

## FINAL COMMUNITY WORKSHOP REPORT

The multiplier event – Community Workshop started on June 6, 2019, and ended on July 31, 2019. It aimed at raising the awareness of the community to the importance of supporting young adult entrepreneurs and the benefits of having successful entrepreneurship in the agricultural field in the local community. The most important topic of research was discovering the specific agricultural topic which is most relevant and useful in each partner country around which the course materials will be based. During the workshop, project partners presented the project and the plans for research period using exploitation as opportunity for dissemination and applying questionnaires. The participants were, thus, gauged as to their level of availability for help and support of young entrepreneurs and ways in which this help could be given. The workshops were monitored by the leading partner (**TUM**) and, at the end of the period (July 31, 2019), each activity coordinator supplied photos, attendance lists and questionnaires filled in by the 15 participants in each project partner country. The Final Report has been made by **CPIP**.

The Community Workshop was organised (date and location) by each project partner as follows:

- **TUM** – on July 26, 2019, in the Lehrstuhl für Ökonomik des Gartenbaus und Landschaftsbaus Technische Universität München, Freising, Germany;
- **CPIP** – on June 7, 2019, in Banat's University of Agricultural Science and Veterinary Medicine "King Michael I of Romania" from Timisoara, Romania;
- **DEFOIN** – on July 17, 2019 – in Granada, Spain;
- **ARID** – on July 10, 2019, in Goszyce, Małopolska voivodship, Poland;
- **NEW EDU** – on July 15, 2019, in Podkylava, Slovakia;
- **ÇOMU** – on July 31, 2019, in Büyük Truva Oteli Çanakkale, Turkey.

The Community Workshop was attended, in each partner country, by a different number of participants from different backgrounds:

- **TUM** – 16 participants: employees of the German agricultural service, farm consultants, farm owners/operators/employees, students from various agricultural study programs, trainers/teachers of agricultural/horticulture;
- **CPIP** – 15 participants: academics, teachers of agriculture-related disciplines;
- **DEFOIN** – 15 participants: employees from education/training institutions, farmers, stakeholders, students of agriculture VET schools/universities;
- **ARID** – 17 participants from local small companies and local farms;
- **NEW EDU** – 15 participants: employees from education/training institutions, farmers, students of agriculture VET schools/universities;
- **ÇOMU** – 32 participants: local entrepreneurs and professional farmers.

During the Community Workshops, project coordinators presented preliminary results of the AgriSkills Project to date, results that were then discussed actively by the participants.

The participants signed on a Participants' List containing all contact details (Name and Surname, Organisation, Organisation Address, Participant's e-mail address).

Because the project partners did not invite the same number of participants to the Community Workshop, it is impossible to represent graphically the responses to the questionnaire aiming at

evaluating this multiplier event. However, participants' ratings are synthesised below:

**Please evaluate the following aspects from 1 (lowest level) to 5 (highest level).**

Project partner	Item	1	2	3	4	5
<b>TUM</b>	Accessibility level	-	-	-	3	11
	Clarity of the presentation	-	-	-	3	11
	Level of gained knowledge	-	-	5	5	4
	Level of interest	-	-	1	1	12
	Attitude towards participants	-	-	-	2	12
<b>CPIP</b>	Accessibility level	-	-	-	-	15
	Clarity of the presentation	-	-	-	-	15
	Level of gained knowledge	-	-	-	3	12
	Level of interest	-	-	-	1	14
	Attitude towards participants	-	-	-	1	14
<b>DEFOIN</b>	Accessibility level	-	-	-	8	7
	Clarity of the presentation	-	-	1	6	8
	Level of gained knowledge	-	-	-	7	8
	Level of interest	-	-	-	8	7
	Attitude towards participants	-	-	-	7	8
<b>ARID</b>	Accessibility level	-	-	1	15	1
	Clarity of the presentation	-	-	-	-	17
	Level of gained knowledge	-	-	3	14	-
	Level of interest	-	-	-	-	17
	Attitude towards participants	-	-	-	-	17
<b>NEW EDU</b>	Accessibility level	-	-	-	7	8
	Clarity of the presentation	-	-	-	-	15
	Level of gained knowledge	-	-	2	4	9
	Level of interest	-	-	2	5	8
	Attitude towards participants	-	-	-	6	9
<b>ÇOMU</b>	Accessibility level	-	-	5	21	15
	Clarity of the presentation	-	1	2	14	24
	Level of gained knowledge	-	2	5	9	25
	Level of interest	-	-	1	1	39
	Attitude towards participants	-	-	-	-	41

