

# Youth Engagement and FLAGs

Rhodes, Greece

Wifi access code: famenet



# **Angelos SANOPOULOS**

**FAMENET Support Unit** 



# Efthymia GIOKALA

Greek MA



# Youth Engagement and FLAGs

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# George KIRMIZIDIS

**European Commission** 



# Youth Engagement and FLAGs

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## **Anne COUDEYRE**

**European Commission** 

# Youth Engagement and FLAGs

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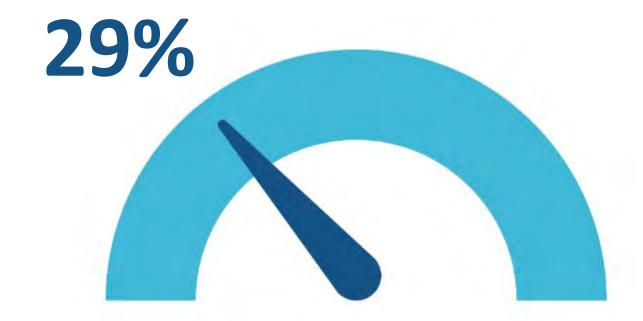
### By youth, we mean under...



# **CLLD** added-value results

**Youth Involvement** 

### Youth organisations involved in preparation of LDSs



### Youth organisations on FLAG decision-making bodies



### Number of project promoters under the age of 40



### However, on average, FLAGs were able to mobilise...

400 young people for educational and awareness activities

**40** for professional training

4 for leading projects

### Why we are here...

- There is clear potential for strengthening youth engagement
- Some FLAGs are leading the way lets learn from each other
- Data and sharing good practices is essential

# Today's agenda

A quick look

# Today's Journey



### **Practical information**

Badges
(and agenda)

Sign in! (each day)

Wi-Fi (famenet)

Dinner (Sunset Deck)

Ask questions, network

Have fun!



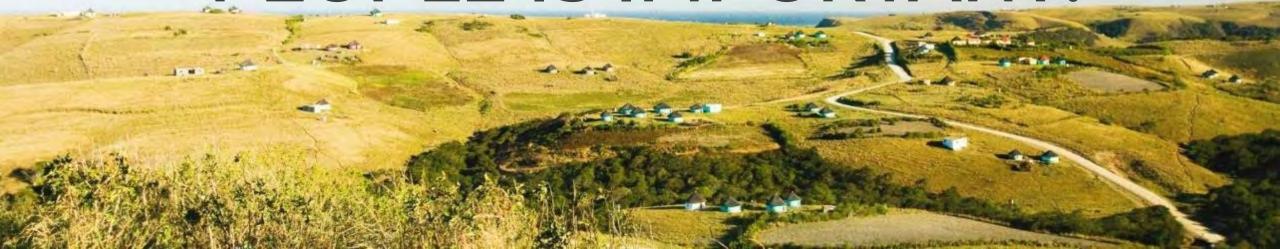
# Anja FORTUNA

Rural Youth Europe





# WHO ARE WE AND WHY ENGAGING RURAL YOUNG PEOPLE IS IMPORTANT!





**BREAKING BOUNDARIES • BUILDING BRIDGES** 





- Founded in 1957;
- The biggest rural youth organisation in Europe;
- Young people from rural areas, young farmers, 4H members;
- Entirely youth-led;
- European identity;
- Based in Brussels, Belgium.





- The voice of young people from rural and remote areas and young farmers.
- Bridging urban-rural divide.
- Educating and empowering!
- Advocating and representing!





# Rural Youth Europe among others aims to promote and raise awareness of

- Rural development
- Agriculture

**AIMS** 

- Youth policies
- Youth participation
- Human rights
- Diversity
- Sustainable lifestyle

RYE has 23 member organizations.

Reaching half a million young rural Europeans!



