

# RURAL YOUTH EUROPE

# **Annual Report 2016**





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www.ruralyoutheurope.com

Dear friends and members of Rural Youth Europe,

On behalf of the board of Rural Youth Europe I submit this report for your attention. Within it you can find out about the key activities and achievements of 2016.

Politically the year provided some new and interesting developments, that will influence the Rural Youth network for many years to come. What has been very impressive however is the ongoing commitment of our members to stick together and work together to embrace new challenges, whether that be Brexit, migration topics, or other local matters closer to home.

On Brexit it is worth noting that Rural Youth Europe is a non-political organisation, and whilst changes take place to the European Union, the community we have and which has existed for 60 years in 2017, will continue regardless of political boundaries. The founding values of the organisation remain as relevant now as they were in 1957.

The board of Rural Youth Europe also underwent some changes during the summer of 2016, with a new team being elected at the Stormont Parliament in Belfast. This included the election of an additional board member to explore being more active in youth policy development. I was also proud and honoured to be elected as your chairman at this time, and in such prestigious surroundings. I would like to sincerely thank the previous board for their hard work and dedication during their mandates.

Some changes took place to the staff team in Helsinki too which has enabled the organisation to better respond to the needs of its members and future aspirations. You can read about all of the above and more in the pages that follow.

Rural Youth Europe owes a special gratitude to the European Youth Foundation, The Youth department of the Council of Europe, the Education, Culture and Audiovisual Executive Agency of the European Commission, the Erasmus+ programme, and of course sponsors from your own countries for their continued support which is so vital to the success of our events.

Lastly, I would like to thank you the members for your active participation during the year, for contributing to the success of our events and for supporting development opportunities for your own grass-roots members and future leaders of rural youth.

There is a lot to anticipate on the Rural Youth Europe calendar for 2017 and the years that follow. The board and I look forward to welcoming you to new events soon and working with you all to embrace the new challenges in a changing Europe.

With best wishes,

**Russ Carrington** 

Rural Youth Europe Chairman 2016 - 2018

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# 1 BOARD AND SECRETARIAT

Chairman	Russell Carrington (England) 4.8.2016-31.12.16 Lukas Helfenstein (Switzerland) 1.1.2016-4.8.2016	
Vice-Chairman	<b>Sebastian Lassnig</b> (Austria) 4.8.2016-31.12.16 <b>Linda Medne</b> (Latvia) 1.1.2016-4.8.2016	
Board Member UK and Ireland (Group I)	<b>Paddy Delaney</b> (Ireland) 1.1.2016-31.12.16	
Board Member Central Europe (Group II)	<b>Julia Müller</b> (Germany) 4.8.2016-31.12.16 <b>Sebastian Lassnig</b> (Austria) 1.1.2016-4.8.2016	
Board Member Northern Europe (Group III)	<b>Mikko Välitalo</b> (Finland) 1.1.2016-31.12.16	
Board Member Eastern Europe (Group IV)	<b>Kätlin Merisalu</b> (Estonia) 1.1.2016-31.12.16	
Special Interest Board Member	<b>Geoff Thompson</b> (Northern Ireland) 4.8.2016-31.12.16	
Interim Secretary General	<b>Jenni Heinonen</b> (Finland) 1.1.2016-31.12.16	
Education and Fundraising Manager	<b>Pia Nurmio-Perälä</b> (Finland) 15.9.2016-31.12.16	
Media and Communications Coordinator	Emma Silén (Finland) 1.1.2016- 10.9.2016	
Graphic Designer	<b>Julia Hentz</b> (Slovenia/Hungary) 1.1.2016-31.12.16	

# 2 MEMBERS

Contacts with the Rural Youth Europe (RYEurope) Member Organisations are maintained through statutory meetings and events. The RYEurope webpage, social media, monthly e-news, e-mail, phone and Skype are used to maintain the cooperation between meetings. If there is an opportunity or specific need, Member Organisations are visited by Board Members or the Secretary General.