Ratings summary BASED ON PROJECT PARTNERS' SUMMARIES:

Item	1	2	3	4	5
Attitude towards participants	-	-	-	16	101
Level of interest	-	-	4	16	97
Clarity of the presentation	-	1	-	23	90
Level of gained knowledge	-	2	15	42	58
Accessibility level	-	-	-	54	57

Community Workshop participants rated "Attitude towards participants" first (101 votes), followed by "Level of interest" (97 votes), "Clarity of the presentation" (90 votes), "Level of gained knowledge" (58 votes), and "Accessibility level" (57 votes), which shows that project partners prepared this

dissemination activity in good conditions.

**Please evaluate the following sentences about the content of the Intellectual Outputs.**

Project partner	Item	1	2	3	4	5
<b>TUM</b>	The project seems interesting to you.	-	-	-	3	11
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	1	3	10
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	1	2	10
	Participation in this event will be useful in my future professional activities.	-	-	4	6	4
	The outputs contain enough information to deepen my knowledge.	-	-	4	8	2
	The outputs use a language I can easily understand.	-	-	1	1	12
	Training materials may be helpful for young unemployed adults.	-	-	2	6	6
<b>CPIP</b>	The project seems interesting to you.	-	-	-	2	13
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	-	-	15
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	-	1	14
	Participation in this event will be useful in my future professional activities.	-	-	-	7	8
	The outputs contain enough information to deepen my knowledge.	-	-	-	6	9
	The outputs use a language I can easily understand.	-	-	-	2	13
	Training materials may be helpful for young unemployed adults.	-	-	-	-	15
<b>DEFOIN</b>	The project seems interesting to you.	-	-	-	-	-
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	-	6	9
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	-	7	8
	Participation in this event will be useful in my future professional activities.	-	-	1	7	7
	The outputs contain enough information to deepen my knowledge.	-	-	-	7	8
	The outputs use a language I can easily understand.	-	-	-	9	6
	Training materials may be helpful for young unemployed adults.	-	-	-	-	-
<b>ARID</b>	The project seems interesting to you.	-	-	-	-	-
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	-	-	17
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	-	15	2
	Participation in this event will be useful in my future professional activities.	-	-	5	12	0
	The outputs contain enough information to deepen my knowledge.	-	-	3	7	7

	The outputs use a language I can easily understand.	-	-	-	17	-
	Training materials may be helpful for young unemployed adults.	-	-	-	-	-
<b>NEW EDU</b>	The project seems interesting to you.	-	-	1	9	5
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	1	8	6
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	-	13	2
	Participation in this event will be useful in my future professional activities.	-	-	1	8	6
	The outputs contain enough information to deepen my knowledge.	-	-	1	9	5
	The outputs use a language I can easily understand.	-	-	1	10	4
	Training materials may be helpful for young unemployed adults.	-	-	1	3	11
<b>ÇOMU</b>	The project seems interesting to you.	-	-	-	-	-
	The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	3	6	32
	Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	-	7	34
	Participation in this event will be useful in my future professional activities.	-	-	4	8	29
	The outputs contain enough information to deepen my knowledge.	-	-	2	22	17
	The outputs use a language I can easily understand.	-	2	-	29	10
	Training materials may be helpful for young unemployed adults.	-	-	-	-	-

