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**Interreg
Europe**



Co-funded by
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Entrepreneurship in rural areas with population decline *Regione Puglia (Italy)*

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Regione Puglia - Youth Policies Dept.

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Interreg Europe Policy Learning Platform



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Puglia at a glance

15-34s are 22% of the population
(Italy 21,1%)

Youth unemployment rate (15-24) 32% (South Italy 37%, Italy 23,7%)

Neet rate (15-29) 30,6% (South Italy 32,2%, Italy 23,1%)

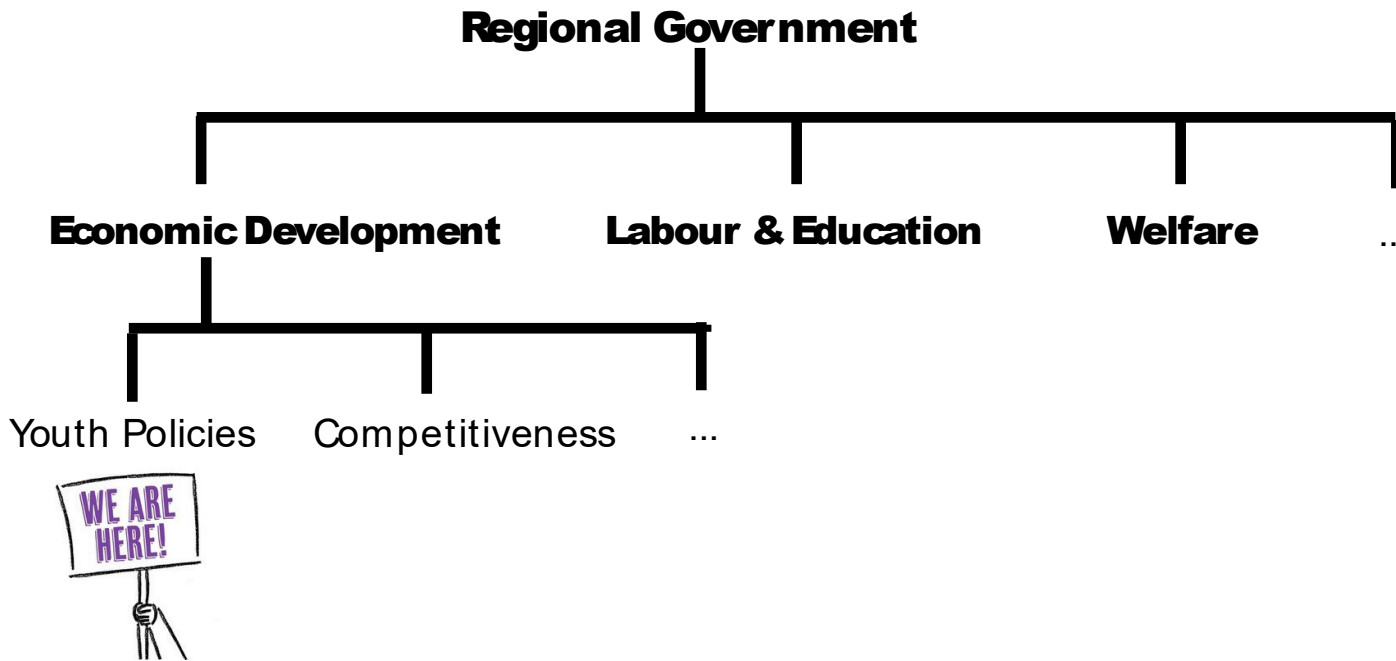
Brain drain 3.000 youth/year

Youth Innovative Start-ups 19,1%
(Italy 16,4%)