### Why am I talking about this?

PROGRAMME MANAGER AT RURAL YOUTH EUROPE

MEMBER OF THE EUROPEAN BOARD ON AGRICULTURE AND FOOD

FROM A VILLAGE IN THE PREALP

YOUTH WORKER AND NON-FORMAL

AREA OF SLOVENIA

EDUCATION TRAINER AND FACILITATOR

FORMER BOARD MEMBER AND HEAD OF YOUTH POLICIES AND

RURAL DEVELOPMENT AT SLOVENIAN RURAL YOUTH

LIVED AT THE COAST OF SLOVENIA

**ASSOCIATION** 

WHILE STUDYING TOURISM

FORMER PRESIDENT OF THE

FORMER VICE PRESIDENT OF THE

NATIONAL YOUTH COUNCIL OF

**EUROPEAN YOUTH FORUM** 

SLOVENIA



**BREAKING BOUNDARIES • BUILDING BRIDGES** 

### LET'S BREAK IT DOWN

### RURAL AND REMOTE AREAS

YOUNG
PEOPLE
YOUTH ENGAGEMENT

### LETS BREAK IT DOWN

RURAL AND REMOTE AREAS

# YOUNG PEOPLE

YOUTH ENGAGEMENT

### YOUNG PEOPLE

- 1. AGE GROUP: 15-29 YEARS
- 2. GEOGRAPHIC CONTEXT: PHYSICALLY ISOLATED, WITH POOR TRANSPORT AND DIGITAL CONNECTIVITY.
- 3. SOCIOECONOMIC PROFILE:
  - OFTEN FACE HIGHER RATES OF YOUTH UNEMPLOYMENT, SCHOOL DROPOUT, AND LOWER ACCESS TO HIGHER EDUCATION AND OTHER OPPORTUNITIES.
  - FEWER JOB OPPORTUNITIES BEYOND AGRICULTURE, SEASONAL TOURISM, OR SMALL LOCAL BUSINESSES.
  - LIMITED ACCESS TO HEALTHCARE, MENTAL HEALTH SERVICES, AND YOUTH PROGRAMS.

### YOUNG PEOPLE

### 4. CHALLENGES IN PARTICIPATION

- UNDERREPRESENTED IN DECISION-MAKING AT LOCAL, NATIONAL, AND EU LEVELS.
- BARRIERS TO MOBILITY (TRANSPORT, FINANCES, LANGUAGE)
- RESTRICT ACCESS TO EU PROGRAMS AND NETWORKS.
- DIGITAL DIVIDE
- GENTRIFICATION PUSHED OUT BY TOURISM

### 5. STRENGTHS AND POTENTIAL

- DEEP LOCAL KNOWLEDGE, RESILIENCE, AND A STRONG SENSE OF COMMUNITY.
- PLAY A KEY ROLE IN SUSTAINING AGRICULTURE, ENVIRONMENTAL STEWARDSHIP, AND RURAL CULTURE.
- POTENTIAL LEADERS IN THE GREEN AND DIGITAL TRANSITION—IF GIVEN THE TOOLS AND OPPORTUNITIES.

### LET'S BREAK IT DOWN

RURAL AND REMOTE AREAS

YOUNG PEOPLE

# YOUTH ENGAGEMENT

YOUTH ENGAGEMENT IS THE MEANINGFUL PARTICIPATION OF YOUNG PEOPLE IN SHAPING DECISIONS, POLICIES, AND ACTIONS THAT AFFECT THEIR LIVES AND COMMUNITIES. IT EMPOWERS THEM TO CONTRIBUTE, LEAD, AND TAKE OWNERSHIP IN SOCIAL, ECONOMIC, AND POLITICAL PROCESSES.

# LADDER OF PARTICIPATION



Shared decision-making

Lead and initiate action

Adult-initiated, shared decisions

Consulted and informed

Assigned, but informed

Tokenism

Decoration

Manipulation

Participation

Non-participation

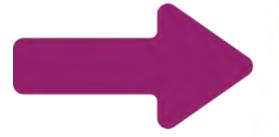


ROGER HART'S LADDER OF YOUTH PARTICIPATION

### WHERE DO WE WANT TO BE?

# LADDER OF PARTICIPATION





Shared decision-making

Lead and initiate action

Adult-initiated, shared decisions

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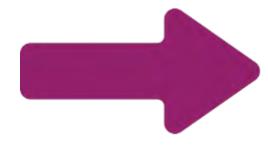


ROGER HART'S LADDER OF YOUTH PARTICIPATION

# YOUNG PEOPLE IN RURAL OR REMOTE AREAS FACE PARTICULAR CHALLENGES IN THEIR PARTICIPATION, ACCESS TO EDUCATION, EMPLOYMENT, AND YOUTH SERVICES



# WHY IS ENGAGING YOUNG PEOPLE IN COSTAL RURAL AREAS IMPORTANT



# 1. DEMOGRAPHIC CHALLENGES (DEPOPULATION AND COMMUNITY DECLINE)

2. LACK OF ECONOMIC OPPORTUNITIES

# 3. LOSS OF CULTURAL HERITAGE AND LOCAL IDENTITY

4. SOCIAL AND GEOGRAPHIC EXCLUSION



# WHAT THIS BRINGS TO COASTAL RURAL AREAS



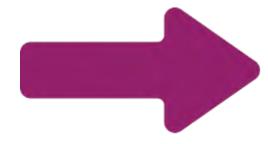
**ENGAGING YOUTH IN COMMUNITY** DEVELOPMENT FOSTERS A SENSE OF OWNERSHIP AND EMPOWERMENT. YOUNG INDIVIDUALS DEVELOP A DEEPER CONNECTION TO THEIR COMMUNITY AND ITS WELL-BEING WHEN INVOLVED IN DECISION-MAKING.

