RURASL

is a knowledge alliance between different European higher education institutions (HEI) and rural partners that aims at setting up and implementing a framework for an integrated transnational approach of academic teaching and learning and thus contribute to the development of rural areas. This is achieved through an innovative methodology that not only meets the needs of these communities and increases innovation in these areas but also leads to closer community-HEI partnerships.

Service-Learning (SL)

An educational approach that combines learning objectives with community service in order to provide new educational standards for students by tackling real-life needs in their community.

Social Entrepreneurship (SE)

Recognizes social problems and uses entrepreneurial values to create and organise innovative ways to promote social change

RURASL

The consortium wants to create a rural SL and a teaching model that combine the strengths of SL strategy with SE and that could be implemented worldwide.

RURAL 3.0

SERVICE-LEARNING FOR THE RURAL DEVELOPMENT

Welcome to the 3rd issue of the electronic newsletter of

RURASL project, where both public and stakeholders will be able to find information about the project's progress regularly. We invite you to join our wide group of SL promotors and to send us collected feedback.

At the very last moment before the outbreak of the global pandemic caused by the Covid-19, our project team managed to gather at the General Meeting in Cesena, Italy. Our hosts, led by Professor Cinzia Albanesi and her team, organized a very successful meeting at the Department of Psychology of the University of Bologna, in Cesena campus, from 20th to 21st February 2020. Our project has entered its second year of implementation, and we have demanding tasks that permeate through WP2, WP3 and WP4 that are the backbone of the Rural 3.0: Creation of an academic module on rural SL and SE, and implementation of courses and training in a rural community. Also, one of the tasks is to establish both a Virtual Hub and innovative digital learning tools. We have discussed all the important topics and tasks for the next challenging period. The next Consortium meeting in Munich was arranged for September 2020.

WHO ARE WE?

Higher Education Institutions (HEI)

Polytechnic Institute of Viana do Castelo - Portugal

University College of Teacher Education Vienna - Austria

University of Zagreb - Croatia

Rotterdam School of Management Erasmus University - The Netherlands

Strascheg Center for Entrepreneurship - Germany

Autonomous University of Madrid - Spain

Vytautas Magnus University – Lithuania

University of Bologna - Italy

Rural Partners

AJD - Portugal

LAG 5 - Croatia

LAG Ammersee - Germany

Kaunas district LAG – Lithuania

Galsinma - Spain

Stichting Schutsluis Alblasserdam - The Netherlands

Plenum - Austria

LAG L'Altra Romagna - Italy

LAG = Local Action Group

For our Consortium, the Italian rural partner, LAG L'Altra Romagna, organized a pleasant afternoon in Sarsina. We visited a few local stakeholders and the Archaeological Museum, where we could discover the ancient history, local culture, and traditions of this rural area. We met fascinating inhabitants and projects that are going to be supported by UNIBO's SL summer school this year. After a visit to the Cathedral, we finally had a great traditional dinner at La Camiciona in Sarsina.

Service-Learning project in Portugal: "Steps for a better society"

The Portuguese partners were one of the first to start executing WP4-Implementation of the courses and community training. Twenty-one students of the first year of the graduate study of Primary Education at the Higher School of Education at the Polytechnic Institute de Viana do Castelo went to the rural area Deão, located 15 km from the city centre, to participate in a SL project "Steps for a Better Society". This project was hosted and supervised by the Local Action Group "Associação Juvenil de Deão (AJD)" which creates and develops social, cultural, sports and artistic activities for the youth in the parish of Deão since 1997. The aim of this SL project was to paint the walls of the facilities of AJD portraying the traditions, history, and cultural heritage of Deão. AJD members, who are mostly primary school children, actively participated in creative work and learned together with the students.

Co-funded by the
Erasmus+ Programme
of the European Union

Service-Learning projects in Spain: "Assistance to the child" and "Digitalization of classes"

In Spain, forty-four students from the Autonomous University of Madrid (UAM) were engaged in two SL projects in cooperation with Galsinma Local Action Group, which includes forty-five municipalities of the North Mountain range of Madrid. In the first project, nine students of the 1st year of Primary Education Degree participated in a SL project at the municipal play centres of Talamanca de Jarama and El Berrueco. The main objective of the service was to organize and implement activities that facilitate awareness of the situations experienced by people at social exclusion risk in rural settings.

Due to the situation caused by the COVID-19 crisis, the initial designed SL project was modified and adjusted to the current social state. Thirty-five 2nd year students collaborated with a grouped rural school (CRA Lozoyuela) that is made up of classrooms distributed in three small villages in the rural area in the municipalities of Lozoyuela, Montejo de la Sierra and El Berrueco. The main objective of the service was to "Collaborate in the digitalization of classes" where students worked together with teachers in the creation of content and resources search for classes development.
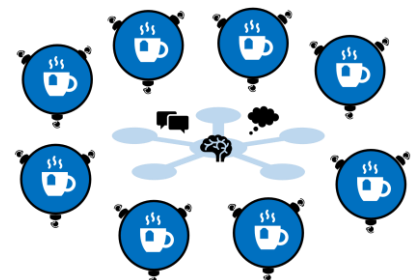
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The SL project that we have developed in Rural 3.0 has allowed the University and the LAG Galsinma to collaborate closely. This has been the gateway to start working together on other initiatives. For example, a project is being designed to promote bilingualism in the villages where Galsinma operates. University students who participated in the project are now aware of the educational needs of the rural environment.