## Ratings summary BASED ON PROJECT PARTNERS' SUMMARIES:

Item	1	2	3	4	5
The presented outputs have provided information in a logical, structured, dynamic and interesting way.	-	-	5	23	<b>89</b>
Answers were provided to the participants' questions in order to clarify and deepen the knowledge.	-	-	1	45	70
Participation in this event will be useful in my future professional activities.	-	-	<b>15</b>	48	54
The outputs use a language I can easily understand.	-	2	2	68	45
The outputs contain enough information to deepen my knowledge.	-	-	6	<b>69</b>	35
The project seems interesting to you.	-	-	-	14	29
Training materials may be helpful for young unemployed adults.	-	-	3	9	21

Community Workshop participants rated "The presented outputs have provided information in a logical, structured, dynamic and interesting way" first (98 votes), followed by "Answers were provided to the participants' questions in order to clarify and deepen the knowledge" (70 votes), "Participation in this event will be useful in my future professional activities" (54 votes), "The outputs use a language I can easily understand" (45 votes), "The outputs contain enough information to deepen my knowledge" (35 votes), "The project seems interesting to you" (29 votes), and "Training materials may be helpful for young unemployed adults" (57 votes), which shows the participants' appreciation of this multiplier

event.

When asked to describe the multiplier event in 3 words, Community Workshop participants said:

- **TUM:** efficient, important, informative, intensive, interesting, motivating, topical, well organised;
- **CPIP:** academic (2), accessible (3), clear, dynamic, easy to understand, efficient (2), focused, future-oriented, good (2), helpful, innovative, instructive (2), interesting (5), logical, outstanding, practical, useful (3), valuable, well organised (2), well-structured;
- **DEFOIN:** dynamic, interactive, interesting;
- **ARID:** none;
- **NEW EDU:** lack of concreteness;
- **ÇOMU:** innovative, satisfactory.

When asked to make suggestions for improvement, Community Workshop participants said:

- **TUM:** efficient, important, informative, intensive, interesting, motivating, topical, well organised;
- **CPIP:** academic (2), accessible (3), clear, dynamic, easy to understand, efficient (2), focused, future-oriented, good (2), helpful, innovative, instructive (2), interesting (5), logical, outstanding, practical, useful (3), valuable, well organised (2), well-structured;
- **DEFOIN:** no suggestion, but the participants expect to get more information in the future;
- **ARID:** no suggestion, the participants were very satisfied with the activity;
- **NEW EDU:** no suggestion, just a few remarks on the EQF level and on the complexity of the knowledge in the planned materials;
- **ÇOMU:** this kind of information, training and teaching activities should be done more frequently.

Below are summaries of Community Workshop results:

- **TUM:** The Community Workshop began with a presentation of the AgriSkills project and goals and a summary of the results we have obtained so far for Germany. During the background research for the AgriSkills project, we established that overall unemployment in Germany is not a big problem, and that in general the problem is greater in urban than in rural areas, particularly among the target group. While the vast majority of German participants in the online survey (80%) felt the most important factor in job attractiveness for the target group was the ability to earn money, nearly 50% also found the social status of the job to be a key factor. During the analysis of the responses from Germany, we noticed some differences in opinions between different types of stakeholders for particular questions. For those questions, we calculated the overall results as well as the results for two groups of stakeholders – employers and those involved primarily with advising the target group in finding training and job opportunities. Most notably, those who identified themselves as employers felt that members of the target group lacked the work ethic required for agricultural jobs, which often require long hours, hard physical labor and do not offer the opportunity for regular vacation and free time in general. Participants who identified themselves as advisors felt that employers were unwilling to hire this group, but the agricultural employers group did not see this as relevant. Both groups seemed to agree that the biggest problem was that members of the target group were uncomfortable with and lacked knowledge about applying for jobs. Both also seemed to agree that incoming migrants were an important target population to reach. Finally, they

overwhelmingly agreed that the best way to reach the target population was through events and social media, rather than through email and websites.

