

Executive Summary:

The RuralJobs project started on 1 February 2008, and the project duration was 33 months.

The project consortium consisted of the following partners from 8 European countries: University of Debrecen (DE, the project coordinator, Hungary), Universitatea Babes Bolyai (BBU, Romania), Lithuanian University of Agriculture (LUA, Lithuania), Consejeria de Agricultura y Pesca - Junta de Andalucia (AND, Spain), Conseil Regional de Limousin, Institute of Agricultural Economics (CRL, France), Institute of Agricultural Economics (IAE, Bulgaria), Istituto Nazionale Istruzione Professionale Agricola (INIPA, Italy), University of Plymouth (UoP, UK). The scientific coordination of the project was provided by the University of Plymouth.

The research objectives set out in the call for proposals were that "The project will identify labour market, demographic and economic trends in rural areas across EU-27 and the potential for new sources of employment outside traditional primary and secondary sector activities. It will take into account the European Guidelines for Employment, technological change and the shift to a knowledge based economy. It will focus on human capital, skills and adaptability as well as demand for labour in sectors such as the provision of environmental services, recreational amenities and traditional skills. It will examine the interaction between different types of rural area (peri-urban, remote, high environmental/amenity value etc.) and the evolution of labour markets, travel to work areas and changing work patterns. It will identify employment growth areas where rural development programmes can be targeted to increase their contribution to employment creation". The expected impact was defined as follows: „The project results will allow a better targeting of rural development measures and future evolution of rural development policies in line with the Lisbon Strategy".

In response to the call, the aim of RuralJobs was to quantify the employment needs and potentials in different types of pilot areas within contrasting reference areas in seven EU countries, evaluating the effectiveness of past and current policies in addressing these needs and potentials, and by systematic analysis of the results, providing guidelines on the better targeting of future rural development measures. The main objective was to provide a clearer understanding of the factors influencing the employment potentials of different types of rural areas to support the future evolution of rural development policies. This was backed up by the identification of good practice and a support network for implementation.

RuralJobs implemented the planned tasks and fully achieved its objectives. The project was carried out in seven work packages (WPs).

WP1 and WP7 started at the beginning of the project and continued throughout the life of the project ensuring the overall project management (WP1) and the dissemination of the project (WP7). Most of the work was carried out in WPs 2-4 during the first reporting period, and the implementation of the tasks in WP5 and WP6 was scheduled in the second period.

The project website (<http://www.ruraljobs.org>) was regularly updated during the project period.

Project Context and Objectives:

RuralJobs worked on quantifying the employment needs and potentials in different typologies of pilot areas within contrasting reference areas in seven countries, evaluating the effectiveness of past and current policies in addressing these needs and potentials, and by systematic analysis of the results, providing guidelines on the better targeting of future rural development measures.

The main objective was to provide a clearer understanding of the factors influencing the employment potentials of different typologies of rural areas to support the future evolution of rural development policies. This was backed up by the identification of good practice and a support network for implementation.

RuralJobs addressed the following community strategic guidelines for rural development:

- Improving the competitiveness of the agricultural and forestry sectors
- Improving the quality of life in rural areas and encouraging diversification
- Building local capacity for employment and diversification
- Translating priorities into programmes
- Developing complementarity between Community Instruments.

RuralJobs had four strategic objectives:

- (a) review of employment policies and programmes,
- (b) scenarios for new sources of employment according to rural typologies,
- (c) recommendations for better targeting of strategies and
- (d) dissemination and mainstreaming.

The consortium consisted of eight partners, one from each of Bulgaria, France, Hungary, Italy, Lithuania, Romania, Spain and UK.

The seven work packages were:

- WP1. Project management
- WP2. Assessment of labour market policies and programmes
- WP3. Assessment methodologies and indicators
- WP4. Typology for regions
- WP5. New strategies for employment in pilot areas
- WP6. Synthesis of recommendations
- WP7. Dissemination and technical assistance for mainstreaming.

The beneficiaries included policy makers at EU, national and regional levels, rural development practitioners including public sector agencies, SMEs and trade groups, NGOs and academics. The deliverables are:

- reports on past and current policies and programmes, assessment methodologies, rural typologies, labour market scenarios for pilot areas and regional foresight scenarios;

- a synthesis of recommendations for future rural development strategies, four regional conferences/workshops;
- a two-day international conference in Brussels;
- academic publications; training materials and a up to date website.

The sustainable outcome of RuralJobs is the greater capacity of actors to better target rural development measures, supported by the RUR@CT network and reference area reports on mainstreaming good practice.

Project Results:

WP2. Assessment of labour market policies and programmes (WP leader: DE)

Task 2.1 Review of past and current labour market strategies and programmes in the EU (Task leader: DE; participants: all partners)

Deliverable 2.1

Task 2.1 first part

The main findings from the statistical analysis of European rural regions are composed in four parts: specific issues potentially affecting employment rates, comparison and the status of urban and rural regions, differences between EU-15 and post-socialist NMS and results of national-regional reports of RuralJobs partners. Analysis was performed on NUTS2 and NUTS3 levels based on the General and Regional Statistics of Eurostat dividing the regions in three categories: predominantly rural, intermediately rural and predominantly urban.

Specific issues potentially affecting employment rates consists of five components: demographic development, employment-unemployment, economic progress of rural areas, education, and Human resources in science and technology and R&D.

In terms of demography the EU needs to solve the problem of negative trends in population and labour force aging. The tendency of natural population change increased the disadvantageous position of rural areas. On the EU level the natural change of the population was negative but the average number of population increased moderately from 2000 to 2006. The source of the increase of the population was the net migration to the EU. One way of solving the problem of decreasing population is to increase the immigration however according to numerous studies the negative tendency cannot be compensated by reasonable immigration.

The urbanisation process continued and the gap in population density increased between PR and PU regions and between PR and IR regions from 2000 to 2006. The ratio of females became more significant mainly because the longer life expectancy of women. The number of females was higher than the number of males in each region type and the difference between the female and male annual average population increased in PU, IR and PR regions from 2000 to 2006.

Analysing the employment and unemployment tendencies significant differences were found in urban and rural areas. While the development of employment was the most intensive in IR regions negative tendencies were experienced in PR regions. Total employment generally increased in PU (4.12%), IR (4.25%) and decreased in PR (-0.74%) regions in the EU from 2000 to 2005.

European regions face the consequences of rapid and unequal development of the service sector. It was found that the ratio of people employed in services PU or IR regions was significantly higher than it was in PR region that suggests that rural people's access to various services is very limited in comparison with the possibilities of inhabitants in PU and IR areas which is an important disadvantage of the rural life. The importance of services accelerated in rural areas.

Employment in agriculture, hunting, forestry and fishing decreased greatly in PU, IR and PU regions of the EU the most significant decline of 16.09% happened in PR regions. Regions with small farm holdings generally correlated with low productivity that decreases the competitiveness of these businesses. The share of employment in industry also decreased.

Employment pattern is changing through age groups and gender. Employment rates of youth and elderly are lower than the employment rate of prime-aged people. Employment rate of prime-aged women is generally lower than employment rate of prime-aged men. Youth unemployment rates are generally higher in every region than prime-age unemployment rates therefore a notable part of the potential of the most active group of the workforce is not utilized.

The structure of employment was different in urban and rural areas of the EU. The ratio of employees was the highest in PU regions and the lowest in PR regions in 2000 and also in 2006. The ratio of self-employed people and family workers showed an opposite tendency with low ratios in urban and higher ratios in rural areas. The rate of family workers was about three times more in IR and PR regions than in PU regions.

The unemployment gap increased between rural and urban areas since the difference in unemployment rates between developed regions and less developed regions have increased, getting lower in developed regions and increasing in less developed regions. Long-term unemployment rate was slightly lower in PR regions (37.66%) than in PU and IR regions (2006).

Economic development was more intense in urban areas than in rural regions since the GDP euro per inhabitant in percentage of the EU average was the highest in PU regions (129.2%), less in IR (84.4%) and the lowest in PR (76.4%) regions (2005). Despite the big differences in GDP between the region-types at the beginning of the period the highest development was realised in the most developed PU areas and the lowest increase happened in PR regions which increased the gap between the urban and rural areas.

Quality in higher education is becoming an essential aspect of education as the number of students increased steeply in many European countries. Demographic trends and rapid technological evolution will require shifts in the structure of employment and more people will work in the education system partly to serve the needs of lifelong learning. Transformative and empowering learning can serve the best interest of modern enterprises therefore higher education has to be transformed to this direction. This transformation can be achieved mainly through the extensive application of lifelong learning in higher education.

The ratio of human resources in science and technology was the lowest in rural areas. The development of human resources in science and technology was rather intensive. The increase of human resources in science and technology was 20.28% in PR regions and 16.15% and 15.63% in PU and IR regions.

Comparison and the status of urban and rural regions illustrate the relation of these region types. Comparison of the three region types based on the selected indexes. It

was found that in the majority of cases PU regions differs greatly from IR and PR regions than IR regions differ from PR regions. The following examined indexes can mainly prove the above mentioned differences of PU, IR and PR regions:

- The average and total area
- Natural population change
- Population density
- GDP per inhabitant at current market prices
- Gross value added at basic prices
- The share of agriculture, hunting, forestry and fishing, industry and services in GVA
- Income of households
- Employment by economic activity
- Employment by professional status, the division of employees, self-employed and family workers
- Unemployment rates of inhabitants, age of 25 years and over
- Human resources in science and technology as the percentage of total population
- Patent applications to the EPO by priority year per million of inhabitants.

The changes in index values from 2000 to 2006 were not always consistent with the above tendencies the increase or decrease of values were not associated with the region type. Moreover, changes of values did not affect generally the relative positions of PU, IR and PR regions for seven years.

In many cases, there were found considerable differences between EU-15 and post-socialist NMS. As a result of the migration and natural population change the population density of former socialist countries (Bulgaria, Latvia, Lithuania, Hungary, Poland, Romania, Slovenia and Slovakia) decreased in PR regions and it decreased also in the majority of PU and IR regions. In other countries the population density increased in all region types except in PR regions of Denmark, Greece, and Portugal and in every category in Denmark.

In eastern European countries, total employment increased in PU regions and decreased in PR regions which suggest that the migration of employees from rural areas to urban areas was a characteristic feature of these countries. In former communist countries, except Poland, PU regions had much more higher rate of human resources in science and technology than IR and PR regions mainly as a consequence of the centralised economy, they inherited. The number of patent applications per million of inhabitants to the EPO by priority year was the highest in EU15 countries with some exceptions far ahead of the NMS.

The status and tendencies of rural employment and development were analysed by each partner on country and/or NUTS 2 levels. Six partners has reference regions on NUTS 2 level (DE, UOP, BBU, LUA, and AND, CRL), two partners (IAE and INIPA) reported on country level. Agriculture has a diverse but diminishing importance in RuralJobs' countries and reference regions; however the small average farm size is a general problem which is a barrier to efficient agricultural production. Overall the average farm size increased in the period of 2000 to 2006. In the four EU 15 countries, the diversification of the farm activities created new sources of employment for the rural population. Mainly in these countries organic farming went through an evolution and became a profitable business in many regions. In Bulgaria,

Hungary and Romania the outworn facilities, out of date technologies and inefficient integration are common reasons of inefficiency of agricultural production.

At large growing employment characterised the labour market of the RuralJobs countries and the reference regions but the employment rates were below 70% except in Essex. In countries where the net migration was negative emigration was a notable factor of unemployment reduction. The unemployment rates were higher in rural regions with one exception.

Summarising the findings from the statistics it can be stated that despite the negative tendencies in demography the EU has gone through a development in many areas. Improvements were experienced in the employment, income of countries, and higher education in both rural and urban areas although the development was more intensive in urban areas which resulted in an increasing gap in favour of urban regions. This phenomenon makes the problems of rural development and rural employment relatively more important than it was a decade ago.

Task 2.1 second part

Employment is a cross cutting principle in EU policies, not targeted separately to rural areas, although lot of measures along different policies address rural areas and have an effect on rural employment. On the other hand "mainstreaming" employment policy is an important principle. „The objective of a high level of employment shall be taken into consideration in the formulation and implementation of Union policies and activities." - requires that the employment impact of all community policies must be taken into account, including rural development policy. Member States have the main responsibility for employment and social policy. The EU's role is to be a catalyst for change and modernisation. It supports, accompanies and coordinates government efforts to reshape their employment and social policies.

Sustainable development as a framework

In our understanding it is also important to create a structure between the strategies. Following the changes along globalisation, the results of the World Summit in Johannesburg in 1992 and also the renewed Sustainable Development Strategy (SDS) of the EU in which it is stated that "the EU SDS forms the overall framework" SDS of the EU was taken as the one above all the others in our work. It is also important to find the links between the created strategies. The structure of the strategies and policies examined in our work is drawn up in Figure 1. Employment Strategy forms a part of Lisbon Strategy from 2000 and both of these strategies have to be placed under the Strategy of Sustainable Development.

While EU gives guidelines (often in the form of regulation, or using open method of coordination) for development strategies next to different policies, there is not any guideline in the case of SDSs. Also the timeframe of the member states SDSs and the year of acceptance differ between the countries. SDSs of EU countries do not have separate EU funds.