#### **RESULTING IN...**

- 1. SLOWING RURAL DEPOPULATION
- 2. UNLOCKING UNTAPPED HUMAN POTENTIAL
- 3. DRIVING ECONOMIC AND COMMUNITY DEVELOPMENT
- 4. ADVANCING SOCIAL INCLUSION AND EQUITY
- 5. PRESERVING CULTURE WHILE INNOVATING
- FOR THE FUTURE
- 6. STRENGTHENING CIVIC LIFE AND COMMUNITY



# HOW TO DO MEANINGFUL RURAL YOUTH ENGAGEMENT



### 1) INVOLVE YOUTH FROM THE START

- FROM IDEA TO DESIGN, IMPLEMENTATION TO EVALUATION.
- ASK THEM WHAT THEY WANT.
- DO NOT ASSUME WHAT IS INTERESTING FOR THEM.
- YOU WANT THAT THEY CO-CREATE NOT JUST CONSUME.



#### 2) MAKE IT LOCAL AND RELEVANT

- TAILOR ENGAGEMENT TO THE REALITIES OF RURAL LIFE: TRANSPORT ISSUES, SEASONAL WORK, INTERNET ACCESS, AND LOCAL IDENTITY.
- LINK ACTIVITIES TO ISSUES THAT MATTER LOCALLY—LIKE FISHING RIGHTS, LAND USE, OR RURAL DEVELOPMENT.



#### 3) USE FLEXIBLE, YOUTH-FRIENDLY METHODS

- APPLY NON-FORMAL EDUCATION, PEER LEARNING, AND CREATIVE TOOLS (E.G. DIGITAL STORYTELLING, MAPPING, GAMES).
- OFFER HYBRID OPTIONS (OFFLINE/ONLINE) TO OVERCOME GEOGRAPHIC ISOLATION.

### 4) BUILD LONG-TERM TRUST AND RELATIONSHIPS

- ONE-OFF CONSULTATIONS ARE NOT ENOUGH. CREATE CONSISTENT SPACES FOR DIALOGUE AND FOLLOW-UP.
- WORK WITH TRUSTED LOCAL ACTORS LIKE SCHOOLS, COMMUNITY CENTERS, OR YOUTH CLUBS.VES AND GIVE THEM OWNERSHIP OVER PROJECTS.



# 5) INVEST IN SKILLS AND LEADERSHIP

- PROVIDE TRAINING IN ADVOCACY, CRITICAL THINKING, AND ENTREPRENEURSHIP.
- SUPPORT YOUTH-LED INITIATIVES AND GIVE THEM OWNERSHIP OVER PROJECTS.



#### 6) ENSURE REPRESENTATION AND INCLUSION

- ACTIVELY REACH OUT TO MARGINALIZED GROUPS (E.G. NEETS, MINORITIES, GIRLS, INDIGENOUS YOUTH).
- CREATE SAFE, INCLUSIVE ENVIRONMENTS FOR DIVERSE VOICES.





### WHERE CAN YOU START??





# WHERE CAN YOU START??

Look around your area, find youth organisation and young people and reach out to them. They will tell you the best ways on how THEY want to be engaged!





Anja Fortuna, anja.fortuna@ruralyoutheurope.com

Address:



# Youth Engagement and FLAGs

Rhodes, Greece



Time for a break!
(We resume at 11:00)

# Youth Engagement and FLAGs

Rhodes, Greece

# Perspectives and inspiration

Speakers and panel discussion



Janicke ECKHOFF (NextGen Seafood)



Marie KELLGREN (Smartfisk)



Berat KJAMILI (Migport)