We presented these findings to the participants in the community workshop, and discussed the situation in Germany with regard to both youth unemployment and the lack of qualified and willing workers in the agriculture sector. The participants agreed that the lack of social status and expectations of poor working conditions and expectation of low financial rewards from agriculture in Germany in relation to other job opportunities were important. All participants felt that there is no shortage of training and job opportunities for those interested in getting into agriculture in Germany, and that the existing training systems were adequate for those who were already interested. Many participants expressed their inability to find willing workers to fill open training and employment positions in their own operations. There was no belief among the participants that young people were not willing to work, but rather, they felt young people in Germany lack a connection to agriculture due to having little direct experience with it in their everyday lives. They also felt that agricultural job opportunities are not well represented in primary and secondary education environments and in career orientation programs that take place there. Thus, they felt the best focus of the AgriSkills project in Germany was not on providing particular skills, but rather in creating material that helps convince younger people (and society at large) of the importance of agriculture for German society, and fills the gap of information available to young people about the wide variety of job opportunities available in agriculture. They also agreed that opportunities to employ migrants and other disadvantaged groups were severely limited by bureaucratic red tape. Additionally, they suggested that providing template application materials to potential employers to provide to potential job applicants might be useful in making the application process smoother from both sides. They had many suggestions as to how to best develop and distribute our materials for incorporation into the existing training and education system to most effectively address the problems in the agricultural employment market in Germany. These included:

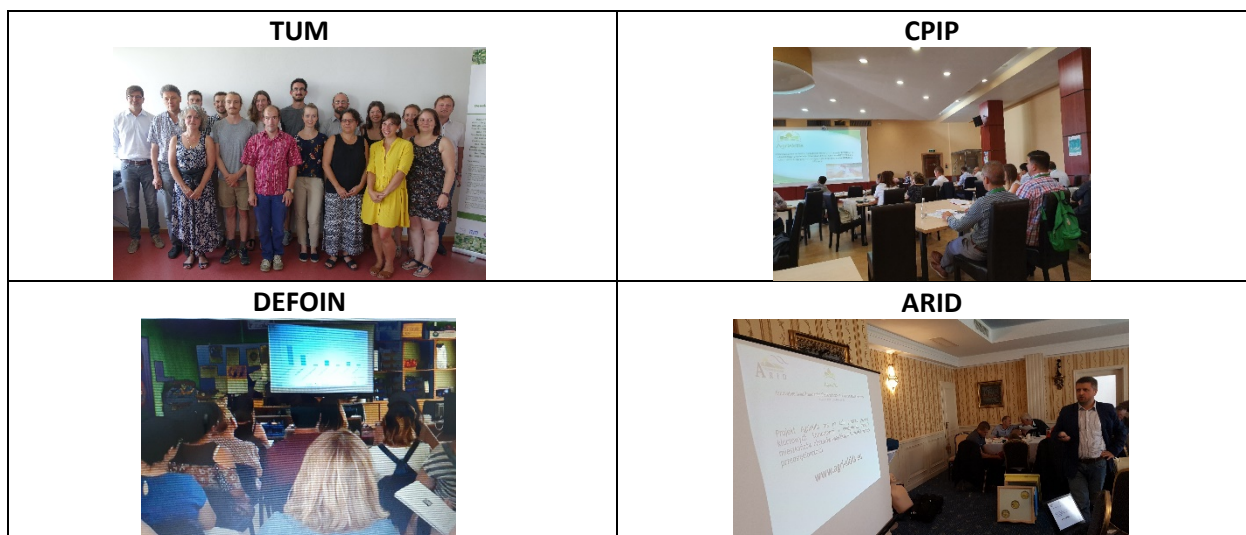
- Developing material that could be incorporated into more direct experience with agriculture – field visits, internships (e.g. week-long), school gardens – beginning as early as Kindergarten and primary school.
- Developing materials that emphasize the social aspects of agriculture and how “niche” sectors such as social agriculture can not only provide additional income to agricultural operations that can then be passed on to employees and also increase the social value of agriculture.
- Distributing our training materials in connection with such groups/movements as Fridays for the Future to reach more young people who are already active on climate change issues to see how best to highlight the potential for agriculture to help solve (rather than contribute to) the climate change problem.
- Working with existing government and educators to use our materials in a “GreenDay” for secondary school-age young people – similar to the “GirlsDay” that has already been implemented in Germany to inform young women about their career opportunities and the type of education they need.
- Developing material that is appropriate for more general career-orientation programs in secondary schools, as agriculture-related fields are generally not well represented in these programs.
- Orienting our materials towards students in schools specially geared towards youth with social problems or a history of problems in regular schools – good alternative for those who are unlikely to go on to study programs.
- **CPIP:** The Community Workshop began with a presentation of the AgriSkills project and goals,