#### <u>GROUP I</u>



Macra na Feirme



#### National Federation of Young Farmers' Clubs (NFYFC)

YFC Centre, 10th street, Stoneleigh Park, Kenilworth CV8 2LG, UK (England)

www.nfyfc.org.uk

(18726 members)

#### Macra na Feirme

Irish Farmcentre Bluebell, 12 Dublin, Ireland

www.macra.ie

(5517 members)

# Young Farmers' Clubs of Ulster (YFCU)

475 Antrim Road, BT15 3BD Belfast, UK (N.Ireland)

www.yfcu.org

(3200 members)



**Clubs of Ulster** 

#### Scottish Association of Young Farmers' Clubs (SAYFC)

Ingliston Young Farmers' Centre, EH28 8NE, Edinburgh, UK (Scotland)

www.sayfc.org

CYMIRU WALES

# Wales YFC / CFFI Cymru

CFFI, Builth Wells, LD2 3NJ, Powys, UK (Wales)

www.yfc-wales.org.uk

(5662 members)

(3572 members)



#### **GROUP II**



Landjugend Österreich (ÖLJ) Schauflergasse 6, 1014 Wien, Austria www.landjugend.at (91450 members)



Bund der Deutschen Landjugend (BDL) e.V. Claire-Waldoff-Str. 7, 10117, Berlin, Germany www.landjugend.de (100000 members)



Agricultural and Rural Youth Association (AGRYA) Váci út 134/c, VI/28, 1138, Budapest, Hungary www.agrya.hu (670 members)



Slovenian Rural Youth (ZSPM) Celovska 43, 1000, Ljubljana, Slovenia (3683 members) www.zspm.si

Landjugend

Schweizerische Landjugendvereinigung (SLJV) c/o AGRIDEA, Eschikon 28, 8315, Lindau, Switzerland www.landjugend.ch (2859 members)

#### <u>GROUP III</u>



#### Danmarks Landboungdom + Danish 4H

Agro Food Park 15, Skejby, 8200, Aarhus N, Denmark <u>www.landboungdom.dk</u> www.4h.dk (8211 members)



Suomen 4H-liitto Karjalankatu 2A, 00520 Helsinki, Finland www.4h.fi (50466 members)

Finlands Svenska 4H FINLANDS SVENSKA 4H Elisabetsgatan 21 B 12, FIN-00170, Helsinki, Finland

www.fs4h.fi

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4H Norge

Postboks 113, N-2026 Skjetten, Norway

www.4h.no

Norges Bygdeungdomslag Schweigaardsgate 34B, oppgang 2, 3. etasje, Grønland, Oslo, Norway

www.nbu.no

(7673 members)

(3900 members)

(12574 members)



Sveriges 4H Box 2012, 64102, Katrineholm Sweden

www.4h.se

(11704 members)



#### <u>GROUP IV</u>



#### Eesti 4H

Allika 2a, 80036, Pärnu, Estonia

www.eesti4h.ee

(1117 members)



#### Latvian 4H

Ezermalas 28, LV-1014, Riga, Latvia

www.mazpulki.lv

(2390 members)



#### Latvian Young Farmer's Club (JZK)

Latvijas Jauno Zemnieku klubs, Dobeles iela 41A, LV-3001, Jelgava, Latvia

<u>www.jzk.lv</u>

(109 members)



#### Polish Rural Youth Union

Nowy Świat 19 lok. 17, 00-029, Warsaw, Poland

www.zmw.pl

# 3 STATUTORY MEETINGS

## 3.1 General Assembly

The 2016 General Assembly was held on 4<sup>th</sup> August in the debating chamber of the Stormont Parliament buildings in Belfast, by kind invitation of Robin Swann, former chairman of RYEurope.

Seventeen Member organisations were represented at the meeting.

Key points to note over and above the usual business were that:

- Russell Carrington from the National Federation of Young Farmers Clubs in England was elected as chairman of RYEurope.
- Sebastian Lassnig from Austrian Rural Youth was elected as vice-chairman.
- Julia Müller from German Rural Youth was elected as board representative for Group 2 (central Europe)
- Mikko Välitalo from Finnish 4H was elected as board representative for Group 3 (Nordic Countries) for a second term.
- The GA voted to appoint an additional board member for special interests to serve the purpose of representing the voice of rural youth on a European policy level. Geoff Thompson from YFCU in Northern Ireland was appointed to this position.
- The GA approved the preliminary budget for 2017, which included provision for an additional part-time employee.
- Minor amendments to the charter of RYEurope were approved.
- The new membership guidelines providing clarity on all membership issues were adopted.
- A resolution on Brexit was approved.
- The Scottish Association of Young Farmer's Clubs withheld their offer to host the rally in 2018 until such time as the future of the Erasmus+ programme was better understood in light of Brexit, but latest by the end of 2016.
- The GA committed the board of RYEurope to continue planning the new conference event for 2017, which would include the 2017 GA.
- The GA authorised the board of RYEurope to continue with its strategic planning work and present conclusions at the 2017 GA.