### Questions for the panel...

Please go to menti.com

Use code: 1616 3874





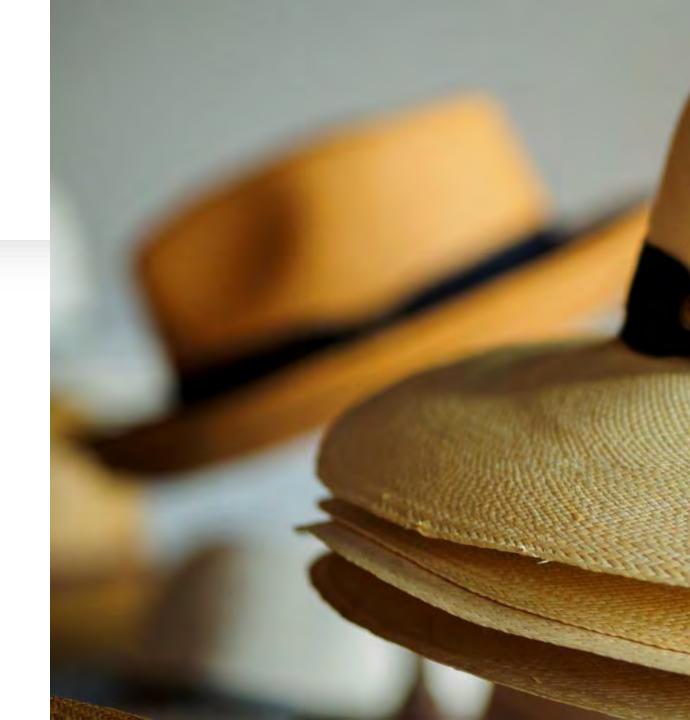
# Janicke ECKHOFF

**NextGen Seafood Alliance** 



## Introduction

- Outreach manager, Marine Steawardship Council
- Communications manager, YoungFish
- President, Next Generation Seafood Alliance















# YoungFish

- A young professionals network for all young people working in seafood in Norway
- Founded in 2014, in Bergen
- 10 years late
  - National board
  - Four regional network hubs
  - Two local networks
  - 42 individual roles



#### What do we do?



A professional developmental and social network

#### **Events**

- Regional and local networks every second or third month
  - Afterwork, Debates, Excursions
- National a conference every year
  - Full day keynote speakers, debates and panels - banquet

#### Prescence

- Instagram, LinkedIn, Facebook
- Where the young people are physically

Our mission is to connect young people in the industry and provide learning and professional development opportunities, as well as a network and personal relations platforms!

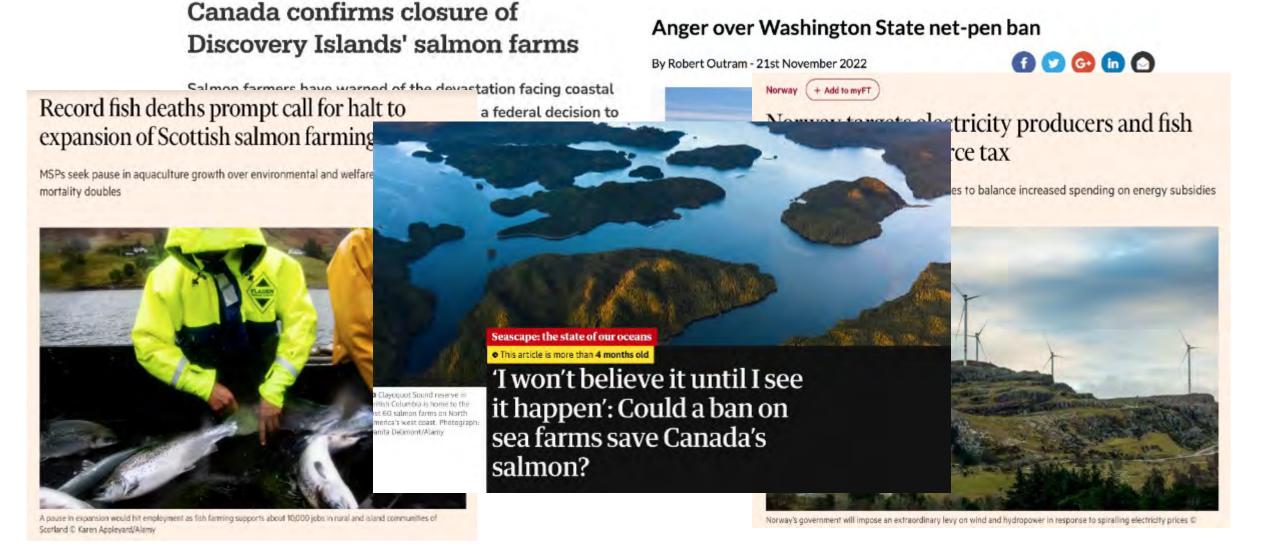
### **ISFA**

- BRITISH COLUMBIA SALMON FARMERS ASSOCIATION
- FAROE ISLAND SALMON FARMERS
- **IRISH** SALMON GROWERS
- NORWEGIAN SEAFOOD FEDERATION
- SALMON CHILE
- SALMON SCOTLAND
- TASMANIAN SALMONID GROWERS
- MAINE AQUACULTURE ASSOCIATION
- THE ICELANDIC AQUACULTURE ASSOCIATION
- CANADIAN AQUACULTURE INDUSTRY ALLIANCE
- ATLANTIC CANADA FISH FARMERS ASSOCIATION
- THE **NEWFOUNDLAND** AQUACULTURE INDUSTRY ALLIANCE





# If not now, when?





# All ((mega drivesrs)) are in aquacultures favour

Increasing global population in need of food

Growing middelclasses in emergin markets increased demand for protein



Lower CO2 footprint, less neeed for land or water, compared to other animal protein production