and of a summary of the results obtained so far for Romania. During the background research for the AgriSkills project, we established that overall unemployment in Romanian rural areas is a big problem and that, in general, the problem is greater in the target group (young people from disadvantaged rural areas). After recording the participants' opinions on *the three agricultural topics considered the most relevant in our area for providing training to unemployed or otherwise disadvantaged people age 15-29 in rural areas*, we compared the responses of the two groups (questionnaire survey and focus group). Eight (53.3%) of the focus group participants (all teaching at the Banat University of Agricultural Science and Veterinary Medicine "King Michael I of Romania" from Timisoara did not confirm the topic order established by the 25 respondents to the survey questionnaire. However, **Apiculture** (72% vs. 53.3%), **Horticulture** (64% vs 66.6%) and **Organic agriculture** (60% vs. 60%) got the highest shares, followed by **Agritourism** (48% vs. 26.6%), **Fish farming** (20% vs. 6.6%), **Social farming** (24% vs. 0%) and **Solidarity agriculture** (12% vs. 0%). All this means that the **quantitative research results** (Survey Questionnaire) are validated by the **qualitative research results** (Focus Group). The conclusion is that **Apiculture, Horticulture, Organic agriculture, Agritourism, Fish farming and Social farming** should be the topics to be taught to our target-group.

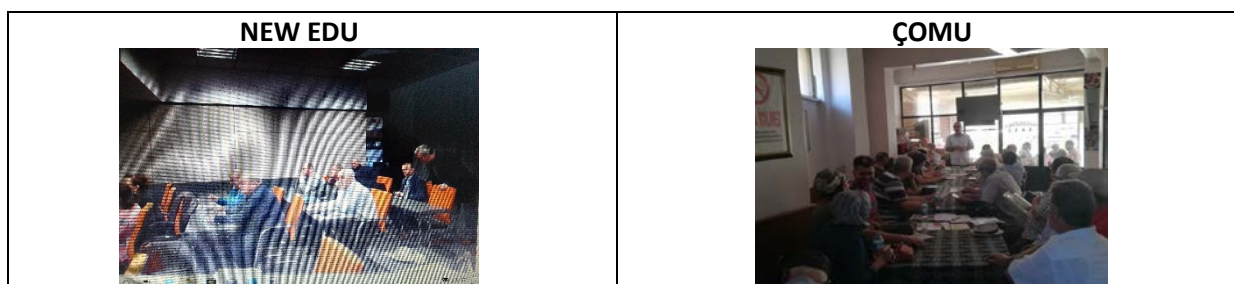
- **DEFOIN:** In this Multiplier Event (Community Workshop) we have presented the AgriSkills Project and the results obtained during the first intellectual Output. We have motivated the participants to apply then in practices and to follow the project through all the dissemination channels and future events. The event was developed according to the agenda. Most of the participants were very interested to know deeply about EU projects and the products will be developed within this project. We obtained a very interesting and positive assessment in the quality questionnaires.
- **ARID:** As a result of this ME we can consider very big interest of the participants and feeling that they consider the project as project for them. They were very interested in the results especially each of them has some youngsters at home and they are really interested to keep them in the rural areas instead of letting them go to the cities. At the beginning of the ME Maciej Dymacz (MD) has welcomed participants and presented agenda of the meeting. After that MD has presented aims and objectives of the project. During this presentation there was a question from one of the participants about the partner countries and unification of the elaborated in the future training content MD explained that those training materials will be adopted to the local conditions of each of the partner countries. After that MD has presented need analyses of the project and discussed it mostly in relevance to PL conditions. Participants found the results as very interesting and said that is will be very useful the content after elaboration. After that presentation there was a discussion and suggestions how the training content should look like (e.g., should be easy to understand, graphically attractive, if possible interactive, and not very long. The extended version should be prepared e.g. in pdf). At the end of the ME there was done by MD summarizing of the ME and participants filled the questionnaire. The ME has been finished by the dinner offered for participants.
- **NEW EDU:** The event has been held in the premises of agritourist area – Podkylava – the successful story of the farm has been used as an example of good practice. In line with the agenda, the event started with the welcome speech of Tibor Palko and the presentation of the program. After this, Zuzana Palkova shortly present the program Erasmus+ and the AgriSkills project and its main outcomes After the coffee break and nonformal discussions we continue with the moderated discussion, which focused on the Q&A about the presented project and outcomes, but we discussed also some suggestions and comments related to the planned courses and its content. There was no suggestion for significant improvement. Several comments related to the EQF level and complexity of the detailed knowledge presented in the planned materials.