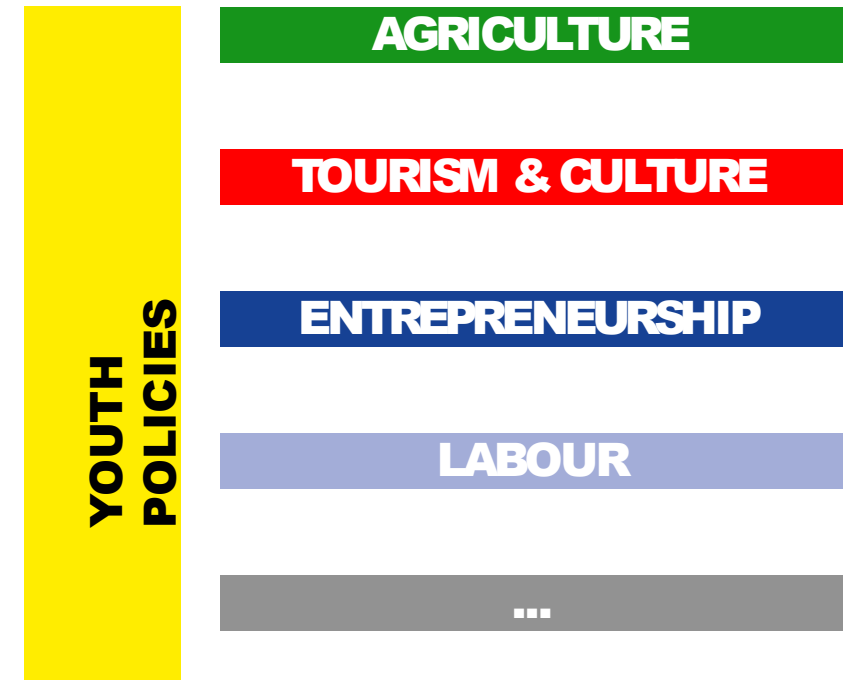


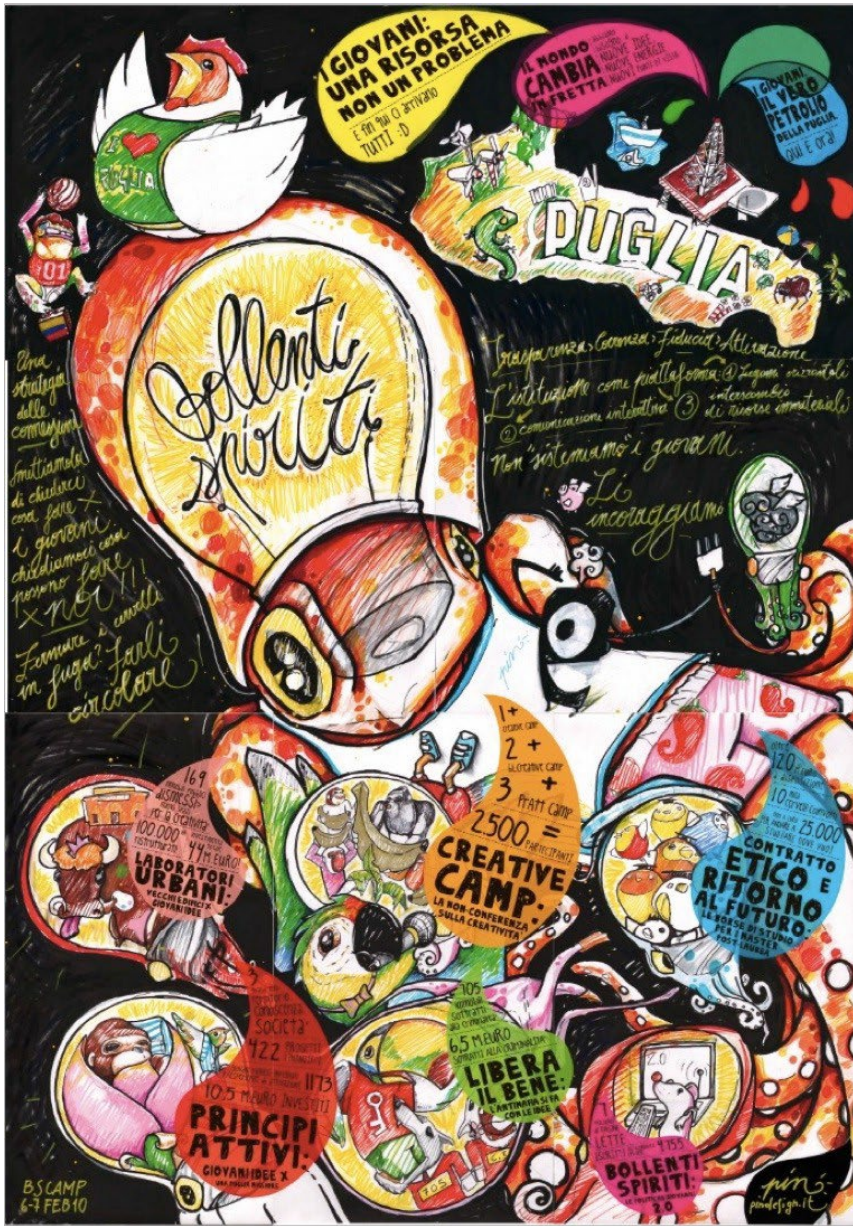
Youth Policies Department

Organogram (formal)