Limitations in fisherysector

Higher quality supermerket chains around the world

The higher the levle of educated the healthier the diet

Elderly eat more fish



## Who are we?











# What do we do?

- 2,900 active Members
- Representing countries
- Organising 40+ events a year
- We believe we can achieve this by supporting young voices in the seafood sector







### Next Gen. Seafood Alliance

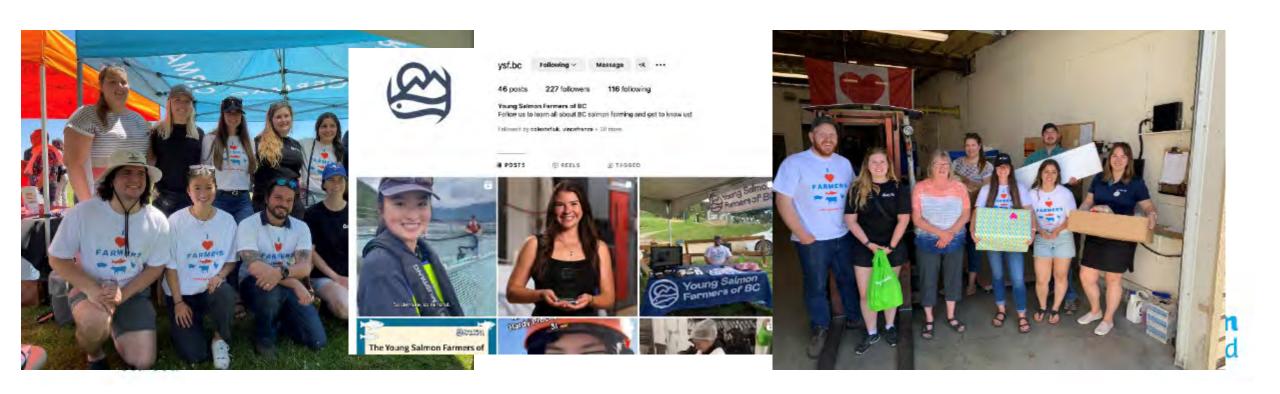
- Global member organization
- A collaboration between young professional networks in the seafood sector
- To establish an understanding of salmon farming and seafood production as a leader in the blue food solution among future decision-makers
- We believe we can achieve this by supporting young voices in the seafood sector





### **Our Mission**

The Next Generation Seafood Mission is to empower the younger generations in the seafood sector by helping them voice their experiences in and enthusiasm for the seafood sector.



### **Our Vision**

The network will create an opportunity for young professionals to connect across borders, oceans and supply chain segments, to learn from each other and sector experts, to advocate for responsible seafood practices, to support coastal communities, to innovate thinking around the sector, and to give back to causes that are important to young professionals.

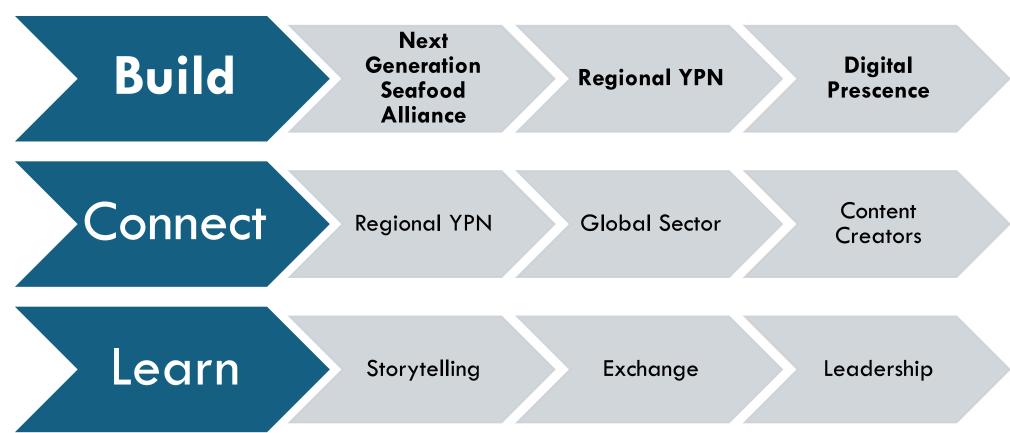


# Our Values

Connect	Learn	Coastal Communities	Responsible Seafood	Innovate	Give Back
Connect young professionals in the seafood sector	Professional development opportunities	Staying rooted in our coastal communities	A viable and position	Adapt to changing times	Understand our impact and our privilege



# A Three Phased Approach







## Who are NGSA?





















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# Marie KELLGREN

**Smartfisk** 





- Marie Kellgren, 33
- Fisherman by apprenticeship in a family-run business 2014-2015
- Bachelor of hospitality management, Arcada University of Applied Sciences 2015
- Wilderness guide, Axxell Vocational School 2018