Long-term economic, social and environmental indicators give a better picture of a country's progress than do traditional methods. Measured in sustainable development

terms the EU-27 leads the word. This is also underlined by the fact that ten years after Rio, from the about 6,500 authorities, which begun their own Local Agenda 21 processes more than 5,000 are in Europe. These issues from the dimension of sustainability create new possibilities for rural employment. It also has to be taken into consideration that human resources are renewable resources of the economy.

Harmonisation of regional and rural development policies

Along the analysis of the documents the turnout of selected words related to employment (adaptability, knowledge-based, innovation, diversification, and entrepreneurship) were examined. An interesting result was that diversification was the most common word in each country along Rural Development programmes, while innovation was the most common word in documents linked to structural funds. A comment on the result is that these national documents were prepared following the EU regulations. Although the rural development regulations give a "menu" for the countries and the national documents have to be prepared on the basis of the country's resources they are following the main lines coming from the regulations. Diversification is the most commonly used from the examined words in the EU regulation as well (Council Regulation No. 1698/2005). The question is if diversification is an answer for the new member states, starting from a different basis.

Targeting region and people

The efficiency and targeting of measures of the EU rural development policy, the second pillar of the Common Agricultural Policy (CAP) has come to the front along the entry of Central and Eastern European Countries (CEEC) into the EU. Predominantly rural territories give a higher percent of member states' territory joined to the EU after 2004

Copus et al. (2007) call the attention that "some labour market themes/indicators already provide some evidence of systematic differentiation between rural regions of the EU". Examining these indicators (patterns of demographic change; economic activity, employment and unemployment; sectoral/structural patterns and disparities in human capital endowment) they set up two groups "accumulation" group, and "depletion" group. A question again arises if rural development policy of the EU has to be targeted to the "depletion" group.

Another possibility regarding targeting rural development funds is the Leader programme of the EU. The evaluation studies of LEADER II and the mid-term evaluation of LEADER+ suggest that such initiatives have a considerable impact on the development of rural regions, although their budget is small compared to mainstream programme instruments.

Governance

Results along the analysis of governance in the examined countries, we agree with the statement by Pop (2008), that although there are improvements in the new programming period between 2007-2013 in the new member states regarding the question of regional governance, "there is still a limited interest in the new member states to develop extensive regional governance structures by creating new

autonomous sub-national governance structures, which led to a weak institutionalisation of meso-level governments when compared to the institutional and policy structures within the EU-15." Availability of time and capacity is also very important along governance.

We can conclude that each of the countries/regions are implementing the full range of European strategies, policies, programmes (SPPs) available to them. It underlines the importance of well developed SPPs. We can state that there are a considerable number and great diversity of national and regional policies with an impact on rural employment. The SPPs analysed are the most relevant ones, but we have to acknowledge that there are other policy documents (related to taxation, education, transport etc.) with an impact on rural employment.

Task 2.2 Review and assessment of national and EU-funded research and dissemination projects (Task leader: CRL; participants: all partners)

The deliverables are a synthesis report and database of relevant EU-level research and dissemination activities (D2.2) and a network of rural development academics and practitioners (D2.3). An extra deliverable "The rural labour market" (D2.4) was composed to pull together our understanding of what is actually meant by the rural labour market.

Deliverable D2.2

In deliverable D2.2, 94 projects (studies, researches, under Framework Program 6 or 7, or Interreg III) linked with rural employment have been identified and reviewed which consists of three types of information. Based on the analysis recommendations for public authorities to act in favour of rural employment are developed.

The first part of the work dealt with methodological issues and ways to choose, to collect and to process and analyse data. Gathering of people from various disciplines of search, from various institutions and/or from various territories is recognised as a relevant way of sharing and valuing experiences that can be more useful to further an issue than alone. Knowledge is accessible through various sources and literature references. The more multi-disciplinary and wide this review is, the more information you get, even if this can be completed by surveys. Surveys can be used as quantitative mean of apprehending an overall point of view, or as qualitative interviews for spotted key experts or/and series of professionals.

The second section delivers basic knowledge about rural employment in Europe, about the labour market in rural areas and about rural development policies to set up so as to improve employment. Rural areas are isolated zones where transport and communication services are far less developed than in urban areas. Moreover, the choice of available jobs or training opportunities is recognised as lower. However, rural landscapes seem to provide a better quality of life and lower living costs.

The third part of D2.2 gives example of operational actions that can be implemented in various contexts to enhance entrepreneurship based on local resources. A consensus seems to have arisen concerning the diffusion of knowledge which is recognised as a great way of keeping people competitive. This can be done through networks on a

same area, or through clusters of enterprises dealing with the same area of production. Moreover, knowledge can spread through dissemination events, and at last, it can be advertised through various means. Moreover, some projects detailed the implementation of innovative ideas regarding rural employment (e.g.: support of local entrepreneurs). Thus, entrepreneurship in SMEs seems to hold an important part in the development actions of rural areas, as it has been demonstrated that having a great web of SMEs at a local level has a positive impact on local dynamism. Focus has also been done for job seekers, their information and training. A surprisingly low number of job-providing activities have been presented in the selected 94 projects.

Finally a list of recommendations, five series of recommendation, for public authorities to act in favour of rural employment emerges from the analysis of the findings. The first one regards the stake of the diffusion of knowledge which intends to play a key role in rural dynamism. A second series of recommendations concerns efforts to be done in order to reduce the inhibiting factors (living conditions, accessibility, infrastructures and ICT) of rural development. The third series that have been extracted is all about support that can be provided (financial, material and technical) to enterprises existing or in progress. The fourth series of recommendations that were formulated in the projects concerns territorial specificities or endogenous resources that have to be valued. And the fifth series give direct recommendations on the rural development policies and how to thoughtfully take decisions.

It can be concluded that the selection of projects provided many information about rural areas and the employment issue. The emergence of new areas of concern was found such as social capital, urban-rural linkages, or residential economics. However, some issues seem to be missing and the coverage was generally rather confined to the stereotypes of rural employment such as agriculture and tourism, however, the cost-efficiency and the sustainability were barely touched on.

This review of projects gives more elements that justify our work in RuralJobs. Indeed, complementary analysis needs to be done to sort all the endogenous factors that must be taken into account before implementing rural policies, and hardly nothing has yet been proposed about differential policies that would adequately fits to each specific situation of infra-scale territories; from a European to local view.

Deliverable D2.3

In Task 2.2 a network of rural development academics and practitioners were constructed to enhance the relationship between individuals and organisations to further cooperation. In this document names and availability of academics and practitioners of rural development are listed.

Deliverable D2.4

The Rural Labour Market document is an extra deliverable (D2.4) of RuralJobs that brings together the ideas which have been formulated within the consortium during WP2. The main results are assessed under three main statements: the potential for the creation of activities is highly dependent on the territorial characteristics, the potential worker's capital vary from a territory to another and the way the demand and the offer of work interrelates is not automatic.

Employment development should base on local features. Geographico-historical background is influencing the economic distribution and strategy of territories, accessibility to cheap ways of delivery and sufficient market areas, and proximity to urban areas and public services. Local dynamism, including existing economic activities, available research partnership, and social capital allow a virtuous circle of dynamism to emerge. And finally local policy regulation and taxation might be limiting the motivation for activity creation, contrarily to public support and subsidies.

WP3. Assessment methodologies and indicators (WP leader: BBU)

WP3 was designed to select methodologies that can be used to collect, from the study areas, the necessary data to assess, on the basis of a recognised set of indicators, labour market, demographic and economic trends, the impact of employment creation measures and policies in the reference areas and top-down and bottom-up constraints on their effectiveness.

Task 3.1 Methodologies for evaluation of the rural area labour market, supply and demand of human resources (Task leader: BBU; participants: all core partners)

Task 3.1 determined the methodologies to be employed to collect data sets of statistical, spatial, time series, etc. nature and defined data quality standards (actuality, accuracy etc.). It builds on the work of D2.2, and the results are presented in D3.1. In the various research projects reviewed by D2.2, a multitude of theoretical approaches related to research and to the choice of methodology were followed. In the elaboration of the methodology for RuralJobs a combination of positivist and interpretativist/constructivist approaches was taken into account. During this process of elaboration of the methodology several QQ (Quantitative-Qualitative) methods were analysed and chosen to be used during the different phases of the research, methods that have been used during the last decades in research projects that had similar topics and similar aims.

The main method proposed for Task 5.1 'Pilot Areas research' is case study. The case study approach is complex and includes a variety of other, quantitative and qualitative methods. In our methodological approach the case study report (which will be the pilot area report), will be based on secondary analysis of statistical data and relevant literature about the pilot area (reports, monographs), semi-structured / in-depth interviews with 20 key informants and structured interviews for recording information about the good practices identified in the pilot area (successful initiatives for employment creation). The quantitative and qualitative data will allow us to draw preliminary conclusions about the rural employment situation in the pilot areas.

The methodology for Task 5.2 'SWOT and SOR analyses for reference and pilot areas' was already foreseen by the project proposal: based on the results of the research carried out in Task 5.1, SWOT analysis will be conducted, followed by Strategic Orientation Round analysis to evaluate the employment development potential of the pilot areas. D3.1 can add very little to these: testing out the adequacy of the proposed methods through the literature review and identifying focus groups as the method to validate the results obtained.

The present deliverable proposes for Task 5.3 'Scenarios for pilot areas' a combination of two methods. The Logical Framework Approach is widely used in development projects, but according to our knowledge, it has not been used as a research tool so far. The first part of the analysis required by this approach will be carried out already in Tasks 5.1 and 5.2. Within Task 5.3 we build up in each pilot area, using the already existing information, a Problem Tree, an Objective Tree and a Logframe, as parts of a possible strategy for employment growth. Scenario planning is a method for learning about the future by understanding the nature and impact of the most uncertain and important driving forces. Alternative scenarios will be developed and, at workshops gathering key experts, the strategies generated in the previous stage will be tested against each of the scenarios.

By drawing comparisons across reference areas, initiatives and programmes identified as being effective in a pilot area in one reference area could be considered for pilot areas with of a similar type in other countries. Hence good practice can be extrapolated across the EU taking into account local rural culture and practices.

Task 3.2 Indicator analysis and calibration (Task leader: UOP; participants: all core partners)

Deliverable 3.2 describes the work of RuralJobs Task 3.2 'Indicator analysis and calibration'. It builds on the work of WP2, particularly deliverables D2.1/b. and D2.4. It uses DPSIR (driving force, pressure, state, impact and response) model as a tool to show the link between 'driving forces' which affect employment and policy responses. This model has been widely used with environmentally oriented indicator sets but has not previously been successfully applied to rural employment indicators.

The driving forces (or 'needs'), which influence the demand for workers and the supply of the workforce, and which represent targets for policy can be 'endogenous' (human, social, financial, natural or physical capitals) or (neo-) 'exogenous' (investors, market, knowledge centres, government and cultural assets). They act on the labour market or employment ('state') through the 'pressures' of jobs (economic activities) and people (the labour force). In turn, the employment rate (jobs per person) and associated parameters influence the 'impact' (sustainable economic prosperity, the key objective of the EU Sustainable Development Strategy). 'Responses' can be policy responses or socio-economic responses including commuting, migration, business relocation, etc.

Indicators were chosen on the basis of a series of strategies and programmes relevant to employment in rural areas in the EU, mostly identified by D2.1/b. This approach, rather than attempting to develop new indicators, should ensure that the indicators are widely recognised and SMART (Specific, Measurable, Attainable, Results-oriented and Timed). Essentially, context indicators were used to define driving forces, pressures, state and impacts, while indicators developed for the 'intervention logic' of programmes were used to identify responses.

A set of 40 indicators was compiled. Of these, 14 independent, policy-relevant indicators were selected to illustrate the range of endogenous driving forces which can

have an impact on employment in rural areas. Of a further 14 indicators, four describe pressures, six describe state and four describe impacts. A further eight (data not shown) are supplementary indicators of state. Finally, four indicators of socio-economic responses are identified (proportion of long-distance commuters; net migration; business creation and development; and attractiveness of the area). No indicators of exogenous driving forces appear in the final set, for reasons explained in D3.2, and the response indicators were used to produce a list of 'intervention topics' for which WP5 will identify examples of 'operational good practice'.

It is recognised that indicators which may, for example, be available at NUTS3 level in the Eurostat database will not necessarily be available according to the same definition at a more local level (such as LAU2 and LAU1) in all EU Member States. Only for the 'core' set of 14 pressure, state and impact indicators will RuralJobs partners be required to collect comparable quantitative data, in order to address the WP5 research questions "Is there a rural employment problem in the pilot area and, if so, what form does it take?" The other indicators have been used to define the focus of the desk-based research, and the qualitative research described under D3.1., such as interviews and focus groups.

In conclusion, WP3 has worked out the proper tools adapted to the (human and economic) resources and scientific specificity of each country. The methodological toolkit elaborated here could also be used (and applied) in other European rural regions in the future for similar analyses.

WP4. Typology for regions (Task leader: LUA)

The objectives of WP4 are to:

- review existing typologies of rural areas;
- define the typologies of the reference areas being studied by RuralJobs;
- choose the suitable criteria for different regions;
- perform cluster analysis that to group the different types of regions;
- visualise the results into maps;
- interpret the results and conclusions of WP5 in the broader context of rural typologies.