Functions (real)





Our Strategy

from “what can we do for them” to.. “what can **they** do for Puglia”

Goals:

- Improve human capital, enhance soft & life skills
- Enhance ideas, talents and latent energies
- Reuse public spaces
- Generate and strength communities
- Foster youth participation

Tools:

- Non-formal education, learning-by-doing
- Direct relationship

PIN - Pugliesi Innovativi (*Innovative Apulians*)

Rolling Call. On-line application using business model canvas



18 > 35



10.000 to 30.000 €



European Union
European
Social Fund

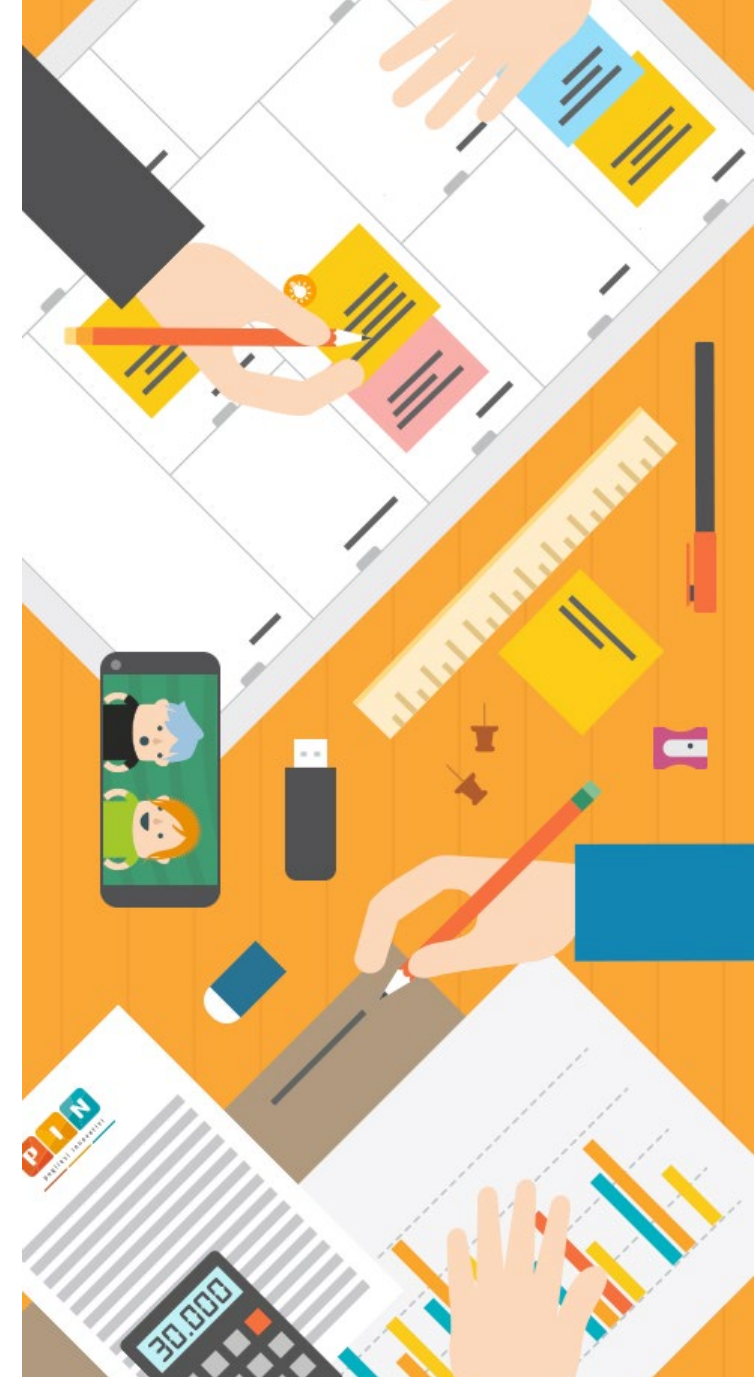


Side-services

- *Dedicated tutors*
- *Professional services*
- *Participation to Fairs*
- *Workshops & networking*