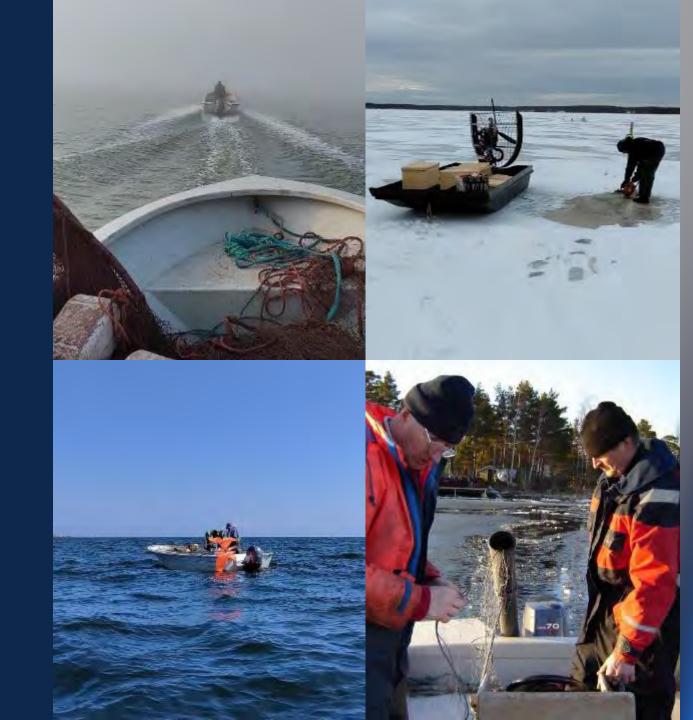
### Where do we fish?

- Family-owned business
   Kellgrens Laxfiskar
- Pellinge in the archipelago of Porvoo, Southern Finland



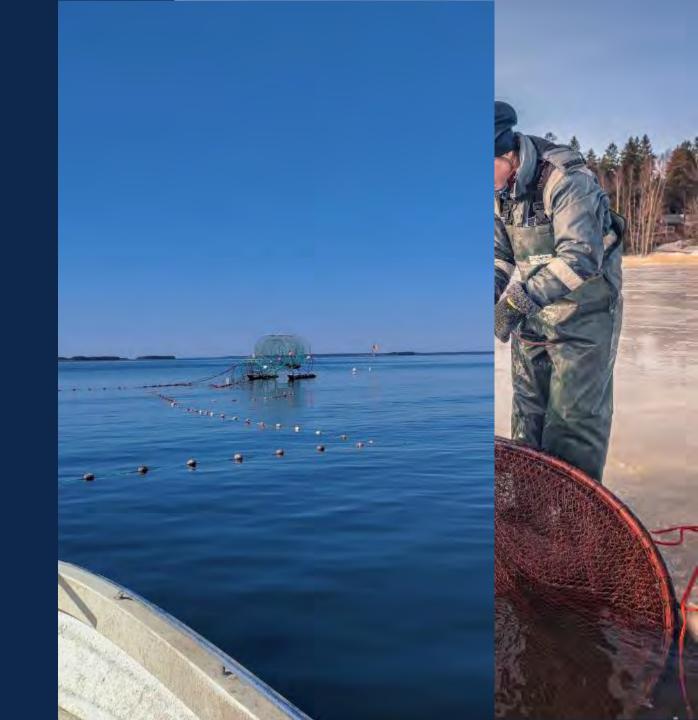
### When do we fish?

- Fishing all year round
- 21 ft open boats
- During winter from the ice



### How do we fish?

- Fishing with bottom traps and fyke nets
- Fishing with gillnets only under the ice



### What do we catch?

Different spicies according to season

- Winter: Burbot, pike, pikeperch
- Spring: Pikeperch, pike
- Summer: Salmon, perch
- Autumn: Whitefish, trout





#### The LAG and FLAG

- Development Association Sepra is one of 54 Finnish Leader Local Action Groups (LAGs) and one of nine Fishery Local Action Groups (FLAGs)
- Etelärannikon KalaLeader Sydkustens FiskeLeader (FLAG of the Southern coast)





# Measurable Target

 10 young people in schoolbased internship positions within commercial fishing or fishing tourism companies



During the previous EMFF funding period, our FLAG introduced a master-apprentice model to attract new especially young participants to the fishing sector. The model has since been successfully adopted by other FLAGs in Finland!