Task 4.1 Review of typologies (Task leader: LUA; participants: all core partners)

Rural areas are very varied in accordance with spatial, social and economic dimensions and they are not homogenous. For this reason many different typologies have been developed that to determine the basic characteristics of rural areas and support different development policies. Typology of rural may be developed and applied the following uses:

- 1) For scientific knowledge of rural areas
- 2) To administrate the different development policies of rural areas in EU
- 3) To implement region or other local development programs
- 4) Endogenous rural development.

There are many different typologies of rural areas which were prepared to support rural and labour market development. They are different according to its purpose, methodological principles, methods and others characteristics. The main types of typologies were identified for review of existing typologies of rural areas.

Rural areas typologies were analysed according to the methodological principles:

- Policy measures/analytic tool
- Mostly, typologies are designed to discover similarities in regional structures.
- Spatial/performance
- Conceptual/empirical
- Broad/narrow
- Macro- or micro-/input-output/cost-benefit analysis/multicriteria analysis
- Already implemented/ can easily be expanded/ would be rather difficult to expand/ would be impossible to expand
- Effective/neutral/ineffective.

The classification of rural areas typologies according to the methods, tools and indicators:

- Binary/multicriterial. A definition of 'rural area' is usually binary (rural versus urban), however for rural areas characterized the multicriterial analysis is used. In this case the typology is often built by more than two categories.
- One/more variables. The differentiating characteristics also vary in the typologies. Often one or more variables are used that to identify the proper characteristic. For instance, the rurality of region can be defined by number of population in the region, by number of population and density, by more then two indicators as in the Typology of rural areas in the CEE New Member States.
- Static/dynamic. Static typologies does not account for the element of time, while a dynamic typologies does. Dynamic typologies typically are represented with difference equations or differential equations.
- Qualitative/quantitative assessment. The criteria used should not just relate to outputs or factual information, but should incorporate more qualitative assessments to allow for a true picture to emerge. For example, the emphasis within the Canadian research on institutional capacity allowed for the consequent typologies to consider current circumstances and potential future directions. Such an approach would allow for perceptions of place and community priorities (possibly as defined through community planning) to be built into the analysis.
- Disaggregate/aggregative approach. Widely two broad "families" of methods are used in the rural areas typologies - disaggregative and aggregative approaches. The disaggregative, where the one indicator is viewed as a single large group at the outset, to be progressively split into groups according to pre-selected discriminatory criteria (for example OECD rural areas typology), and the aggregative approach, where the types of rural areas are formed by similar characteristics of territories.
- Disaggregative approaches are less commonly used because of few statistical procedures are available that to categorize the indicators. They are essentially deductive and hardly can be validated.
- Aggregative methodologies associate with Factor Analysis to reduce a large number of variables to a few key dimensions, and by Cluster Analysis, to group the cases

(rural areas) according to their pattern of scores on these dimensions. This approach may be viewed as "inductive", since the clusters are determined by mathematical procedures, and the operator has no direct control over the character of the types which emerge.

- Simple deduction/ principal components analysis (PCA). Methods are highly varying, from simple deductive methods based on setting threshold values for types to multistage methods and principal components analysis (PCA).
- Rural/ rural and urban. Usually, both various rural types and various urban types are used.
- NUTS1/NUTS2/NUTS3/LAU1/LAU2. Most of the typologies based on the national (NUTS1- 2) and the regional levels (NUTS3). We can find the typologies build on the lowest administrative unit (LAU1-2) like: "Scottish Executive Urban Rural Classification 2003-2004", "Typology of rural areas in Italy and its role in strategic programming", "Rural Area Typology in Finland", and others. The chose of administrative units depend of the purpose of typology and the official data which is linked with NUTS levels.
- 2 types/n+1 types. The number of distinguished types is at minimum two, but often more types are distinguished, up to nine.
- Single/EU-wide typologies. The typologies can be split to the two groups: those which are EU-wide, and those which covering single (or groups of) Member States.

According to the defined characteristics over 60 typologies, which could potentially be applied to rural areas in the EU, were reviewed. The analysis of the existing typologies let present the following conclusions:

1. The main purpose of rural areas typologies is to ensure the policies objectives for rural areas which are multi dimensions; however the typologies are built on one or two criteria.
2. Most of the typologies are built as a Rural development policy development tool but the close linked to the policy objectives and the indicators, which reflect the extent of regions achievement of strategic goals, are missed.
3. The indicators of rurality, periphery and remoteness are dominated in the reviewed typologies.
4. Most of typologies development and empirically tasted models are carried on independently.
5. The typologies mainly developed on official statistical data which is linked with NUTS2 or NUTS3 levels. The most usage sources of statistics were: EUROSTAT, OECD database, 2001 census results and some national statistics. however limited for whole EU27
6. The extended version of the OECD typology which distinguishes between peripheral and accessible regions within the Predominantly Rural and Significantly Rural categories can be used for Ruraljobs project typology development.

Task 4.2. - Define the typology of the regions and pilot areas

The deliverable of this task (4.2) is the calibration of the demographic and socio-economic criteria will be used to select the most appropriate criteria and indexes for defining the typology of the pilot areas (probably LAU1 level or equivalent) that will be studied in WP5. Data from EUROSTAT, national and regional statistics, plans,

regional investigation results will be used that prepare the regional types of labour market.

According to the conclusions of review of typology literature, there are a lot of indicators, indexes and criteria which can be used for analysis of regions and their employment system development. Each indicator or criteria has its own characteristics which define availability and suitability for certain analysis. One of the major characteristics is regional level chosen for the typology. For the purpose of the typology of EU27 regions NUTS3 level was chosen. Regions of NUTS0 to NUTS2 category are too broad for the analysis of local employment system. The very smallest administrative units (LAU1 and LAU2) has relatively poor list of data available for all EU27 countries. Also the number of the LAU1 or LAU2 regions significantly bigger than NUTS3 regions, thus it would take significantly more resources for analysis and effectiveness of such analysis is uncertain. There are 1303 NUTS3 regions in EU27 and over 40 indicators available for the analysis on NUTS3 level. So NUTS3 level is an optimal for creation the regional typology for the Rural Jobs project.

A list of 21 indicators was generated for selection of the criteria and indicators which are most suitable for the project. Indicators are available on Eurostat database and from previous studies on rural and regional development. The indicators on the lists are:

- 1) Population (thou);
- 2) Population density (habitants/sq.km);
- 3) Economically active population (in thousands);
- 4) Share of economically active population of total population;
- 5) Gross domestic product at current market prices;
- 6) GDP per capita;
- 7) GDP per capita % EU average;
- 8) Gross value added in agriculture and fishing;
- 9) Gross value added in industry;
- 10) Gross value added in services;
- 11) Share of GVA in agriculture of total GVA;
- 12) Share of GVA in industry of total GVA;
- 13) Share of GVA in services of total GVA,
- 14) Unemployment rate; 15) Employment (in thou) in agriculture and fishing; 16) Employment (in thou) in non-agricultural sectors;
- 17) Share of employment in agriculture and fishing of total employment;
- 18) Share of employment in non-agricultural sectors of total employment;
- 19) Bed-places in hotel;
- 20) % of NUTS3 population living within 45 minutes driving time from centroids of cities with at least 50 thou inhabitants and
- 21) rurality index.

Rurality index measures a share (%) of total population of the region living in the rural municipalities. The generated list of the indicators was analysed using principal component analysis. According to the results of the principal component analysis ten factors (called "latent" factor) were excluded. Factor 1 "explains" gross value added in industry by 91%, gross value added in services by 86%, employment in non-agricultural sector by 97%, economically active population by 97%, population by 96% and GDP by 89%. That means there is strong causal-effects relationship among

these indicators and they could be explained relatively very well by single "latent" factor. The rest of the "latent" factors explain much less correlations between the indicators.

Indicators that could be hardly explained by latent factor were selected for the typology generation process. The selection is based on presumption that such indicators have weak correlation among each other and combination of such indicators reveals more valuable information about the region. Those indicators are:

- 1) Accessibility,
- 2) Unemployment,
- 3) Rurality index,
- 4) GDP per capita (or GDP per capita compared to EU average), and
- 5) Bed places in hotels and similar places.

Unemployment depends on short and long term changes such as seasonal, frictional and structural unemployment. Short term factors has significant share in total numbers, thus unemployment is rather short term indicator than long-term. Typology has to be based on long-term (or so called structural) indicators thus unemployment is excluded from the further analysis.

GDP per capital and bed place in hotels indicate the level of economic activity there, but the former is more aggregated one while the latter is more specific. GDP per capita better fits for the objectives of the typology for this project. And as there is no difference in using GDP per capita or GDP per capital as compared to EU average, the latter is used because it is more convenient for the grouping of the regions.

Based on the literature review and statistical analysis a conclusion was made that the typology of NUTS3 regions in EU27 shall be developed by using three criteria:

- 1) rurality index,
- 2) accessibility, and
- 3) GDP per capital as compared to EU average.

Rurality index is useful for the grouping regions as rural or urban. The indicator isn't common in the studies and projects on the Rural and Agriculture development issues and in typologies. Cook and Mizer used an indicator of population number in towns of more than 2500 population.

Rurality index was developed by OECD. Share of population living in the rural municipalities reflect better picture of population distribution compared to population density. Densely populated regions could be rural in terms of geographical scattered living area. Also low population density regions could be urban because of a population living in cities which are surrounded by large territory of wild nature.

Accessibility (i.e. access to city, in minutes) reveals the possibility for the local labour force to get job in the neighbourhood areas. Dijkstra and Poelman used three benchmarks for this indicator, namely

- 1) 30 min,

- 2) 45 min, and
- 3) 60 min

of driving time by car to the city of more than 50 thou habitants. Based on the data collected from previous studies the Rural Jobs project uses 45 min benchmark. The results revealed the tendency that the better develop road and railway network in the region, the more developed region is.

GDP per capita, % of EU average indicates how different development of economic system and living conditions are among the regions. It is a structural indicator which does not change rapidly in short-term and thus is useful for generating typologies. For the RuralJobs project objectives there are two groups of regions divided by this indicator:

- 1) "Developed countries" includes regions with GDP per capital 50% of EU average and less, and
- 2) "Developing countries" includes the regions with GDP per capital 50% of EU27 average and more.

According to the results the GDP per capital divided EU27 regions into two majors groups, i.e. "Western and North Europe" and "Central and Eastern Europe". In other words the indicator explicitly divided New Member States and Old Member States.

The whole set of these three indicators generates typology which allow to group the regions according to the characteristics of the area, i.e.

- 1) how much population lives in rural areas,
- 2) how the regions are well developed in economic sense, and
- 3) how large "labour market territory" is for the local habitants.

Using selected benchmarks of each indicator 12 types of regions were calculated.

Because of limited number of reference areas a modification was made, that is number of types were reduced from 12 to 7. The seven types are:

- 1) Predominantly rural - Remote - Developing region (3% of total number of NUTS3 regions),
- 2) Predominantly rural - Remote - Developed region (8%),
- 3) Predominantly rural - Accessible - Developing region (6%),
- 4) Predominantly rural - Accessible - Developed region (15%),
- 5) Significantly rural - Developing region (6%),
- 6) Significantly rural - Developed region (29%), and
- 7) Predominantly urban (32%).

The types of EU 27 regions were visualised into the GIS maps.

Task 4.3 Regional foresight scenarios

The main objectives of the task 4.3. were:

- (a) review the methodologies for forecast scenarios building;
- (b) propose the methodology based on demographic, economic and labour market data available at Eurostat data base to compute regional forecasts;
- (c) prepare the forecast scenarios according to RuralJobs typology for EU27 regions at NUTS3 level.

The new methodology to compute labour market forecasts for EU 27 at regional level have been proposed by LUA researches. Autoregressive integrated moving average (ARIMA), exponentially weighted moving averages (EWMA) and structural-component (SC) estimators methods were integrated into the purposed forecasts model. The outcome of the labour market was estimated by the value of a Gross Value Added (GVA) in the following five sectors according to NACE classification:

- 1) agriculture, hunting, forestry and fishing (AB),
- 2) industry and constructions (CF),
- 3) wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods; hotels and restaurants; transport, storage and communication (GHI),
- 4) financial intermediation; real estate, renting and business activities (JK), and
- 4) public administration and defence, compulsory social security; education; health and social work; other community, social and personal service activities; private households with employed persons (LP).

The data to compute regional forecasts was used from the period 1995-2007 and forecast period - 2008-2020.

The empirical application of short-term forecasts for employment in 1303 EU regions provide the following results (findings):

Type 1. Predominantly rural/Remote/Developing - 39 EU regions (3%)

Share of employment in agriculture and fishing is expected to decrease to quarter of the total employment in type 1 regions. The decline of the share shall follow the steady pace of 2.5 percentage points on average per seven-year period. The biggest beneficiary of the "loss" of the agriculture shall be sector of wholesale and retail trade, repair of motor vehicles, motorcycles and personal and household goods, hotels and restaurants, transport, storage and communication (GHI). During the period of 2010-2020 the share of GHI sector shall increase by 1.7 percentage points to 21.3 percents. It is expected to be the fastest growth in type 1 regions.

