, the BDL and its regional associations have organised the German Rural Youth Job Competition which is funded by the Federal Ministry of Food and Agriculture and takes place every two years. Around 10 000 participants compete with each other in the fields of job experience, theory and presentation skills in the categories of wine-growing, farming, animal farming, home economics and forestry.



The Job Competition means to learn in a fun environment and to meet people with the same interests. At the same time, participation helps develop each young person's self-confidence. It also draws the public's attention to the "green jobs".

Those participants who qualified to the next round were to compete in general knowledge, professional theory, presentation and professional practice. They also proved their skills in dealing with technology, regulation duties, working security, food preparation and food, practical protection of animals etc.

One thing is clear; The competition makes everyboy a winner. It has brought not only new knowledge and self-confidence to the participants, but also a network with which the challenges of the future can be better mastered. Together the best nationwide juniors in the green jobs showed that their work is not only demanding and modern but also full of live and excitement.

As a patron of the competition the federal Minister of Agriculture Christian Schmidt honored the winners during the German farm day in Erfurt.

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### STUDY SESSION 2015

#### 4-11 October 2015, Strasbourg, France

### Unveiling Rural Realities - Unlocking Youth Potential

The aim of the study session is to empower youth to create sustainable work opportunities in rural areas in Europe.

7-14 November 2015, Koroške region, Slovenia

#### Brand Me New

The aim of the Brand Me New event is to show the importance of self-promotion to young people and to help them understand how to stand out from the crowd and represent themselves and their rural products.

## Calendar

News! A conference for key people in the Rural Youth Europe member organisations is preliminary planned for August/September 2017! This event would include our General Assembly 2017.

JUNIOR EVENT 2016

### 24-28 March, 2016, Turku, Finland

#### Your Choice - Rural opportunities regardless gender

The aim is to discover how gender equality is applied in European rural communities and how it affects young people's life choices and employability.

#### 22-29 May 2016, Strasbourg, France

Dream it loud! Build an inclusive society for urban and rural youth! The aim of this study session is to promote an inclusive society by facilitating the access to social rights of young people coming from urban and rural areas. STUDY SESSION 2016

AUTUMN

SEMINAR

2015

### EUROPEAN RALLY 2016

### 31 July -7 August 2016, Northern Ireland

### Bridging Diversity, Growing Together

Rally 2016 will look at our own personal barriers and how we over come these in areas such as disability, race, religion, age, sexual orientation etc.

### 2-9 October 2016, Norway

The aim of the autumn seminar is to discover how everybody regardless of background can be included in youth organisations. This will be done through workshops about social inclusion, practical problem solving and raising awareness about inclusion for all. AUTUMN SEMINAR 2016

### EUROPEAN RALLY 2017 - Latvia