For further details see the full minutes of GA 2016, available on request from the RYEurope office.

## 3.2 Board Meetings

The Board of RYEurope implements the decisions and policies agreed at General Assemblies, monitors the financial situation, takes care of the staff, and prepares and evaluates the international activities of the organisation.

#### Key points from Board meetings in 2016

#### Stockholm, Sweden 13.-14.2.2016

- Agreed on the voting system for Rural Youth Project of the year competition
- Agreed that Estonian 4H will be the host of the Conference 2017
- Decided to review the Charter
- Decided to create a Board member handbook
- Continued with strategic work
- Met with 4H Sweden to discuss the membership relationship

#### Belfast, UK 20.3.2016

- Discussed arranging internal and external audits
- Decided that the new board will get training on financial management of RYEurope
- Decided to produce an inclusion booklet as suggested by Junior event prep team
- Formed a working group to work on a proposal for the new website
- Continued with strategic work

#### Poznan, Poland 4.-6.6.2016

- Decided to provide support to Estonian 4H to write the Conference application
- Decided to collect information on RYEurope's history, to be used in Anniversary year 2017
- Decided that RYEurope aims to have two full time employees in the future
- Discussed that Junior event & Study session prep teams are happy with the event outcomes
- Continued with strategic work
- Met with Polish partner to discuss ongoing membership

#### Ballymena, UK 1.8.2016

- Discussed General Assembly arrangements and allocated tasks to the team

#### Stusnäs, Finland 22.-23.10.2016

This board hand-over meeting was held to ease the transition for new board members and to make sure there was a good transfer of information and board responsibilities.

- Formed a working group to plan Anniversary celebrations
- Pia presented the work plan 2017
- Discussed financial forecast for 2016
- Formed a sponsorships & foundations working group
- Shared responsibilities for 2017 events
- Discussed potential memberships
- Agreed to create a statement on the Paris Agreement on climate change
- Decided to explore the European Rural Parliament initiative further
- Continued with strategic work

#### Skype 30.11.2016

- Discussed possibility to apply for Europe for Citizens funding
- Agreed that board will take responsibility over the strategic work process from now on
- Discussed Rural Parliament initiative
- Accepted SAYFC's offer to host Rally 2018

In addition, several smaller Skype meetings took place to support the work of staff and board.

For further details see the full minutes of the board meetings, available on request from the RYEurope office.

## 3.3 Secretariat

The office of RYEurope continued to be located in Helsinki, Finland at the address Karjalankatu 2A, 00520 Helsinki, Finland.

During 2016 the office had one full-time staff member Jenni Heinonen as Interim Secretary General and a part-time Education and Fundraising Manager, Pia Nurmio-Perälä. From the beginning of the year until September Emma Silén was employed as a Media and Communications Coordinator.

Julia Hentz (located in Slovenia) was employed to do layout and design for the Rural Voices magazine and other graphic design tasks.

Bookkeeping service was provided by Minna Ylönen from Finnish 4H Federation.

# 4 EVENTS

# 4.1 Junior Event 2016

Junior Event "Your Choice" took place in Turku, Finland on 24-27<sup>th</sup> March. The theme was gender equality and how youngsters can raise awareness on gender issues in their societies. The event hosted 18 14-17-year-old participants.

The first day consisted of teambuilding activities, as well as sessions on the attitudes of participants, defining the key concepts and a movie night followed by discussion on the topic. The sessions on the second day included debate, gender roles in working life and NGO world. The participants tried to find solutions on the issues raised. The also learned how to create SMART goals.

The participants learnt about how complex the concept of gender is, how excluding the society is towards genders that are neither female or male and they planned to share their newly gained knowledge to make a change in their home organisations.

On the last full day, the participants got to know the UN declaration of human rights and reflected it and made recommendations for improvements. A guest speaker also visited and shared her experience as a woman in male dominated field of work.

One of the most important outcomes of the event was gained confidence among the participants; confidence to stand up and do a presentation and confidence to travel abroad and use English, which was not a native language for any of the participants.

# 4.2 Study Session 2016

RYEurope organised a study session on 22-29<sup>th</sup> May in co-operation with Youth Express Network (Y-E-N) and European Youth Centre of Council of Europe in Strasbourg. The theme of the study session was "Dream it Loud! - Build an inclusive society for urban and rural youth". The aim of this study session was to promote an inclusive society by facilitating access to social rights of young people coming from urban and rural areas. The Study Session had 38 participants from 21 countries around Europe.