Type 2. Predominantly rural /Remote/Developed - 109 EU regions (8%)

The average share of employment in agriculture and fishing in type 2 regions are twice smaller compared to the type 1 regions. This sector is expected to face further strong decline by 2.2 percentage points in 2010-2020. Continuing technological innovations is expected to force farmers to increase the efficiency of a labour force which is scarce in remote regions. The externality of such innovations is a decreasing number of jobs available in agriculture and fishing which one of the most important economic activities for rural viability. Public administration and defense (LP sector) sector would rally in terms of employment creation in type 2 regions during 2010-2020. The share of LP sectors is expected to increase to 32.8 percents in 2020. Rapid developments of public sector in the type 2 regions would generate faster growth for

financial intermediation, real estate and other business activities compared to other sectors.

Type 3: Predominantly rural /Accessible/Developing - 77 EU regions (6 %)

Share of employment in agriculture and fisheries is expected to decrease by 2.5 percentage points from 25.8 percents in 2010 to 23.3 percents in 2020. The loss of jobs in agriculture sector would be compensated by the new jobs in transport, retail, communications and public administration sectors. Share of the employment in transport, retail and communication sector would grow by 1.5 percentage points while in public administration by 1.4 percentage points during 2010-2020. Predominantly rural areas in less developed regions face convergence effect when changes in structure are more volatile. On the other hand developing regions tend to move new jobs creation process to the transport, retail, communication sectors and public administration. Having in mind the availability of human, social and physical infrastructure in type 3 regions, it is hard to expect rapid breakthrough in industry of business services.

Type 4: Predominantly rural /Accessible/Developed - 198 EU regions (15 %)

Most volatile changes in employment structure are expected in type 4 regions. Rural development policy has a strong impact on changes in employment structure there. Relative less number of jobs is expected to be available in agriculture and industry and relatively more number of jobs is expected in services. During 2010-2020 the share of employment in industry would decrease by 3.6 percentage points to the 25.4 percents, the share of employment in agriculture and fisheries down by 2.0 percentage points to 5.7 percents. Instead the share of employment in transport, retail and communications is expected to increase by 2.1 percentage points to 25.5 percent and will overcome the number of jobs in industry. Similar growth is expected for public administration employment. In 2020 it is estimated to have almost 1/3 of jobs in type 4 regions. Employment in financial and other business services is expected to increase to 10.8 percent in 2020. Thus critical role for employment in accessible rural areas with high GDP per capita would play services.

Type 5: Significantly rural /Developing - 90 EU regions (7%)

Less developed EU27 regions were going through rapid structural changes in term of employment but relatively less rapid structural changes in terms of GVA. It is expected that 1.5 percentage point decrease in share of employment in agriculture in 2010-2020 to be compensated by the 1.5 percentage point growth in share of employment in retail, transport and communication sector. Loss of the share in industry would be substituted by 0.5 percentage points growth in financial and retail services and by 0.2 percentage points growth in public administration. Relatively modest growth of employment in public administration leads to a conclusion that institutional developments are well integrated into EU market and policy, and that further advancements there are in terms of innovation of the most recent technologies and policies.

Type 6: Significantly rural /Developed - 377 EU regions (29%)

Compared to type 5 regions, type 6 regions are trended to much more radical institutional changes in public administration. In 2010-2020 it is expected that the share of employment in public administration would increase to 1/3 of all employment in these regions, indicating the importance of state and performance

public finances and administration there. Relatively rapid growth in creating jobs will indicate other services (transport, retailers, financial intermediation, real estate and etc.). The biggest loser in terms of the changes in share of employment in type 6 regions is expected to be industry with 3.6 percentage decrease during 2010-2020. Share of employment in agriculture and fisheries will decrease by 1.1 percentage points to the 3.9 percents on average in type 6 regions.

Type 7: Urban regions - 413 EU regions (32%)

Almost one third of all EU27 NUTS3 regions, are expected to have an average growth of employment in agriculture and fisheries while losses in employment in industry would be compensated by growth in public administration and business consultations. In 2014-2020 it is expected the share of employment in agriculture to decrease insignificantly while decrease in employment in industry would face 2.6 percentage points decline to 20.9 percents in 2020. The share of service since 2014 will increase by 3.0 percentage points to 78.0 percents in 2020. Rapid increase of employment in services is in line with Europe 2020 strategy to become smarter and more inclusive economy.

Conclusions

Typology of the EU27 regions is based on complex multi-criteria analysis based on the demographic, economic and territorial criteria which are backed by the data available for NUTS3 level.

Optimal level for the typology of EU27 regions is NUTS3 level. There sufficiently large number (i.e. 1303) of NUTS3 regions in EU27 for the representation of socio-economic and demographic situation in the region. Also there are over 40 indicators available for NUTS3 regions on Eurostat and other databases. That ensures detailed and systemic approach for the process of grouping EU27 regions into certain types.

According to the proposed regional foresight it is expected significant changes in employment structure in rural areas across the EU27 during the period 2010-2020. Six types of rural areas will face different trends of the changes of the structure, but they have one common feature in common, i.e. rapid decrease of employment in agriculture and fisheries. Thus ongoing process of relaxing labour force from agricultural activities generates economic, social and political stress. The threat of increasing unemployment and degradation of human resources in rural areas shall encourage better focus and better targeting of Rural Development policy measures.

As the estimations of the model revealed attractiveness of the local area would play critical role in developmental processes of the regions. One of the most important factors of the attractiveness of the local area is quality of life indicated by GDP per capita level compared to the EU27. The higher the quality of life a region has the better business demographic dynamics there.

Calculations also revealed a threat of divergent process among urban and rural areas. The level of GDP per capita in urban areas is expected to stay well above the average of the EU27, while the predominantly rural areas in developing countries will stay at

30 percent of the EU27 average and with more than 2.2 loss of population during 2010-2020.

WP5. New strategies for employment in pilot areas (WP leader: UoP)

The objectives of WP5 were to identify labour market, demographic and economic trends in a selection of representative pilot areas and to identify employment growth areas in the context of available human capital, skills and adaptability as well as demand for labour and existence of top-down and bottom-up constraints.

The methodology formulated in WP3 will be applied in WP5.

Task 5.1 Pilot Areas research (Task leader: UOP; participants: all core partners)

At the time of writing, the RuralJobs partners participating in Task 5.1. were in the process of finalising their pilot areas and arranging interviews with representatives of the following groups:

- (a) elected decision makers,
- (b) local government experts,
- (c) other experts such as academics and consultants,
- (d) community organisations and NGOs including churches, and
- (e) the business sector, including chambers of commerce and farmers' unions.

Approximately four representatives from each group will be interviewed, i.e. around 20 interviewees in total. Partners were also starting to identify sources of data, preferably official data sets at LAU2 level, for fourteen indicators. No results are yet available from Task 5.1.

Tasks 5.1. (Pilot areas research) and 5.2. (SWOT and SOR analyses for pilot areas)

The output of these two tasks was combined into one deliverable, D5.1. (Individual reference area reports on current employment patterns and opportunities for, and constraints on, rural economic diversification and identifying examples of good practice).

The RuralJobs review of previous relevant research noted many different approaches to defining the boundaries of study areas for field research. Frequently, administrative boundaries (NUTS2, NUTS3 or LAU1) were used. As our research was expected to "examine the interaction between different types of rural area (peri-urban, remote, high environmental/amenity value etc.) and the evolution of labour markets, travel to work areas and changing work patterns", we opted to use 'labour market' or 'employment' areas. Remarkably, in most countries represented in the RuralJobs research, evidence was available which allowed these areas to be defined, as follows: 'Travel to Work Areas' (TTWA) in the UK; 'Local Labour Systems' (LLS) in Hungary; and 'agglomeration areas' in Bulgaria. In France, a 'Pays' is the result of a collective bottom-up approach with regional approval of its boundary. Only in

Romania was it necessary to use an administrative territory (a NUTS3 region) as a pilot area.

Seven of the eight RuralJobs partners undertook field research in pilot areas. Originally scheduled to be completed in month 21, this deadline was revised to month 23. By the end of month 28, No. D5.1 reports had been received from the Lithuanian and Spanish partners and, with the need to complete WP5 by month 31, these countries were excluded from the analysis. In compensation, a report was received from the Bulgarian partner; this was not envisaged in the project proposal. Defining the 'type' of the RuralJobs pilot areas was a relatively straightforward task owing to the simple nature of the criteria in the RuralJobs typology (see Deliverable 4.1). The eight pilot areas included examples of all six most common 'types' of rural region, confirming the representativeness of the research.

The evidence base for the pilot area research (Task 5.1.) consisted of:

- (a) information gathered from the interviews with local actors/key experts,
- (b) quantitative data sets and
- (c) previously published (mainly local) studies.

The interview transcripts were expected to be rich and diverse sources of information on rural employment issues in the pilot areas. The 'framework' method of Brunt was used by partners to ensure that this information was properly managed, analysed and presented, and thus effectively used alongside the quantitative data in the formulation of 'preliminary conclusions' prior to the start of Task 5.2.

Task 5.2 followed the structure proposed by Raupelien and Atkoinien (unpublished). In terms of a vision for rural employment, partners were asked to consider whether the definition of 'economic prosperity' used by the EU Sustainable Development Strategy, i.e. 'a prosperous, innovative, knowledge-rich, competitive and eco-efficient economy which provides high living standards and full and high-quality employment' (EU, 2006) was appropriate in their pilot areas. The objective associated with this vision would be 'new sources of employment in rural areas in line with the Lisbon Strategy'. In other words, more and better jobs, notably knowledge-based jobs, in rural areas.

The SWOT analysis was constructed from the results of Task 5.1. The internal audit i.e. the Strengths and Weaknesses, was based on the 'assets' of the pilot area, i.e. the 'driving forces' which are internal to the Driving Forces-Pressures-State-Impact-Response (DPSIR) loop (see Deliverable D3.2). The asset does not necessarily need to be within the territory. 'Proximity to an international airport' may be a Strength even if the airport is not within the territory. Also, the status of an asset relative to a neighbouring territory may also be relevant. For example, 'unattractive landscape' may be a Weakness especially if that in the neighbouring territory is particularly attractive. The external audit i.e. the Opportunities and Threats was based on factors which do, or which are likely to, affect the rural employment rates in the pilot area. Opportunities could be the basis of the 'new sources of employment', while Threats are factors which are leading to a decline in employment in rural areas.

From the comprehensive lists of Strengths, Weaknesses, Opportunities and Threats, the most important factors in each category with respect to:

- (a) sustainable economic prosperity and
- (b) knowledge-based, high added value employment were identified for use in the SOR analysis.

Here, the importance regarding the employment development potential of each interaction between Strengths and Weaknesses on the one hand, and Opportunities and Threats on the other, was quantified on a 0 and 3 to scale, and for the most important interdependencies an 'operational objective' was formulated. Where possible, two or more (similar) operational objectives were merged and then the remaining operational objectives were clustered into a set of 'strategic orientations' which could be the focus for future rural employment strategies.

The following pilot area reports were produced and formed the evidence base for D5.2:

- D5.1.1. The Karcag and Hajdúszoboszló Local Labour Systems (Hungary)
- D5.1.2. Bistria-Nsud county (North-West Region, Romania)
- D5.1.4a. Thames Gateway South Essex (UK)
- D5.1.4b. The Chelmsford and Braintree Travel to Work Area (Essex, UK)
- D5.1.6a. The Pays de Tulle (Corrèze, Limousin, France)
- D5.1.6b. The Pays de Guéret (Creuse, Limousin, France)
- D5.1.8. The Pazardjik pilot area (Bulgaria)

Task 5.3. Scenarios for pilot areas

The deliverable for this task was D5.2, described in the project proposal as a "Report recommending employment development strategies for the pilot areas and identifying opportunities for the transfer of good practice". The final title of D5.2 was "Rural Europe 2+2+: New sources of rural employment in the European Union".

Rural Europe 2+2+

Historically, the economic contribution of rural areas to regions was clear: it was the provider of farm produce and other raw materials such as coal. Rural employment was evidently based on natural capital which may be defined as a stock of natural resources - such as land, water, and minerals - used for production. In some regions it still is, but elsewhere this picture has been obscured by several trends such as the declining importance of agriculture in rural economies which are becoming increasingly diversified, the increasing mobility of populations and new approaches to economic development and to governance.

The RuralJobs case study research has reaffirmed that most if not all sectors provide employment in rural areas. Any attempt to define 'rural employment' by sector would be both fruitless and misleading as such a definition can lead to a restricted view of the potential for rural job creation. However, the research has also demonstrated that natural capital still strongly characterises the profile of rural employment and

underpins the central contribution of rural areas to the functioning of the regional economy. But this effect can now go far beyond the 'traditional' rural sector of agriculture. There are in fact four drivers of rural employment which arise from the exploitation of natural capital. These consist of two groups of two, from which we derive the name 'Rural Europe 2+2+', of which the first-level differentiation is between the 'production' and 'consumption' roles of rural areas.

There are two components of the 'production' role of rural areas:

- Production based on renewable resources. Foremost amongst these is land, which is used by the agri-food and forestry supply chains in a renewable way for the production of food, feed, fibres and fuel, and increasingly for new uses like pharmaceuticals. Other renewable resources include sunlight, wind, water and tidal power.
- Production based on non-renewable (depletive) resources. These include coal, gas, oil and other minerals including sand and gravel, clay, limestone, granite and marble.