PIN - Data & Results

- **6576** application dossiers created, **2448** submitted, **548** financed projects (**15.000.000 €**)
- **23** trade fair participations involving **123** start-ups
- **124** thematic workshops (in-person and digital)
- **38** sectoral networking events (in-person and digital)
- **25.820** hours of specialised professional services
- **70%** of participants have improved their employment status
- **85%** of NEET have improved their status (57% employed)
- **75%** of participants report to have acquired new skills



Rural Case Studies/ 1



Artichoke liquor

Fabrizio and Francesco decided to valorize a typical product from their area to produce a bitter liquor also used for cocktails. They set-up the first artisanal distillery in their province

Honey tourism

Vicky and Vito realized an holistic apiary in a national Parc, where besides honey production, organize educational visits, honey cooking classes, honey beauty treatment workshops and perform massages with honey-made products and bee-therapy



Rural Case Studies/ 2



Adopt a tree

Antonio and Lucia created a web platform that allows to adopt a olive tree, follow its growing and finally receive the oil. In this way they contrast the sector decline caused by xylella



A hanging camping

Nicola, Marta and Samuele created a camping with hanging tents between trees in a natural and historical site. The camping is co-managed with disabled people.

What we learned

- Youth are not a minority to be helped but a **misused resource**
- Peer-to-peer (youth-to-youth) example is particularly effective
- Attachment to the homeland is an asset
- Opposing the 0-0 mentality trigger development processes



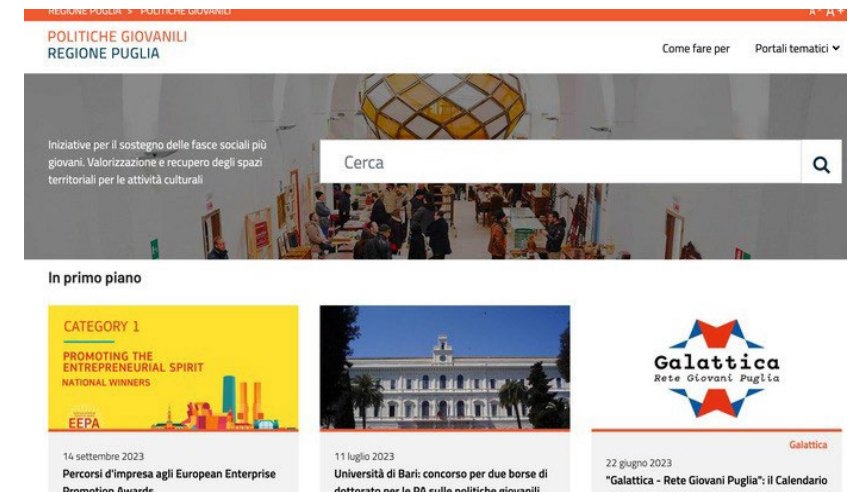
*not designing calls for disadvantaged people
but facilitating access to wide-ranging calls,
peer-to-peer approach*

Preliminary policy recommendations & stakeholders

- Start with a **participatory process and map the local resources** > it gives you reliable data **AND** allow to involve the beneficiaries
Schools, Youth Organisations (go where young people are)
- Design a **strategy** based on the participatory process results > it builds **social capital** and **trust**
Local authorities (policy makers)
- Try to identify and involve in the strategy **peers** acknowledged by young people > they represent closer **examples**
Youth organisations, Youth enterprises (active youth)
- Implement the strategy at the very **local** level and provide **side-services** > it facilitates participation
Municipalities, schools
- Involve beneficiaries in **communication** and **monitoring** activities > they will feel more involved
Media, schools, universities

Materials

- [Euronews video about PIN](#) (english)
- [Interreg Good Practice PIN](#) (english)
- [European Social Fund Good Practice PIN](#) (english)
- [PIN website](#) (italian)
- [Research about youth policies in Puglia](#) (english)
- [Research about support schemes for young entrepreneurs in Puglia](#) (english)



[Youth Policies Department website](#)
(italian)