The study session was based on the human rights-based approach and informed by such European practices and policies in the field of access to social rights, as Enter! Project, European Social Charter, Enter! Recommendation, and others. During the week the participants learned about what social rights are, how to advocate for social rights and what kind of tools and mechanisms are available for this. Various non-formal educational methods were applied over the week and the team found out that sometimes the simplest method of discussion in small groups worked the best. The participants learned a lot when sharing and comparing realities.

The outcomes of this Study Session were four videos addressing the recognition of non-formal education to promote young people's employability, the value of sport and leisure-time activities as an opportunity to foster social cohesion and well-being, the commitment of young people to improve the conditions of their neighbourhoods and, finally, the vision of the world where social rights and social inclusion are a reality. Also, the teams created a forum theatre session methodology on counteracting bullying at schools and a draft of a questionnaire on the access to social rights for HIV-positive persons. The tools will be used by the participants and the organisations to promote social rights and social inclusion and to disseminate the learning results of the Study Session.

The participants learnt to recognise social rights as human rights and to recognise social rights through the needs of young people. The participants found out that there are big differences within Europe regarding social rights and the session opened their eyes to the fact that even the countries that seem to be doing relatively well regarding social rights have a lot to improve. The differences between rural and urban realities were also discussed.

# 4.3 European Rally 2016

European Rally 2016 "Bridging Diversity, Growing Together" took place from 30<sup>th</sup> July to 6<sup>th</sup> August in Antrim, Northern Ireland. The event gathered almost 100 delegates, representing 17 organisations from 15 different countries.

The aim of the event was to raise young people's awareness of diversity among citizens and to develop competencies to act inclusively. Within this aim, the objectives of the project were: to enable young people to share realities about their home communities across Europe; to help them become more aware of diverse ethnic and religious groups, gender and sexual orientation, minorities and individuals with disabilities, to learn about these groups' special needs; and to share best practice in relation to social inclusion and equity within their own organisations and communities.

The week started with getting to know each other, understanding the activity content and setting personal learning goals. As the week developed, participants developed skills to enable them to better understand and act on social inclusion. Participants studied local realities with regards to segregation within society and compared the situations to their own countries. By the end of the event, participants had shared and explored examples of best practice that they can bring home to their own organisations and communities. European Rally 2016 concluded by a final evaluation and closing dinner in the local parliament buildings.

The event had the function of gathering a large group of rural youth together and making them aware of the education and work in the field of social inclusion. Such topics are rarely discussed in rural communities. Furthermore, as English was the working language of the event, many participants had the opportunity to practice communication skills with other nationalities which they seldom have the opportunity to do.

# 4.4 Autumn Seminar 2016

Autumn seminar "Think love move do" was hosted by Norwegian 4H and held in Gulsrud Region from 2th-9th October 2016. The aim of the Autumn Seminar was to learn how to inclusively manage activities in the rural organisations. The emphasis for the seminar was on physical and mental disabilities, as well as social barriers. The objective was to develop youth workers, leaders and volunteers' skills on social inclusion and make strategies for organisations to tackle inclusion issues from within the rural communities.

The seminar hosted 31 participants from 15 European countries. The participants were youth workers, volunteers or active members at their home organisations. The international prep-team was a team of 15 people from Germany, Austria, Norway and Slovenia.

The week started with getting to know each other, understanding the activity content, and setting personal learning goals. During the week the participants were sharing their organisations/clubs inclusion related strategies/projects and developing common understanding over the topic of social inclusion. They learned about legislative barriers and opportunities and changed their mindsets over the concepts of disability, inability and ability. Furthermore, they discussed how organisations and clubs on a local level can become more inclusive.

Visiting a Green Care farm and a youth organisation working with youth with mental health issues and experiencing exclusion first hand helped the participants to create recommendations for more inclusive communities and develop their home organisations' activities to become more inclusive.

Rural Youth Europe shared the experiences about the seminar in Rural Voices magazine 2/2016 and daily on social media to spread the knowledge gained.

# 5 EXTERNAL RELATIONS

## 5.1 Council of Europe

RYEurope maintained good working relations with the Youth Department of the Council of Europe.

# 5.2 European Youth Foundation

The European Youth Foundation (EYF) of the Council of Europe provided grants for general administrative expenses and for the work plan 2016. Activities that were included in the Work plan were: European Rally "Bridging Diversity, Growing Together" in Northern Ireland and Autumn Seminar "Think love move do" in Norway. The work plan included three editions of the magazine "Rural Voices" to support the dissemination of the outcomes of the activities.