Paula Lázaro Cayuso, Universidad Autónoma de Madrid

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Online World Café - Innovative learning tool

The development of the Online World Café aims to provide a simple way of exchange for SL partners. The World Café method is useful to explore a topic from multiple perspectives and to ensure that it is possible that everyone can participate and contribute to a conversation. It is also useful to encourage participants to make new connections. The method can also be useful for gathering information from the community level for SL issues.

Our prototype of the Online World Café was held on 24th March 2020. The methodology of the Online World Cafe was tested and revised. Austrian partners from the University College of Teacher Education Vienna and Plenum launched another Online World Café within their SL project "Bird Saving" (with the power of Art) on 16th June 2020. The methodology of the Online World Café for Rural SL can be downloaded from Rural 3.0 web page.

Service-Learning project in the Netherlands

From September to November 2019, students followed the minor Learning by consulting to Social Entrepreneurs at Rotterdam School of Management in the Netherlands, which transformed themselves into consultancy firms. In groups of three or four, they spent their time giving management advice to local social organizations. Their teachers, Lucas Meijs and Philine van Overbeeke tried to simulate a real-life experience for their students: The students named and branded their firms and connected to rural organizations, one of which was Stichting Schutsluis Alblasserdam (SSA). SSA was interested in getting advice on how to create more legitimacy for their mission to re-open an old water lock. After the first meeting, students have followed lectures and workshops to enhance their knowledge and the skills needed for real consultancy. At the same time, they spent a lot of time in the field, interviewing their clients and beneficiaries.

One junior consultancy team, called *The Insighters*, felt up to the task. *The Insighters* advised SSA to focus on the residents: What do they want? How can they be reached? They suggested creating an open platform, so the information would be easier to find. They also advised SSA to change its structure and create more visibility. SSA found the collaborations a real win-win situation and interesting for all parties involved!

Upcoming events

3rd European Conference on Service-Learning in Higher Education, Multiplier event of Erasmus+ project SLIHE, Slovakia, 2020.
Presentation-Joana Padrão (Portugal), Anabela Moura (Portugal), Nives Mikelic Preradovic (Croatia). Rural 3.0: SL project results from Portugal and Croatia.

Social Hackathon on rural Service-Learning, online event on 23 October 2020 - from 10:00 to 13:00. Meet students from different European countries virtually, communicate and report rural Service-Learning projects developed in each country, share and give feedback on your different experiences, discuss on the values and meanings of Service-Learning. You are invited to pre-register HERE.

An entrepreneurial 'Real Project' at Lake Ammer (Ammersee) in Rural Southern Germany - Innovative rural mobility

"Real Projects" is a special entrepreneurship format developed by Strascheg Center for Entrepreneurship (SCE) concerning students of various study programs at Munich University for Applied Sciences (MUAS) in Germany.[1] Regarding **'Innovative Rural Mobility'**, twenty students from diverse programs in Tourism, Design, Architecture and Economy met (due to COVID-19 restrictions) in a weekly online academic module from March to end of June 2020. The overall goal: find innovative ways for rural mobility beyond car traffic. The students led by teachers Mirko Franck and Klaus Sailer from SCE have been seconded by up to ten citizen activists, entrepreneurs, and mayors from sixteen communities and four counties situated around Lake Ammer (50 km south of Munich). These students have been linked by Detlef Daeke, from LAG Ammersee, and Wolfgang Stark, from SCE, both living in the Lake Ammer area. In four steps (1. understanding the challenge; 2. observing and analyzing rural mobility in the area; 3. idealizing and projecting ideas; 4. prototyping business models and evaluating) the students analyzed facts and figures about rural mobility, talked to citizens, municipal representatives and entrepreneurs in the area; and finally came up with three impressive project prototypes on rural mobility in the area which aims at reducing individual car traffic:

- <u>Mobili.me</u> – Car(e)free Travelling offers a device for people travelling to and around Lake Ammer which combines all public transport facilities with special tips where to travel and with information about capacities on weekends.
- *'Nuaaboats'* developed an e-boat-shuttle service for Lake Ammer to reduce the use of private cars for tourism at the lake and for commuting to Munich (Munich area has about 400.000 commuters/day).
- A third group developed an online *application for bikers* including bike-rental service to travel around the lake.

Stakeholders from the area, especially local mayors, reacted enthusiastically to the highly professional presentations of the students. Projects will be presented at the regular official 'meeting of the mayors' in July 2020.

[1] "Real Projects" are regular academic formats for accredited study programs of one of the ten departments of MUAS. For the one-semester-course students receive up to 6 ECTS.

Community Organization Guide

Community Organization Guide on Service-Learning and Social Entrepreneurship was created for rural community organizations that want to participate in rural SL or to apply the rural SE approach and collaborate with HEI (academic teachers). Community guide aims to help community organizations to engage in projects in rural areas with HEIs, serving university students as mentors during these projects. Community Organization Guide is one of the outputs of WP2 and can be found at Rural 3.0 webpage translated in 8 languages.