Thus the 'production' role of rural areas is particularly relevant to the agri-food and energy supply chains, but also provides raw materials for construction and other sectors.

The two components of the 'consumption' role of rural areas are as follows:

- Consumption by non-residents of the territory including visitors. This is primarily via tourism and leisure but also includes the consumption aspects of agri-food chains such as geographical appellations, local products, animal welfare, environmentally-friendly production methods etc.
- Consumption by residents of the territory. This is a commonly overlooked driver of rural employment, but natural capital is an important factor in encouraging people to remain in, or relocate to, rural areas. Many people who locate to rural areas for 'consumption' reasons are entrepreneurs who set up their own businesses and create jobs, as opposed to those that move from towns to rural areas to take up semi-subsistence farming, where the driver behind the move is production. The wealthy retired can also create jobs by being a market for leisure and care services.

The 'consumption' role of rural areas is therefore relevant not just to the tourism sector but also to several others such as Knowledge Intensive Business Services (KIBS) and Knowledge Intensive Public Services (KIPS) including health and social work.

Clearly, there are interdependencies between the four components of Rural Europe 2+2+. For example, between the production and consumption facets of the agri-supply chain, between the consumption facets of the agri-supply chain and tourism, and between consumption by residents (in terms of general 'quality of life') and leisure.

The Rural Europe 2+2+ approach to rural job creation is consistent with the 'rural web' concept formulated by van der Ploeg et al. in 2008, who state that "rural development is based on natural resources: it reproduces and further develops these resources. Through rural development the rural economy, in as far as it is grounded on sustainable use of natural resources, is strengthened. Only when the use and

development of rural resources translates, directly or indirectly, into (new) economic activities and the associated production of Value Added, is there an alignment between rural development and rural economic growth". The point that the concept of web is not limited to the agricultural sector. However, they caution that "rural development is not to be equated, in a unilinear way, to the growth of the rural economy. Not all forms of economic growth in the countryside can be defined as rural development. More often than not, indiscriminate forms of the former are highly detrimental to the latter". This is correct, but this statement should not be interpreted too narrowly. A development strategy based on 'traditional' rural activities only, such as the agri-food, forestry, energy and water supply chains which are declining both in employment and GVA as an average of GVA in the EU-27, will condemn rural areas to low economic growth and prosperity, leading to further population decline. On the other hand, development based on other sectors such as KIBS must also be 'sustainable' in that it must not damage the natural capital that attracts incomers to the territory.

Strategic orientations for rural job creation

The strategic orientations formulated by the RuralJobs case study research can be grouped into five 'top level' strategic orientations for rural job creation which are centred on the mobilisation of the natural capital of rural areas and thus form the framework for Rural Europe 2+2+. Each includes a number of components. SO1 focuses directly on the development of key growth sectors while SO2-SO5 identify other targets for EU development programmes:

SO1. Encourage the development of key growth sectors

Regarding production based on renewable resources, it is felt that there is still potential for rural job creation in the agri-food chain, especially in the New Member States (NMS) pilot areas. Key themes for facilitating agri-food chain job creation included consolidation of farms, increase in competitiveness, diversification, development of food processing, high value added, and development of markets and market institutions. In the EU-15 pilot areas, much less emphasis is placed on job creation in the agri-food chain although this sector is mentioned in the Chelmsford and Essex TTWA and (as part of the green economy) in Pays de Tulle and Pays de Guéret. Also as part of the green economy, these latter are the only pilot areas which identify the forestry and renewable energy supply chains as activities for creation of new rural jobs. Production based on non-renewable resources is not included in the strategic orientations of any pilot area, despite the presence of such resources in several, but no doubt is applicable to other territories in the EU.

In terms of consumption by non-residents of the territory including visitors, all pilot areas identify scope for rural job creation in the tourism and leisure sectors, for example by promoting the development of thermal water use in Karcag LLS. Some of the strategic orientations identified for the agri-food chain also allude to the consumption dimension via topics such as local characteristics, healthy foodstuffs and local products. The consumption by residents component of Rural Europe 2+2+ is only advocated in the EU-15 pilot area reports. Businesses with low environmental impacts, particularly in the knowledge based services, are recognised to be a key

component of the 'genuine growth dynamic' of rural areas in the EU-15. As the creation and transfer of knowledge is their main activity their impact on the environment is minimal and the 'attractiveness' of the environment is not compromised. Also relevant to 'consumption by residents' is the demand for products and services, and mobilisation of savings and of human capital of retired people, the so-called 'silver economy'.

SO2. Reinforce the local economy

This strategic orientation, to some extent, develops the synergy between natural capital and financial capital (money used by entrepreneurs and businesses to buy what they need). Several actions were identified which could help the establishment, growth and sustainability of rural businesses, as well as their competitiveness, thereby promoting job creation, either in employment or self-employment. Firstly, there are several ways in which business practices can be improved, such as encouraging cooperation and innovation. Secondly, to support the above, rural business support services should be improved, including at municipal level, particularly for small businesses. Thirdly, there is a need to improve the trading environment for rural businesses in several different ways. These include measures to enlarge the size of the local market, greater flexibility in spatial planning, and reducing bureaucracy.

SO3. Improve skills and labour market participation in rural areas

Here, the synergies between natural capital and human capital (the skills and knowledge possessed by workers) are developed. The need to improve skills in rural areas through higher quality and more accessible education and training programmes is widely recognised in the pilot areas. Access to and suitability of training courses are sometimes bigger problems than the quantity of training that is available. The low rural activity rates in the NMS pilot areas show the need to promote labour market participation, particularly amongst the most vulnerable sectors of society such as young people and Roma where there are sometimes generations growing up in a passive environment.

SO4. Develop infrastructure and services

The focus here is on developing the synergies between natural capital and physical capital (any non-human asset made by humans and then used in production). In both the EU-15 and the NMS, the need to develop infrastructure in rural areas is noted. Measures include promoting the universal coverage high-speed Broadband Internet and improving transport links to facilitate access to jobs and education/training. In some areas there is also a need for more affordable homes in rural areas. There is also a need to develop rural services across the EU, particularly services which are traditionally provided by the public sector such as healthcare, ensuring adequate service levels by adopting innovative solutions where possible in view of the increasing costs of such services.

SO5. Ensure proper implementation of the strategy through support actions

Here the link between natural capital and social capital-related (networks together with associated norms of behaviour, trust, cooperation, etc.) issues is explored. There is a need to mobilise the population around the strategic plan which is particularly evident in the NMS. Measures include recognising the potential contribution to rural job creation of 'bottom-up' initiatives arising from the community, including LEADER. There is also a need to valorise rural areas as places to live, work and play which is at present mainly recognised in the EU-15 pilot areas only, although an even bigger perception problem seems to exist in the NMS. This is linked to the development of the 'consumption dynamic' associated with rural areas. Over ten years ago, Terluin and Post (1999) strongly stressed the importance to rural economic prosperity of recognising the value of local amenities, amongst which they list unspoiled nature, attractive landscapes and historic villages, but there is still a need across the EU for greater recognition by local actors of the value of the natural capital in rural areas.

Different routes to economic prosperity

In our research, the preferred definition of 'rural employment' is 'any income-generating activity undertaken by an individual that takes place in a rural area'. This definition covers both the self-employed and employees, and all sectors of the economy. It also covers teleworkers who live and work in rural areas even if their job is nominally located in an urban centre. The research has shown that technological change and the shift to a knowledge based economy are occurring in rural areas of the EU, across a range of sectors from agriculture (where mechanisation is continuing to replace jobs) to KIBS (where the number of jobs is increasing rapidly). However, it has also shown that the rate of change varies across the EU.

The route to 'economic prosperity' as described by the EU Sustainable Development Strategy seems to be entirely appropriate to rural areas in the EU-15 pilot areas. For the most part, the economic situation of these rural areas, and the regions of which they are part, fit the description closely. In the UK pilot areas, rural employment rates are already higher than the Lisbon targets of 70% for overall, 60% for female, and 50% for older workers' employment. However, it is clear that it is far removed from reality in some areas, particularly in the NMS. In many rural parts of Bistrița-Năsăud county, for example, semi-subsistence farming is still, in terms of employment, the main economic activity. Transforming such rural areas into 'innovative, knowledge-rich economies', even as part of the regional economy in which they are located, in the short to medium term, at least, is simply not possible.

The pilot area research demonstrates that there is a strong local desire in the NMS to retain or to attract people to live in rural areas and to set up businesses. In the case of Bistrița-Năsăud county this includes migrants returning from working abroad. To 'stimulate the settlement of young and middle-aged population in rural areas' is a strategic orientation from Bistrița-Năsăud county which has been integrated into RuralJobs SO5. However, the consumption of natural capital by residents natural capital is not yet seen as a driver of in-migration by local actors. Local stakeholders still perceive development in terms of the traditional sectors.

The relative importance of, on the one hand, social attitudes or perceptions towards village life and, on the other, quality of life considerations in discouraging immigration into villages in the NMS is not known. While in the richest Member States of the EU there is little evidence of significant urban-rural differences in quality of life, in the poorer Member States of the east and south rural areas have a much lower level of perceived welfare and quality of life, particularly in the (then) candidate countries including Romania and Bulgaria. Such topics are covered by RuralJobs SO4. Clearly, for the oft-mentioned "new values placed on rural space" to be fully mobilised in the NMS for the benefit of rural employment, big improvements in the rural quality of life are necessary.

In all RuralJobs case study areas, measures are proposed to promote new business activities in the sectors identified as having potential for growth. However, the importance of creating the conditions to allow rural economic diversification is also recognised. Rural employment creation depends on an integrated development approach which takes full account of other capitals through measures such as skills development, support for innovation and better transport and communication links. Consequently, rural employment policy must be part of an integrated strategy designed to address the constraints associated with low population densities, rather than a purely sectoral (i.e. agricultural) policy. It must also be a flexible policy as it is clear that a "one size fits all" approach to rural employment creation is not appropriate. Rural Europe 2+2+ provides a conceptual framework for such a policy.

Task 5.4. Problem and objective trees and logframe analysis

At an earlier stage in the RuralJobs research it was envisaged that this work would be part of Task 5.3. and deliverable D5.2. However, in view of delays in the work programme and the need to complete D6.1. "Synthesis of recommendations" prior to the RuralJobs conference in Brussel, it was decided to separate out this work into a separate task and deliverable (D5.3.).

WP6 Synthesis of recommendations (WP leader AND)

RuralJobs project, through the Work Package (WP) 6 for the design of new recommendations to the European Union, has highlighted the necessity to adjust rural development policies to the particular characteristics of each territory in order to get the perfect adaptation of the offer of programs to the real necessities of each area. This is the main conclusion of a work that has sought the identification of new employment patterns in the rural world to take the most of those potential sources of richness that can contribute to the socio-economic diversification in these geographical areas.

The key factor has been the exhaustive study of the reality of the rural world. When preparing the list of recommendations, the wide team of experts has used the data extracted from the deep analysis carried out to the European labour market and also to policies, programs and projects currently developed with a direct or indirect impact on

rural employment. A point where the hard field work carried out in pilot areas act as the main ingredient.

The final result of all these efforts for the future of the rural world is the final publication that, under the title Synthesis of recommendations, has been published in English, Spanish and French. This document is the result of the joint work, of the fluid collaboration, of all the partners of the project, coordinated by the Regional Ministry of Agriculture and Fisheries.

So, as per RuralJobs approach, the identification of new sources of rural employment will allow the regions of the UE to help achieving the objectives of Europe 2020. All of this, always from the base and the belief that, rural economy can help or boost, not only the efficient use of natural resources and "green" growth but also, competitiveness. So, as conclusions, the publication lists five basic recommendations grouped into three categories:

The basis of rural areas development

1. To guarantee education and training in rural areas
2. To improve the quality of life and the attractiveness of rural areas
3. To improve businesses, to create local knowledge and institutional capacity

Tools for the competitiveness of businesses in rural areas

A. Diversification of rural economy and improvement of the competitiveness of local businesses, whether they are in sectors of new activities or traditional, and creation of employment

B. Political agenda for rural development in the EU -

Establishment of priority policies for social development with territorial cohesion

Although these recommendations are addressed, generally, to the European level, they can be perfectly implemented in lower levels such as regional or local. It is important to take into account that advices on category A should be put into practice before those of Category B. and in all recommendations it is recognized the momentous character of the scope of a model of sustainable economic development for rural areas built, always, from knowledge and innovation, pillars among which the general knowledge plays a role as important as the expert knowledge.

In this way, RuralJobs highlights aspects such as the necessity of promoting training and entrepreneurship culture, creating infrastructures that will counteract isolation, the fulfilment of the right to a house as a guarantee of a greater establishment of population in the territory and also, the commitment with emerging economic sectors such as renewable energies, always taking into account modernization, through innovation and the transfer of technologies, traditional activities such as agriculture, always looking for quality and generation of an added value. All of this, together with the creation of incentives to the establishment of new businesses such as the reduction of taxes and the award of aids that will turn the rural world into a place more attractive than the urban world.