- **ÇOMU:** In order to continue living in Turkey's rural areas for agriculture it is still a very important place is so intense participation in such meetings. The general impression of the meeting is that especially young people and women need high value-added information. The participants stated that practical applications were more important for them than theoretical education, and that they would like to see good practice examples in the project and that this would be more beneficial for them. The project will include a large number of these examples over time. Dr. Baytekin and Dr. Çelik, responding to the questions of the participants in particular on fruit and vegetable and bee products, said that they can earn more with high value-added products. Because the most important concept that can keep the participants in rural areas is that they can earn higher income through agricultural entrepreneurship. In their thinking about the training modules, the participants emphasized the importance of using an understandable and not very scientific language, clearly introducing new marketing techniques, and a large number of good practice examples. Within the scope of innovative product production in rural areas, Dr. Şener made a presentation on new approaches to smart food production on healthy foods. The conclusion is that the participants, especially young people, need more information. In the preparation of the modules the project participating countries need to pay attention to this and demonstrate a number of good practice examples. The AgriSkills project Çanakkale event was pleasantly attended by an intense exchange of information, and expert speakers gave enthusiastic and satisfying answers to the questions of the participants. Particular requests from the participants were repeated especially for the repetition of such meetings. As a result, it was seen that the participants wanted a farming profession that provided higher income, they needed high value-added products and they wanted to be informed about this issue intensively. Particularly, the participants pointed out that the state's policies to support young agricultural entrepreneurs should be continued and among the outputs of the project, they wanted to see examples of high value-added product production and good practice in a simple language.

All project partners supplied photos from the Community Workshop:







## Conclusions of this Report:

- The Community Workshop was organised within the scheduled time limits.
- The Community Workshop was attended, in each partner country, by a different number of participants from different backgrounds: 16 in Germany, 15 in Romania, Spain, and Slovakia, 17 in Poland, and 41 in Turkey, which prevented the percentage calculus and the graphic representation of the results.
- Community Workshop coordinators seem to have presented different types of information to the participants.
- All Community Workshop coordinators have supplied Participants Lists duly signed.
- Community Workshop participants seem to have appreciated the scientific nature of the workshops more than the intellectual outputs of the project.
- Community Workshop coordinators have not all supplied the qualification of the multiplier event in 3 words.
- Community Workshop coordinators have not all insisted on participants' suggestions for similar future activities.
- Community Workshop coordinators have supplied summaries of the results from different though not common perspectives (maybe some guidelines could have helped them to approach the results from the same points of view).
- Given the contents of the country reports, the Community Workshop must have been an inspiring activity (and a lesson learnt) for future similar activities.