# Projects focusing on youth funded by the FLAG 2021-

- "Fishing school" (Fiskeskolan)
   Finlands Svenska 4H
- "Southcoast's Smart fish –
  from sea to plate" (Sydkustens
  smartfisk från hav till tallrik)
  Finlands Svenska
  Marthaförbund







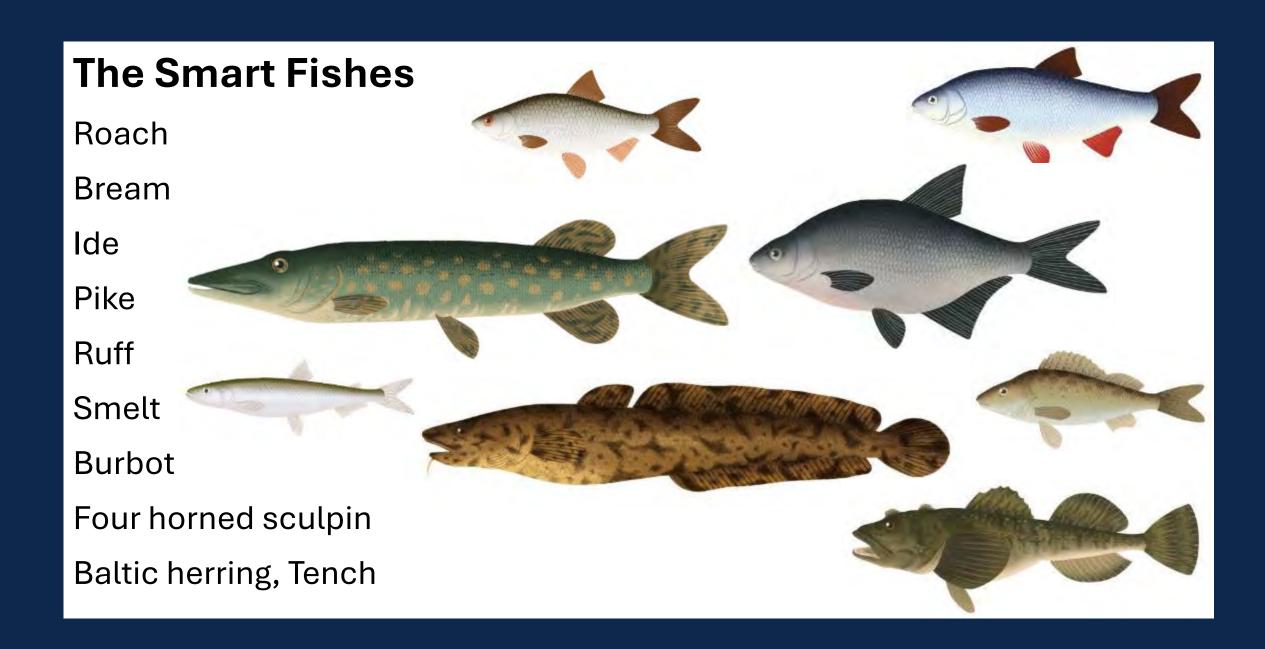
#### WHY?

- Increase awareness of fish as a nutritious and environmentally sustainable source of protein.
- Support professionals in the fishing industry by highlighting local fish and increasing the value of underutilized fish species.
- Prevent eutrophication of our waters.
- Promote local, sustainable fishing!



### The Smart Fish concept

- Eating smart fish is climate-smart!
- A protein source with a minimal ecological footprint
- Locally caught fish from nearby stocks
- Short transportation distances
- Fishing with passive gear
- Improves profitability for multiple actors





#### HOW?

- Lectures and workshops in schools
- Recipe development and recipe cards
- Media visibility
- Presence at events
- Smart Fish Ambassadors
- Collaboration between consumers, professional fishers, retailers, restaurants, as well as other projects and organizations.

By increasing demand





# LESSONS LEARNED / CHALLENGES

- One year is a short period of time for a project, especially if trying to reverse consumer trends
- Harder than we thought to schedule workshops with the schools
- Why make food when you can order it to your front door?



## WHY INVEST ON YOUTH?

# 1. Secure the Future of Coastal Communities

Youth involvement ensures generational renewal and helps retain young people in the region.

#### 2. Drive Innovation and Local Engagement

Young people bring fresh ideas, digital skills, and energy that strengthen community development and identity.

# 3. Support Sustainable Growth Aligned with EU Goals

Investing in youth promotes social sustainability, economic resilience, and aligns with EU blue economy strategies.