WP7. Dissemination and technical assistance for mainstreaming (WP leader: CRL)

The objectives of WP7 are:

- To manage all activities associated with dissemination, exploitation, marketing and long term maintenance of the results of the project
- To provide technical assistance and a framework for the mainstreaming of good practices identified and developed through the project

Task 7.1. Communication with stakeholders (Task leader: CRL; participants: all partners)

Deliverable D7.1 includes a website and e-platform of the project, leaflets, brochures and newsletters (D7.1). The following actions have been undertaken:

Design of a logo and graphic line

After a competition procedure in June 2008, an order was given to a specialist of graphic design (Couleur Café) for the conception of a logo. Several proposals have been worked and a final one has been selected. The logo represents a sower symbolizing exchange of ideas, dissemination of solutions, and employment in rural areas. The seeds are represented by yellow stars symbolizing good practices and European Union. Blue and yellow colours are reminding European flag, and green colour is reminding rural areas. There are several variants of the logo (baseline, monochromatic), and a graphic line with possible uses such as letters and visit cards. The logo was ready in July 2008.

Conception and edition of a leaflet

Based on the logo and graphic line, an introductory leaflet has been elaborated by a designer in Regional Council of Limousin. A prototype has been presented and validated by all partners during the seminar held in Debrecen in September 2008. After that started the edition stage with 4000 copies (400 for each partner) delivered in December 2008. This leaflet has been disseminated during the conferences held in Debrecen (September 2008), Cluj (March 2009) and Sevilla (June 2009). Some local language versions of the leaflet have been produced and also posters and folders (e.g. BBU).

Creation of a collaborative platform

Agora-Project, a flexible and evolutionary system for sharing information and collaborative work, was chosen as a tool to allow efficient communication between the partners. Each user accesses the site after identifying himself by a login + password. Agora-Project is a web application: data are therefore accessible in the four corners of the world. It comprises several modules: Personal & shared diaries, File manager, Forum, Contacts directory, Bookmarks, Tasks, Dispatch newsletters, Space users, Instant messaging, Desktop: News & new items. It was operational in November 2008.

Elaboration of a website

A website has been elaborated by a professional firm (transversal design) using the Wordpress tool and technology. A flexible and evolutionary architecture has been

proposed, based on the graphic line. English content has been integrated in each page of the website, and the domain name www.ruraljobs.org has been selected. The website is structured by the following main pages: background, objectives, methodology, workpackages, publications, partners, links, contacts. The deliverables are being posted on the "publication" page in PDF format. The website was online in January 2009.

Dissemination of newsletter

The first newsletter was sent in August 2009, with five pages and the following content: general presentation of the project and its framework, results of WPs 2 and 3, schedule and next steps to be implemented. It has been disseminated to the partners and all contacts identified in D2.3. (researchers, practitioners, policy makers etc.). The dissemination includes also the HVTk (www.hvtk.org) mailing list (2,200 recipients), RUR@CT (www.ruract.eu) contacts and other circulation lists recommended by the project partners.

Task 7.2. Dissemination of results and good practice (Leader: AND; participants: all partners)

Within Task 7.2 four RuralJobs regional/international conferences and workshops were organised presenting the results of the project, the final conference entitled «New opportunities of employment in European rural areas?» was held in Brussels. Among about 60 participants, this event gathered all partners of the project, also academic and scientific representatives, regional authorities, European institutions (European Commission, European Parliament), but also experts and practitioners of rural development at European level.

Other dissemination activities (D7.3): conference, seminars. (The complete list of publications and other dissemination activities is included in the periodic activity reports and final report.)

Task 7.3. Assistance for mainstreaming (Task leader: CRL)

The deliverables of this task (7.3) are case studies (D7.5.) based on the transfer of good practices in reference areas, with RUR@CT methodology (www.ruract.eu)

In terms of capitalisation, the 12 following good practices identified in pilot areas have been analyzed and integrated in RUR@CT database by fulfilling the template 1 (description), and template 2 (evaluation of transferability) :

- Protection & growing of rare and medicinal plants in Babrungas (Lithuania, Telsai)
- Modernisation of the sawmill from Lunca Ilvei in Bistrita Nasaud (Romania, North West)
- Re-technologisation of milk production in the dairy-product factory from Monor in Nasaud (Romania, North West)
- Rural Business Advisor (United Kingdom, Essex)
- Catch22 Z-Bikes (United Kingdom, Essex)

- Blackwater Vocational Project (United Kingdom, Essex)
- Industrial Park of Karcag (North Great Plain Region, Hungary)
- Bus stop renovation in Kisújszállás (North Great Plain Region, Hungary)
- DIVA network - Support scheme for agricultural and agri-rural project (Limousin, France)
- A regional policy for attracting new populations with new businesses (Limousin, France)
- NEMESIS: promoting women's self employment in rural areas (Andalucia, Spain)
- Involvement of young people through the general knowledge game "Andalucía Interactiva" (Andalucia, Spain)

In terms of transfer one good practice in RUR@CT database (Soho Solo project in Midi-Pyrénées in France) by the scientific coordinator with the prospect of a possible implementation in Essex county council (UK). Some contacts and exchanges by email started about that but this dynamic has to be confirmed provided that fundings could be found for organizing this transfer process.

Other RUR@CT good practices related to rural employment have been disseminated to RURALJOBS partners, but so far no transfer opportunities has been confirmed. There are two main reasons explaining why the "mainstreaming objectives" could not fully be achieved.

First of all, despite several opportunities for explaining the RUR@CT methodology to RURALJOBS partners, it seems that the operational dimension of the transfer process is not connected to the priorities and competences of academic partners such as universities, or research institutes. It has been said from the beginning of the project that this approach could be successful only if these academic partners were able to involve and create a partnership with their regional public authorities, and actually it has not been the case for different reasons linked to specific institutional contexts.

The second reason is linked with the capacity to mobilize a specific budget for financing the necessary engineering, methodological and technical expertise for elaboration of the action plan, but also logistical and travelling costs linked to the site visit. It was clear from the beginning of the project that it was not included in FP7 activities and that it would require additional budget to be found in other European programmes such as INTERREG IVC, or simply by using article 37-6b or European regulation 1083/2006 allowing European regions to integrate part of ERDF budget dedicated to transnational cooperation within Operational Programmes. This financial condition has not been fulfilled yet by RURALJOBS partners, except partly by Andalucia and Limousin as partners of RURALAND Interreg IVC project but not specifically focused to employment issues.

Potential Impact:

Impact and the main dissemination activities

SG meetings

The SG met on six occasions, to coincide with regional conferences/workshops and the international conference. From the point of view of dissemination these events were especially important since these meetings attracted the attention of the media and these occasions were the best to inform the civil population about the achievements of the project.

The SG meetings were as follows.

- Limousin, France (Project kick-off in month 1) Partners adopted a common understanding of the issues and together reinforced the project plan for the first 12 months
- Debrecen, Hungary (month 6, coinciding with the WP2 conference/workshop) Partners presented their view and reflected their experiences regarding the project so far, including the work of WP2 and progress with WP3.
- Cluj, Romania (month 12), coinciding with the WP3 conference/workshop Partners discussed and reflected their experiences regarding the project so far, including the work of WP3 and progress with WP4, formulated the draft dissemination and use plan, and finalised the project plan for the second 12 months
- Sevilla, Spain (month 14) Partners met to finalise WP3 and WP4, so that WP5 could begin. Also to clarify the programme of work between June 2009 and its conclusion.
- Kaunas, Lithuania (month 18), coinciding with the WP4 conference/workshop. Partners reviewed the initial results from WP5.
- Plymouth UK (month 24), coinciding with the WP5 conference/workshop Partners reviewed all research results of the project, including the dissemination and use plan.

Websites and newsletters

- Agora-Project, a flexible and evolutionary system for sharing information and collaborative work, was chosen as a tool to allow efficient communication between the partners. Each user accessed the site after identifying himself by a login + password. Agora-Project is a web application: data are therefore accessible in the four corners of the world.
- Info about project and its activities website <http://www.lzuu.lt/ev/akp/lt/21892>
Audience: Students, lectures, scientists and others interests September, 2008
- Article at the Newsletter Seminar „New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities"/ LEADER in Lithuania: Newsletter, No. 3, p. 3, November 2009 Audience: Lithuanian citizens <http://www.lzuu.lt>
- Link to the RuralJobs website to be placed on the University of Plymouth website. University of Plymouth. Audience: Academics and practitioners. March 2010
- Maintain the link on the University of Plymouth website to the RuralJobs website. University of Plymouth. Audience: Academics and practitioners. After the project finished.

- Andrew Fieldsend's PPT presentation for the ERDN meeting is posted online at http://erdn.ierigz.waw.pl/images/PDF/ERDN2010PDF/ERDN_2010_AF.pdf
- <http://www.ruraljobs.org> dissemination of 2 newsletter.

Presentations on conferences and lectures

- Kerekes, K.: Challenges and opportunities of rural employment in the North-West Region / Performant and complex economic development of rural and regional areas Academy of Economic Studies, Bucharest, Romania Audience: Academics, researchers, 25 in the section / around 100 on the conference 19 -20.09.2008
- Kerekes, K., Fieldsend, A.: Contrasting Rural Employment Problems Across the EU Regional Studies Association Winter Conference 2008 - Working Regions Regional Studies Association, London, UK Audience: Academics, researchers, 20 in the section / around 100 on the conference 28.11.2008
- Thematic round table. Sources of employment in the rural area. Junta de Andalucia - Sevilla, Spain. Practioners. 28 November 2008
- Oral presentations RAUPELIEN, A. International Scientific project RuralJobs aimed to find new opportunities of employment / Lithuanian University of Agriculture, 2nd scientific-practical conference "Strengthening the competitiveness of rural Lithuania: best practices" proceedings book, ISSN 2029-1663, 2008, P. 20-22 RuralJobs project and research findings at the scientific and practical conference: The strengthening of competitiveness of Lithuanian rural area. LUA Audience: local politicians; LAGs, local communities, researches, students 08/12/2008
- Vincze, M., Kerekes, K.: RuralJobs - Sustainable rural development - diagnosis and perspectives - in the context of the current crisis 1 Romanian Academy Institute of Agricultural Economics, Bucharest, Romania Audience: Academics, researchers, 25 in the section / around 70 on the conference 10.12.2008
- Vincze, M.: New elements of rural evelopment - 6th Workshop of the Hungarian Regional Magyar Regionális Tudományi Társaság / Hungarian Regional Science Association, Gödöll?, Audience: 250 (presented in plenary) 11-12.12.2008
- Vincze, M., Kerekes, K., Pakucs, B., Open Day of Research Groups KMEI (Hungarian Academic Institute from Cluj), Cluj-Napoca, Romania Audience: Academics, researchers, 25 13.12.2008.
- Institute of Agricultural Economics, Sofia (2008). "RURALJOBS - goals and objectives"
- Bulgarian-Polish Scientific Conference, Sofia (2009). "Effect from the implementation of CAP of EU on the agriculture and rural regions"
- Humboldt University - Division of cooperative science (2009). "RURALJOBS - goals, objectives and findings"
- International Scientific Forum, Warsaw (2009). "Regional differences of Bulgarian rural development"
- Workshop, Eskisehir, Turkey (2009). "Effects from EU accession on the Bulgarian agriculture"
- Vincze, M., Kerekes, K., Pakucs, B., Sz?cs, E., Veres, E.: Proiectul de cercetare RuralJobs Departmental Scientific Workshop BBU, Faculty of Economics and Business Administration Mathematics, Statistics and Forecasting Department, Cluj-Napoca, Romania Audience. Academics, researchers, 20. 14.01.2009
- Raupeliene A. "The results of analysis of Lithuanian employment in rural areas: concept of EU 7 BP project RuralJobs" Presentation of research findings of RuralJobs

project research at the Scientific conference "The results of Faculty of economic and management researches in 2008" LUA, Economics and Management Faculty Audiences: Students, lectures, scientists and others interests 04/02/2009

- Vincze, M.: RuralJobs Regional Conference BBU, Faculty of Economics and Business Administration, Cluj-Napoca, Romania Audience: Academics, researchers, 70 6.03.2009

- Vincze, M., Kerekes, K.: Impact of CAP's pillars on Romanian rural employment Aspects and Visions of Applied Economics and Informatics International MBA Network and University of Debrecen, Debrecen, Hungary Audience: Academics, researchers, 40 26-27.03.2009

- Oral presentation RURALJOBS - goals and objectives Institute of Agricultural Economics, Sofia 23.12.2008 Audience: Researchers and scientific audience

- EARFÜ Conference Miklós Pakurár: „New sources of employment to promote the wealth-generating capacity of rural communities" (oral presentation), Audience: experts. Debrecen, 16.04.2009

- Vincze M., Mezei E., Imecs Z.: Regional and rural employment in point of view of cohesion and of competitiveness Knowledge Based Society - Knowledge Creation - Knowledge Transfer - Change of Values Faculty of Economics of the University of Miskolc, Miskolc-Lillafüred Hungary Audience: Academics, researchers 19-20.05.2009

- Vincze M., Madaras Sz.: Territorial approach of labour force employment. Case study - Macoregion 1 The 7th International Symposium of the Romanian Regional Science Association Romanian Regional Science Association, Baia Mare 12.06.2009

- Oral presentation Raupeliene A., Atkociuniene V. "Jobs retention and development in rural areas: the practice of project FP7 "RuralJobs" Presentation of research findings of RuralJobs project research at the "Jono Prano Aleksos" international scientific conference University of Šiauliai, Faculty of social science Architekt 1, LT - 78366 Šiauliai Audience: Scientists, lectures, students and others interests 25/09/2009

- Olah J. - M. Pakurár: Analysis of six Hungarian and six EU-funded research projects „19. Jahrestagung der Österreichischen Gesellschaft für Agrarökonomie,, Innsbruck, 24-25. September 2009.