# 5.3 European Youth Centres

The European Youth Centres in Strasbourg and Budapest are residential centres of the Youth Department of Council of Europe. In 2016 RYEurope held the study session "Dream it Loud" in cooperation with Youth Express Network and Council of Europe at the European Youth Centre Strasbourg.

# 5.4 European Union

In 2016, RYEurope benefited from the Erasmus+ programme through an operational grant.

# 5.5 European Council of Young Farmers (CEJA)

CEJA is a partner organisation of RYEurope, mainly dealing with agricultural issues and policies on a European level. They lobby the European Commission on behalf of young farmers in Europe.

CEJA president Alan Jagoe attended the RYEurope GA in August in Belfast and gave greetings to the meeting on behalf of CEJA. Furthermore, Russ Carrington met with Alan Jagoe during the annual rally of Macra na Feirme in October and exchanged dialogue. Both organisations maintain a friendly link between each other and continue to seek opportunities to work together where possible.

# 5.6 European Youth Forum (YFJ)

RYEurope is a member of the European Youth Forum (YFJ), which is an organisation uniting 104 National Youth Councils and International Non-Governmental Youth Organisations. YFJ works through its various bodies, commissions and task forces towards the European Union, Council of Europe, United Nations and other policy makers to promote issues affecting young Europeans.

In 2016 a special interest board member Dr Geoffrey Thompson was elected by the General Assembly to represent RYEurope and explore our possibilities for being more active with policy making, mainly via the European Youth Forum and Structured Dialogue.

#### Meetings attended included:

#### Council of Members' Meeting, Brussels, 14-17 April 2016 Work at the event included:

- Resolution on youth autonomy and inclusion
- Resolution on equality and non-discrimination
- Resolution on EU foreign affairs council conclusions on not-extending restrictive measures for the Republic of Belarus
- Resolution on quality standards on youth policy
- Adoption of the campaign 'We are youth work', which aims to promote youth work across Europe

#### Council of Members' Meeting and AGM, Varna, 16-20 November

Work at the event included: Electing YFJ's council members, financial control committee and council body for membership applications

Workshops on the following topics:

- Youth rights
- Digital participation
- Migration and human rights
- Good governance
- UN youth delegations
- Democratic and open elections
- Future of European voluntary service

#### Council of Members' Meeting, Brussels, 20-23 April

Work at the event included:

- Election of delegates for the Advisory Council on Youth at the Council of Europe
- Resolutions on conditions of LGBTQI community in Turkey
- Resolution on the arbitrary detention of gay and bisexual people in Chechnya

Workshops on the following topics:

- Increasing volunteering in the youth sector
- Erasmus+ review
- UN 2030 sustainable development agenda

# V Cycle of the European Youth Forum's Structured Dialogue - Enabling all young people to engage in a diverse, connected and inclusive Europe

#### Round 1 - The Netherlands, 4-8 April

This round aimed to gather current concerns of young people on the topic.

#### Round 2 - Slovakia, 2-6 October

This round aimed to make 16 recommendations based on the concerns previously identified

#### Round 3 - Malta, 20-24 Malta

This round aimed to develop a tool box that can be implemented at local, national, and European level to address the concerns identified and recommendations produced.

# 5.7 International Movement of Catholic Agricultural and Rural Youth (MIJARC)

MIJARC is a Catholic Rural Youth Organisation mainly represented in the western, southern and eastern parts of Europe with approximately 100.000 members in 12 member organisations.

RYEurope has for many years had an ongoing strong cooperation with MIJARC. In 2016 MIJARC celebrated their 20<sup>th</sup> anniversary in Mazedonia and Sebastian Lassnig attended this celebration, GA and seminar about environmental issues and global warming.

## 5.8 European IFYE Alumni Association

International Farm Youth Exchanges (IFYE) arrange exchange programmes on farms for rural young people. The exchanges last for 1-6 months with alternating different rural host families in another country. The programme involves Europe and also the USA, New Zealand, Australia, Canada, South Korea, Taiwan, Costa Rica and several other countries.

Good relations have been maintained with IFYE and approximately 100 participants from our member organisations benefit from the exchange programme every year.

## 5.9 European Confederation of Youth Clubs (ECYC)

European Confederation of Youth Clubs (ECYC) is a European network of youth work and youth club organisations that practice and promote open youth work and non-formal learning. RYEurope and ECYC have regularly cooperated at Study Sessions.