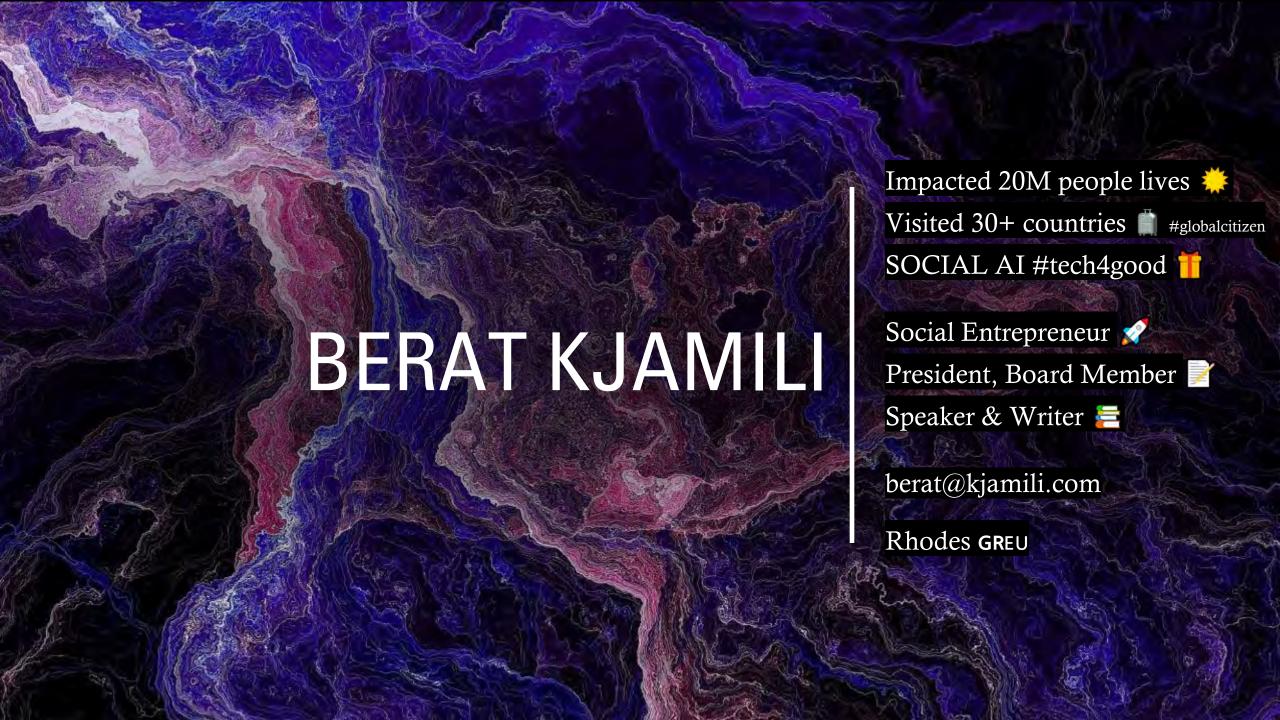
# Youth Engagement and FLAGs

Rhodes, Greece



# **Berat KJAMILI**

**Migport** 



# E-RESIDENCE TÜRKİYE

signature

Digitalizing residence permit applications for foreigners in Türkiye | **20 million users** 

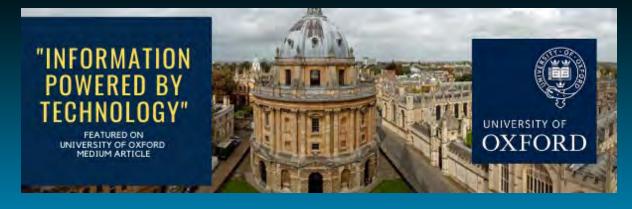




### Migport

Connecting refugees with locals















# Government SOCIAL **ENTREPRENEURS** Private Sector Civil Society



### EUVSVIRUS HACKATHON





# %15,9

youth unemployment rate in Turkey

We provide international standard coding and AI training to young people with Microsoft, IBM and Harvard University.



- 70% employment rate.
- 300,000 graduates







# Youth Engagement and FLAGs

Rhodes, Greece



**Richard FREEMAN FAMENET** 



Janicke ECKHOFF NextGen



**Marie KELLGREN** Smartfisk



Migport

# Youth Engagement and FLAGs

Rhodes, Greece

#### **Breakout sessions**

- Developing youth-led projects (ARIADNE)
- Storytelling across generations (IMPERIAL BALLROOM B)
- Sustainability 'mini' hackathon (ARTEMIS)
- Youth policy lab (APHRODITE)

Round 1: 13:30

Round 2: 15:30

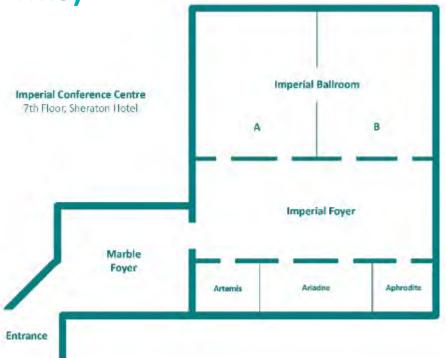


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### Housekeeping

- Dinner tonight is at the Sunset Deck (19:00)
- Tomorrow, we start at 09:30 (Registration is at 09:00)

Reflections breakout sessions

Poster pitches and exhibition

Cooperation corner, ask the experts

# One last thing!



# Youth Engagement and FLAGs

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### Time for a break!

(We resume at 13:30)