- Pakurár M.: Comparative analysis of Austrian and Hungarian employment characteristics in rural areas „19. Jahrestagung der Österreichischen Gesellschaft für Agrarökonomie,, Innsbruck, 24-25. September 2009.

- Raupelien A., Jazepikas D. "Search of new rural development and labour policy, in order to increase employment in rural areas. Presentation of research findings of RuralJobs project research at the RuralJobs project dissemination seminar LUA, Universiteto 8a LT-53361 Akademija, Kaunas distr. Audience: Scientists, lectures, students and others interests 14/10/2009

- Dissemination seminar „New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities" organised by LUA Presentation of the rural employment situation and the development policies in Lithuanian and project partners countries. Discussions about the future challenges for the rural employment and new resources development LUA, Universiteto 8a LT-53361 Akademija, Kaunas distr. Scientists, lectures, students and others interests 14/10/2009

- „The RuralJobs Project" Oláh Judit: Oral presentation for university students as an ERASMUS teacher, Universität für Bodenkultur Wien (BOKU) Ausztria Vienna. Audience: students and academics. 22.06.2009

- Oral presentation Effects from EU accession on the Bulgarian agriculture Workshop, Eskisehir, Turkey 21.07.2009 Audience: Policy-makers, farmers and agricultural consultants
- Oral presentation. Raupelien A., Jazepikas D. "Typologies of rural areas in EU-27 for spatial analysis: rural labour market approach". Presentation of research findings of RuralJobs project research at the 4th the international conference "Rural Development 2009". Lithuanian University of Agriculture, Kaunas, Lithuania, 15-17.10.2009.
- Oral presentation. Jazepikas D., Raupelien A., Vitunskien V. "Institution Model of Employment System in a Rural Area" Presentation of research findings of RuralJobs project research at the 4th the international conference "Rural Development 2009". Lithuanian University of Agriculture, Kaunas, Lithuania, 15-17.10.2009.
- Kerekes, K., Vincze, M.: Dilemmas of Rural Development in Europe and Romania The 4th International Scientific Conference Rural Development 2009 Lithuanian University of Agriculture, Kaunas, Lithuania 15-17.10.2009
- Veress E.: Capitalul natural ca o posibila resursa pentru crearea de noi locuri de munca. Studiu de caz in judetul Bistrita-Nasaud/Natural capital as a possible resource for the creation of new jobs. Case-study in the county of Bistrita-Nasaud The Annual Scientific Session of the Romanian Academy of Sciences The Annual Scientific Session of the Romanian Academy of Sciences, Cluj, Romania Audience: Academics, researchers 21.-22. 10. 2009
- Veress E.: A természeti erőforrás, mint vidékfejlesztési potenciál /Natural resources as a potential for rural development The Day of Hungarian Science in Transylvania EME - Museum Association of Transylvania, Cluj, Romania Audience: Academics, researchers 21.11.2009
- Vincze M.: Az Északnyugati Régió vidékfejlesztési jellegzetességei The Day of Hungarian Science in Transylvania EME - Museum Association of Transylvania, KAB -Academic Committee from Cluj, Cluj-Napoca, Romania Audience. Academics, researchers, 21.11.2009
- Kerekes, K.: Foglalkoztatási kérdések Románia vidéki térségeiben The Day of Hungarian Science in Transylvania EME - Museum Association of Transylvania, Cluj, Romania Audience: Academics, researchers 21.11.2009
- Vincze, M., Mezei, E., Kerekes, K.: Aspecte specifice ale ocuprii forei de munc din mediul rural Scientific workshop Convergena economic European a sectorului agroalimentar i a spaiului rural Romanesc - Situaia actual I evaluari prospective, Romanian Academy Institute of Agricultural Economics, Bucharest, Romania Academics, researchers, 50 9.12.2009
- Vincze M., Bíró, B.: A vidékfejlesztés sajátos gondjai Romániában
- Vincze M., Bíró, B.: A vidékfejlesztés sajátos gondjai Romániában KMEI Open Day of Research Groups KMEI (Hungarian Academic Institute from Cluj), Cluj-Napoca, Romania Audience: Academics, researchers, 30 12.12.2009
- Kerekes, K.: Új munkalehetségek a falusi lakosság számára KMEI Open Day of Research Groups KMEI (Hungarian Academic Institute from Cluj), Cluj-Napoca, Romania Audience: Academics, researchers, 30 12.12.2009
- Raupeliene A. "Review of peripheral rural areas typology and it's practical application: RuralJobs project results.' Presentation of research findings of RuralJobs project research at the Scientific conference "The results of Faculty of economic and management researches in 2009" LUA, Economics and Management Faculty Audience: Students, lectures, scientists and others interests 10/02/2010

- International Fair - Plovdiv - AGRA 2010. "Employment in the rural areas of Bulgaria. A case study"
- Workshop Pazardjik (2010). "New sources for employment in Pazardjik pilot region"
- IAE Conference, Sofia (2010). "Strategies for development and new sources of employment in rural areas"
- European Rural Development Network Warsaw Conference (2010). „Labor market and employment sources in rural areas of Bulgaria"
- Veres, E.: Prezentarea proiectului de cercetare RuralJobs RuralJobs Regional Dissemination Conference BBU, Bistrita, Romania Audience: Local stakeholders, 31 23.02.201
- Vincze, M.: Caracteristicile socio-economice ale judeului Bistria-Nsud. Tipologia localitatilor rurale din jude RuralJobs Regional Dissemination Conference BBU, Bistrita, Romania Audience: Local stakeholders, 31 23.02.2010
- Kerekes, K.: Oportuniti pentru crearea de locuri de munc în mediul rural în judeul Bistria-Nsud RuralJobs Regional Dissemination Conference BBU, Bistrita, Romania Audience: Local stakeholders, 31 23.02.2010
- Oral presentation of Regional Ministry of Agriculture and Fisheries, Andalusia The future of RuralJobs Plymouth dissemination event Audience: Experts, Scientifics, stakeholders, decision makers, students 10/03/2010
- Vincze, M.: Aspectele ocuprii forei de munc din mediul rural din România. Studiu de caz: Regiunea Nord-Vest Studii în cadrul Centrului de Cercet?rii Regionale al UBB - Studies in the frame of the Regional Research Center of BBU, Results of RuralJobs project Cluj-Napoca, Romania Audience: Academics, researchers 27. 04. 2010
- International seminar Presentation of Regional Ministry of Agriculture and Fisheries, Andalusia Closing conference Brussels 2010 Audience Experts, Scientifics, stakeholders, decision makers, policy makers, RuralJobs partners
- Oral presentation. Raupeliene A. "RuralJobs project - identification of new sources of employment in rural areas" at information seminar "New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities". Lithuanian University of Agriculture, Kaunas, Lithuania 7.05.2010. Audience: academics, students, stakeholders, decision makers
- Oral presentation. Jazepikas D. "The effects of employment system of institutional interaction in rural areas" at information seminar "New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities". Lithuanian University of Agriculture, Kaunas, Lithuania 7.05.2010. Audience: academics, students, stakeholders, decision makers
- Oral presentation. Atkociuniene V. "Trends and features of jobs creation in rural area: the cases of Telsiai and Panevezys district rural areas" at information seminar "New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities". Lithuanian University of Agriculture, Kaunas, Lithuania 7.05.2010. Audience: academics, students, stakeholders, decision makers
- Oral presentation. Raupeliene A. "The scenarios of rural employment development for the types of rural areas" at information seminar "New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities". Lithuanian University of Agriculture, Kaunas, Lithuania 7.05.2010. Audience: academics, students, stakeholders, decision makers
- Oral presentation. Aleksandravicius A. "The policies and measures of rural development after 2013, in order to increase employment in rural areas" at

information seminar "New Sources of Employment to Promote the Wealth-Generating Capacity of Rural Communities". Lithuanian University of Agriculture, Kaunas, Lithuania 7.05.2010. Audience: academics, students stakeholders, decision makers

- Vincze M., Mezei E., Fieldsend A., F.: Interpreting the diversity of employment problems in rural areas on the basis of a typology of localities: a Romanian case study, Regional Studies Association Annual International Conference 2010 Regional response and global shifts: actors, institutions and organisations Regional Studies Association, Pécs, Hungary Audience: Academics, researchers 25-26.05.2010

- Vincze M., Mezei E., Szcs E.: Study for the better harmonization of the local and regional development priorities, with accent on the growth of rural employment. Bistria-Nsud county case study Babe-Bolyai University, Faculty of Geography, 4th International Conference Rural Space and Local Development, regeneration of the Rural Space, BBU, Bistria, 22-25 July 2010

- Kerekes K., Veres E., Pakucs B.: Opportunities for employment diversification in the rural area of Bistria-Nsud county Babe-Bolyai University, Faculty of Geography, 4th International Conference Rural Space and Local Development, regeneration of the Rural Space, BBU, Bistria, 22-25 July 2010

- Oral presentation. Raupeliene A. "The methodology and results of new source of employment" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Oral presentation. Jazepikas D. "The situation and prospects of rural employment in Telsiai and Pasvalys" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Oral presentation. Aleksandravicius A. "The rural development policies and measures in order to increase employment in rural areas" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Oral presentation. Raupeliene A. "The scenarios of rural employment development" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Workshop "The opportunities of increasing employment in the different types of rural areas" moderator Raupeliene A. at Dissemination seminar „New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Workshop "Opportunities and benefits of exchange of good practices" moderator Stabingis L. at Dissemination seminar „New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers

- Workshop "The importance of EU policy for economic growth, economic diversification, job creation and rural people's welfare" moderator Aleksandravicius A. at Dissemination seminar „New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers
- Workshop "Institutional interaction in the formation of rural employment policy" moderator Jazepikas D. at Dissemination seminar „New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 07-08.07.2010 Audience: stakeholders, decision makers, academics, policy makers
- Oral presentation. Atkociuniene V. "Trends and features of jobs creation in Telsiai and Panevezys district rural areas" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 20.09.2010 Audience: scientists, academics, students and other interests
- Oral presentation. Raupeliene A. "Foresight for new source of employment in Europe" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 20.09.2010 Audience: scientists, academics, students and other interests
- Oral presentation. Aleksandravicius A. "The importance of EU policy for job creation in rural areas" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 20.09.2010 Audience: scientists, academics, students and other interests
- Oral presentation. Jazepikas D. "The effects of Institutional interaction in the formation of rural employment policy" at Dissemination seminar "New Sources Of Employment To Promote The Wealth-Generating Capacity Of Rural Communities - results of project" Lithuanian University of Agriculture, Kaunas, Lithuania 20.09.2010 Audience: scientists, academics, students and other interests
- Oral presentation. Atkociuniene, V. "Rural Areas Development Scenarios: Increasing Rural Employment in Telšiai and Pasvalys Rural Areas". Presentation of research findings of RuralJobs project research at the "Jono Prano Aleksos" international scientific conference University of Šiauliai, Faculty of social science Architekt 1, LT - 78366 Šiauliai Audience: Scientists, lectures, students and others interests 24/09/2010
- Workshop "Priorities for new and old Member States with regards to rural employment" moderator RAUPELIEN? A., at final conference "New Employment Opportunities in European Areas" in Brussels. 18-19/10/2010
- Vincze M., Mezei E.: Fundamentation of rural development strategy by Cluster analysis International Conference Quantitative Methods in Economics: BBU, Faculty of Economics and Business Administration, Cluj-Napoca, 12-13 November, 2010
- Vincze, M., Mezei, E., Szűcs, E.: Területfejlesztés összehangoltan felül és alulnézetből, Esettanulmány: A Beszterce-Naszód megyei vidéki térségek elemzése Conference of EME - Museum Association of Transylvania, EME - Museum Association of Transylvania, Cluj-Napoca 19-20 November, 2010
- Kerekes K., Pakucs B., Veres E., A vidéki foglalkoztatási lehetőségek diverzifikációja Beszterce-Naszód megyében Conference of EME - Museum

Association of Transylvania, EME - Museum Association of Transylvania, Cluj-Napoca 19-20 November, 2010

- Fieldsend, A. F.: RuralJobs - Identifying new sources of employment for rural areas (International Conference on Rural Development, Istanbul Commerce University, 2009. 9. 10-11)

- Fieldsend, A. F.: RuralJobs: New sources of employment in rural areas (International Conference on European Agricultural Policies - Going Global, Roma, 2010. 4. 30).

- Fieldsend, A. F.: Natural capital and knowledge based employment in rural areas of the European Union (International Conference: The Limits of the Knowledge Society, Iai, 6.-9. 10. 10).