## 5.10 Youth Express Network (Y-E-N)

Youth Express Network (Y-E-N) is a European network for non-governmental youth organisations working on inclusion and human rights issues. RYEurope and Y-E-N has regularly cooperated over study sessions. In 2016 Y-E-N and RYEurope organised a joint study session with the title "Dream it Loud".

# 5.11 European Rural Community Alliance (ERCA)

The European Rural Community Alliance (ERCA) brings together European civil organisations, which are involved in the integrated and multi-sectorial rural development. RYEurope started a partnership with ERCA in 2010.

# 5.12 Forum Synergies

Forum Synergies is a European non-profit organisation, which aims at gathering, reinforcing and spreading sustainable practices, mainly in rural areas.

# 5.13 Other Rural Youth Organisations

RYEurope has established preliminary contact with rural youth associations in South Tyrol (Italy) and Armenia regarding possible cooperation or membership.

# 6 RURAL YOUTH PROJECT OF THE YEAR COMPETITION

The Rural Youth Project of the year competition encourages the exchange of project ideas between rural youth organisations. The aim of the competition is to give inspiration and provide a learning opportunity for young people living in rural areas. The competition has quickly become an annual indicator of the innovation, creativeness and project management skills from our member organisation across Europe.

An internal evaluation by the board decided the three best projects will be presented for public voting online. 2000 votes were cast, "A village needs our help" was announced as the winner of the Rural Youth Project 2016 competition. The prize for the winners was two places at the 2017 European Rally, worth 1500€.

A summary of the winning project:

With their action the Young Farmers Association of Innsbruck, Austria have demonstrated what it means to be there for one another in times of crisis. In June 2015, the village of Sellrain in Tyrol faced the destruction of mudslides, giant boulders and tonnes of debris that buried the entire village. The rural youth volunteers supported on-site relief operations and reconstruction of the village. In addition they provided on-site aid, the young farmers association started a large appeal for donations and organised fund-raising events. By the end of the year they managed to collect a sum of 40.000 euros for the village and efforts continued into 2016. In total, more than 250 association members provided 3.500 hours of volunteer work. This incredible solidarity and collaboration should encourage all young people of Europe not to look away in times of catastrophes.

# 7 MEDIA AND COMMUNICATION

#### 7.1 Rural Voices magazine

Three editions of the Rural Youth Europe magazine named "Rural Voices" were published in 2016. The magazine has an interactive approach as it contains many short articles and news from the member organisations. Rural Voices contains also reports on RYEurope activities, the international and national activities of Member Organisations and topics of general interest: young people living in the countryside, European youth policy, information on funding possibilities, general European issues, etc.

## 7.2 Website

The webpage <u>www.ruralyoutheurope.com</u> provides information about the organisation itself, future and past activities as well as news from RYEurope member organisations, partner organisations and other organisations working in the youth field.

## 7.3 E-Newsletter

The E-newsletter of RYEurope is published and sent out on a monthly basis and is an important communication tool to update members and partners with the latest news. The newsletter provides up-to-date information about different training and activities of RYEurope, member organisations, partner organisations and other organisations working in the youth field.

There are 800 recipients on the mailing list.

# 7.4 Blog

The blog aims to give young people in rural parts of Europe an opportunity to share their stories and experiences. Around one post per month was published. The posts were about international experiences or success stories from young entrepreneurs. Authors of blog posts were volunteers. The most popular blog posts had over 1,000 readers.

# 7.5 Social Media

Rural Youth Europe has been visible on several social media platforms. Most activity has taken place on Facebook, but Twitter as well as Instagram are also used. During 2016 Rural Youth Europe opened an account on Instagram and decided to use the hashtag #ruralyoutheurope. Facebook has been the main platform for sharing information, while Instagram has been used more to share moments from the events. Twitter is used more amongst the Group 1 member organisations.

In 2016, Rural Youth Europe created it's own Youtube channel.

# 7.6 Further actions

#### Strategic work

Through 2016, RYEurope board and staff have worked to create a strategic work model and a strategy document for RYEurope. The work has been done in workshops that aimed to improve good dialogue and reflective thinking in our team. Also, the member organisations and their active members have participated in strategic work workshops at Rally and General Assembly 2016. The workshops have included analysis on operational environment and creating a mission, vision and values for the organisation. The aim is to have strategic thinking and goals embedded in the actions, thinking and daily work of RYEurope.

Rural Youth Europe is supported by:

#### COUNCIL OF EUROPE





