



The project "YURI - Intercultural urban-rural youth dialogues for collective entrepreneurship" is an 18-month Erasmus+ strategic partnership in the field of youth involving 7 organizations in 6 countries: CEPAIM (Spain), CESIE (Italy), Élan Interculturel (France), KMOP Policy Center (Belgium), La Xixa Teatre (Spain), XWHY (Lithuania) and YEU (Cyprus).

### CONTEXT

In all partner countries there is a **significant amount of NEETs and high youth unemployment, with increased rates of both in rural areas**. On the other hand, we are witnessing the escalation of the **climate crisis** and experiencing a whole set of **consequences of the Covid-19 pandemic**.

The YURI project aims to react to those challenges by **promoting innovative forms of social and collective entrepreneurship among young people living in rural and urban contexts** and actively involving them in the **fight against climate change** from an intercultural, systemic, and skill building perspective.

### NEEDS

- To **foster dialogue** among young people living in rural and urban areas.
- To **actively involve young people in the fight against climate change** from an intercultural, systemic, and skill building perspective.
- To **promote innovative green self-employment collective strategies** through urban-rural collaboration among young people.

### OBJECTIVES

- **Critically address belief systems, prejudices and stereotypes** regarding identity in rural and urban settings.
- **Promote the development of the necessary competences and social emotional skills** to successfully engage in collective green social entrepreneurship.
- **Foster advocacy** to share and debate common alternatives to the current **climate crisis** from a perspective of rural-urban collaboration and youth collective entrepreneurship.

### METHODOLOGY

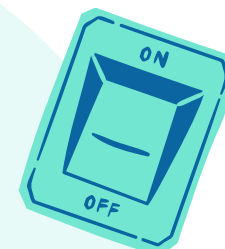
- Theatre of the Oppressed
- Participatory Action Research
- Process Work
- Intersectionality
- Study of entrepreneurial best practices

### ACTIVITIES

- 1) Pilot training 1: "**Belief systems and intercultural rural-urban youth dialogues**" to critically address belief systems, prejudices and stereotypes regarding rural and urban settings from an intersectional point of view.
- 2) Pilot training 2: "**Competence development for collective green entrepreneurship**" to work with participants on the necessary competences and social emotional skills to successfully engage in collective green social entrepreneurship projects.
- 3) International training: "**YURI blended training for young people**" in Brussels (Belgium) to: critically address belief systems; work on competences and skills necessary to promote social, green and collective action; promote ideas, action plans and policy-engaging dialogue in favor of rural-urban collaboration and social, green, collective entrepreneurship.

### TARGET GROUPS

- **Young people** from both urban and rural areas
- **Youth workers** and organizations working in the field of youth, sustainability, environment and climate
- **Policy makers** in the field of youth, sustainability, environment and climate

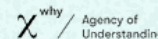
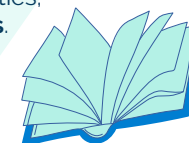


### RESULTS

"The rural-urban youth handbook for collective and green entrepreneurship"

The handbook aims to critically address, with a practical approach, the overlap among climate action, social economy, and youth inclusion from a holistic, systemic, skill building and proactive perspective. It includes:

- A **theoretical framework** based on the desk research conducted in each country and at the European level;
- The **best practices** concerning green and social initiatives existing in the partner countries;
- The **learning path and activities** implemented by the partners during the project activities;
- A series of **policy recommendations**.



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