- Fieldsend, A. F.: Kerekes, K.: Contrasting prospects for new sources of rural employment in two regions of the European Union (8th ERDN conference: Rural Development: Quo Vadis, Warszawa, 2010. 10. 15-17.).

- Fieldsend, A. F.: Using the DPSIR framework to develop rural employment strategies (BBU international conference: Quantitative Methods in Economics, Cluj-Napoca, 2010. 11. 12-13).

- Veress Enik: Re-localisation in the Transylvanian countryside. Endogenous development factors in the rural space from Bistrita-Nasaud County First International Conference of the Society of Sociologists from Romania 2-4 December 2010, Cluj-Napoca

TV

- Alföld TV : Live discussion about the RuralJobs and the SG meeting in Debrecen, 11.09.2008.

CD

- CD Teaching material "Naujos kaimo gyventoj u imtumo galimybs siekiant u tikrinti gyvenimo kokyb" (New sources of employment to Promote quality of life in rural areas). Authors: Asta Raupeliene, Linas Stabingis, Darius Jazepikas and others, 2010, LUA. Language: Lithuanian.

- CD "Synthesis report of RuralJobs Project". Language: Lithuanian.

Popular newspapers, magazines

- TzsdeFórum, please see report about RuralJobs found at http://www.tzsdeforum.hu/index2.phtml?menu=0&submenu=onearticle&news_id=384070, Debrecen, 11-12 September 2008

- Agronapló.hu, <http://www.agronaplo.hu/hirek/1111> Report about RuralJobs, Debrecen, 11-12 September 2008

- Deol, Észak-Alföld Online, <http://eszaon.hu/egyetem/> Report about RuralJobs, Debrecen, 11-12 September 2008

- Debrecen.hu Report about RuralJobs, http://portal.debrecen.hu/hirek/helyi/videkfogl_helyihirek.html Debrecen, 11-12 September 2008

- <http://www.stiriaz.ro> www.clon.ro Mediul rural, promovat la FSEGA / Rural area promoted at the Faculty of Economics and Business Administration, <http://www.stiriaz.ro/ziare/articol/articol/mediul-rural-promovat-la-fsega/sumar-articol/733027/> 99 Words, 619 Characters Audience: General public 04 March 2009
- Agenda Clujean <http://www.agendaclujeana.ro> Proiectul "Rural Jobs" sporește viața la sat / RuralJobs project enhances village life, <http://www.agendaclujeana.ro/proiectul-rural-jobs-sporeste-viata-la-sat-1958/>, 128 Words, 808 Characters Audience: General public 05 March 2009
- Agerpres <http://www.agerpres.ro> Conferința regională "Rural Jobs" / Rural Jobs Regional Conference, 263 Words, 1728 Characters Audience: General public 05 March 2009
- Monitorul Cluj <http://www.monitorulcluj.ro> Joburi rurale / Rural jobs, http://www.monitorulcluj.ro/cms/site/m_cj/news/pe_scurt_59719.html, 111 Words, 703 Characters Audience: General public 06 March 2009
- Agerpres <http://www.agerpres.ro> Conferința regională "Rural Jobs" / Rural Jobs Regional Conference, 186 Words, 1134 Characters Audience: General public 06 March 2009
- Ziarul Faclia <http://www.ziarulfaclia.ro> Conferința Regională Rural Jobs / Rural Jobs Regional Conference, <http://www.ziarulfaclia.ro/Conferinta-Regional-Rural-Jobs+23354>, 123 Words, 829 Characters Audience: General public 06 March 2009
- Szabadság <http://www.szabadsag.ro> Nemzetközi összefogás a vidékiekért / International cooperation for rural areas, <http://www.szabadsag.ro>, 147 Words, 1041 Characters Audience: General public 07 March 2009
- Monitorul Cluj <http://www.monitorulcluj.ro> Proiect "Rural", la Științe Economice / Rural project at the Economic Sciences, http://www.monitorulcluj.ro/cms/site/m_cj/news/pe_scurt_59832.html, 82 Words, 542 Characters Audience: General public 09 March 2009
- „For the rural employment” article in the local newspaper Kelet-Magyarország, in the region of Szabolcs-Szatmár-Bereg county, 05.06.2009
- Magyar Mezőgazdaság RuralJobs konferencia a vidéki foglalkoztatás elsegítésére 11.09.2008
- Hajdú-Bihari Napló (regional newspaper) Miklós Pakurár: Nemzetközi kutatás a vidéki foglalkoztatás növelésére 12 September 2008
- Kelet-Magyarország (regional newspaper) Miklós Pakurár: Nemzetközi kutatás a vidéki foglalkoztatás növelésére 12 September 2008
- Article at the national magazine Trofimišinas, V. "Kodl kaime nedygsta verslumo sklos?" ("Why not grow the seed the entrepreneurial seeds in the rural area") Info about RuralJobs project and research findings on the internet can be found at: <http://www.manoukis.lt/index.php?m=2&s=9644&t=36> Audience: Lithuanian citizens 16/10/2009
- Article at the national newspaper Paplikas A. "Kaime darbo viet nedaugja" ("A number of workplaces does not increase in rural area") Info about RuralJobs project and research findings In internet: <http://www.delfi.lt/news/daily/country/kaime-darbo-vietu-nedaugeja.d?id=24905473>; <http://www.valstietis.lt/Priedai/Ukininkuzinios/Kaime-darbo-vietu-nedaugeja> Audience: Lithuanian citizens 21/10/2009
- Article at the regional newspaper Magelinskien, Z. "Išmintingiausi sprendimai gimsta diskusijose" (The wisest decisions are born in the debates") Info about RuralJobs project and research findings at regional magazine "Darbas" Audience: Pasvalys citizens 17/12/2009

- Internet "Discussions on Pasvalys district vision after twenty years" Info about RuralJobs project pilot research at Pasvalys region Pasvalys district municipality website: <http://www.pasvalys.lt/index.php?area=1&p=news&newsid=840> Audience: citizens of Pasvalys district municipality and others interests 30/12/2009
- Kelet-Magyarország (regional newspaper) Miklós Pakurár A foglalkoztatás fejlesztési lehetőségei a vidéki térségekben 07. 05. 2010
- Hajdú-Bihari Napló (regional newspaper) Miklós Pakurár A foglalkoztatás fejlesztési lehetőségei a vidéki térségekben 07. 05. 2010
- Kelet-Magyarország: (regional newspaper) Miklós Pakurár 05. 11. 2010
- Hajdú-Bihari Napló (regional newspaper) Miklós Pakurár 05. 11. 2010
- Dissemination of Reports and Results by articles, meeting our web site, Presentation of Results, Rome, Audience: Experts and Internal Functionaries Agricultural Entrepreneurs After the project finished. November 2010 www.ruraljobs.org
- Dissemination activities associated with the SG meeting. Plymouth. March 2010 <http://www.ruraljobs.org>

Radio

- Radio Cluj <http://www.radiocluj.ro> Hungarian language programme: interview with prof. Maria Vincze, registered at the dissemination conference 16 March 2009
- Klubrádió, Debrecen, (4 times) Dissemination of the SG meeting in Debrecen. 11, 24, 25.09.2008

Brochures, posters

Promotional material was distributed personally for the audience. The leaflets gave basic information about the project.

Based on the logo and graphic line, an introductory leaflet was been elaborated by a designer in Regional Council of Limousin. A prototype was presented and validated by all partners during the seminar held in Debrecen in September 2008. After that started the edition stage with 4000 copies (400 for each partner) delivered in December 2008. This leaflet was disseminated during the conferences held in Debrecen (September 2008), Cluj (March 2009) and Sevilla (June 2009). Some local language versions of the leaflet were produced and also posters and folders (e.g. BBU). This leaflet was useful for general external communication about the project.

Leaflets were distributed about the RuralJobs project in Prague at the conference of „Research Connection”. Prague, Czech Republic http://ec.europa.eu/research/conferences/2009/rtd-2009/index_en.cfm , 08.07.2009

Info about project and its activities was given by poster presentations in Lithuanian University of Agriculture for students, lectures, scientists and others in November, 2008.

Posters of the final results were presented at the final conference in Brussels.

Local community-related activities

- New sources of employment to promote the wealth-generating capacity of LAU1 regions , Miklós Pakurár, Conference of „Employment improvement in the border regions" Encs, Audience: experts. 30.06.2009
- Regional meetings, Meetings at regional level aimed at the presentation of the initiatives put forward by RuralJobs. A representative of RuralJobs' Italian staff explaining the most relevant themes and results realized by the projects. Documents and brochures were distributed. Coldiretti territorial Departments of: Calabria, Puglia, Molise, Basilicata, Friuli, Umbria, Sicilia, Sardinia, Campania, Veneto, Emilia Rom, Lazio, Tuscany, and Marche. Audience: Experts and Internal Functionaries Agricultural Entrepreneurs
- Raupeliene A., Atkociuniene V. Info about project RuralJobs at the seminar, which was hold at administration of Telsiai county Administration of Telsiai county, Respublikos g. 32LT-87333 Telšiai Audience: Local entrepreneurs; local politicians; LAG, teritorial Labor Exchange 16/11/2009
- Raupeliene A., Atkociuniene V. Info about project RuralJobs at the seminar, which was hold at administration of Pasvalys district municipality Administration of Pasvalys district municipality, Vytauto Did iojo a. 1, LT-39143 Pasvalys Audience: Local entrepreneurs; local politicians; LAG, teritorial Labor Exchange 01/12/2009
- Raupeliene A., Atkociuniene V. Info about situation of rural employment in Telsiai municipality: RuralJobs results at the dissemination seminar which was hold at administration of Telsiai county Administration of Telsiai county, Respublikos g. 32LT-87333 Telšiai Audience: Local entrepreneurs; local politicians; LAG, teritorial Labor Exchange 16/11/2009
- Raupeliene A., Atkociuniene V. Info about situation of rural employment in Pasvalys municipality: RuralJobs results at the dissemination seminar which was hold at administration of Pasvalys district municipality Administration of Pasvalys district municipality, Vytauto Did iojo a. 1, LT-39143 Pasvalys Audience: Local entrepreneurs; local politicians; LAG, teritorial Labor Exchange 22/12/2009
- Regional Meetings RuralJobs project presentation, Trentino, Piemonte, and Liguria Audience: Experts and Internal Functionaries Agricultural Entrepreneurs November 2009
- Meeting / focus group with experts of agricultural field RuralJobs project presentation, Rome, Coldiretti, and National Office, Audience: Experts, February 2010
- Workshop New sources for employment in Pazardjik pilot region Pazardjik 03.2010 Audience: Local stakeholders
- Round table Problems and feasible solutions for the employment in rural areas Ministry of Agriculture and Food, Sofia 04.2010 Audience: Policy-makers, researchers, public stakeholders
- Round table Visions for rural policy in terms of better rural employments Ministry of Agriculture and Food, Sofia 03.2011 Audience: Policy-makers, researchers, public stakeholders

Mobilisation of networks

- RUR@CT network (<http://www.ruract.eu>)

- European Regions for Rural Innovation -
(<http://www.ruract.eu/spip.php?page=sommaire&lang=en>)
- HVTK - Cross-Border Centre of Expertise in Rural Development
(<http://www.hvtk.org/index.php?lang=eng>)
- ERDN - European Rural Development Network - (<http://www.erdn.waw.pl>),
- Praxis Network (<http://www.eera.gov.uk>)
- Rural Futures (<http://www.geog.plymouth.ac.uk/ruralfutures/default.htm>),
- Essex Rural Partnership (<http://www.essexruralpartnership.org.uk>).

Online media

- Dissemination of the SG meeting in Debrecen, Online medias: Tzsde Fórum, Agroinform.com, Agronapló.hu, Debrecen Online, Deol, Észak-Alföld Online, and Debrecen.hu. 11.09.2008
- Publication on the Coldiretti newspaper on line Short synthesis about projects objectives and promotion of the Good Practices Report (WP2) (<http://www.ilpuncocoldiretti.it/attualita/Pagine/Lacrescitadelle.aspx>), Audience: Agricultural entrepreneurs, 16.03.2009
- Agroazi.ro (http://www.agroazi.ro/stiri/General/0_35/1/9720) Specialistii OJCA-Bistrita-Nasaud s-au intalnit la o sedinta in cadrul proiectului "RuralJobs"/Specialists from the County Office for Agricultural Consultancy have met on the topic of the "RuralJobs" project 5 February 2010
- Mesagerul de Bistria - Nsud, (<http://www.mesagerul.ro/index.php?id=id:00000065407>), Universitarii Clujeni in conferin despre potentialul mediului rural / Conference held by academics from Cluj on the potential of the rural areas 21 February 2010
- Dissemination activities associated with the SG meeting. Plymouth. March 2010
- Dissemination activities associated with the SG meeting. Debrecen. March 2010.

Preparation of teaching materials for university students

After finishing the project, based on the results, teaching materials were developed for rural development students. The aim of the teaching material is to make a contribution to rural science on the field of rural employment. The developed material is incorporated into the curriculum of BSc students learning rural science. Teaching materials are developed by university partners on national languages with the selection and integration from the RuralJobs deliverables taking into account the specificities of the country.

The public website of the RuralJobs project: <http://www.ruraljobs.org>

The scientific representative of the coordinator:

Dr Pakurár Miklós

e-mail: pakurar@agr.unideb.hu