

Example: Project “New Trail Job”,

Presented by Emmthieme Petra Thieme

This Project has been founded with support from the European Commission in cooperation with international regions

Using the example of East Thuringia , Germany

In partnership with

Italy, Hungary, Spain, Lithuania, France, UK

Thuringia- the „Green Heart of Germany“

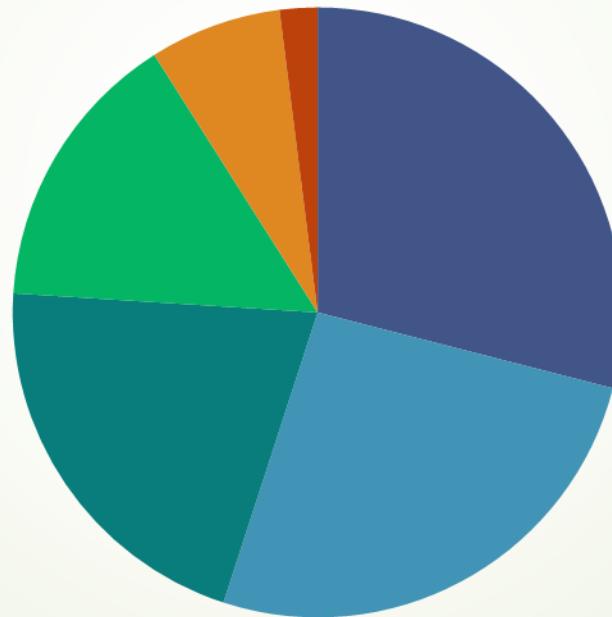


1. Starting point: *What was the main challenge, issue, problem to be addressed by the practice?*

- The development and implementation of new instruments and strategies and the improvement of more employment and entrepreneurship in rural areas with special cultural heritage, landscape and food tradition in cultural tourism.
- Increasing the knowledge of partner organizations about new, innovative and successful strategies, empowerment and learning methods as well as cooperation methods.
- Empowering the members of the project - unemployed people with special needs like women, young unskilled, refugees, young skilled but unexperienced, and older unemployed people to change life and finding new income opportunities as entrepreneurs in the trails and also as qualified staff.

Branches in Thuringia

Public, Finance, Industry, Construction, Agriculture and Forestry, Trade, Traffic, Gastronomy



■ Öffentl. Bereich

■ Finanzen/ DL/ Verm.

■ Bau

■ Produkt./Industrie

■ Handel / Verkehr/ Gastro

■ Land-Forstw.

2. Institutional setting: What were the frame conditions for the practice that will be presented? (e.g. policy, legal regulation, instrument, reform approach, demand by people, etc.; which actors/stakeholders were involved?)

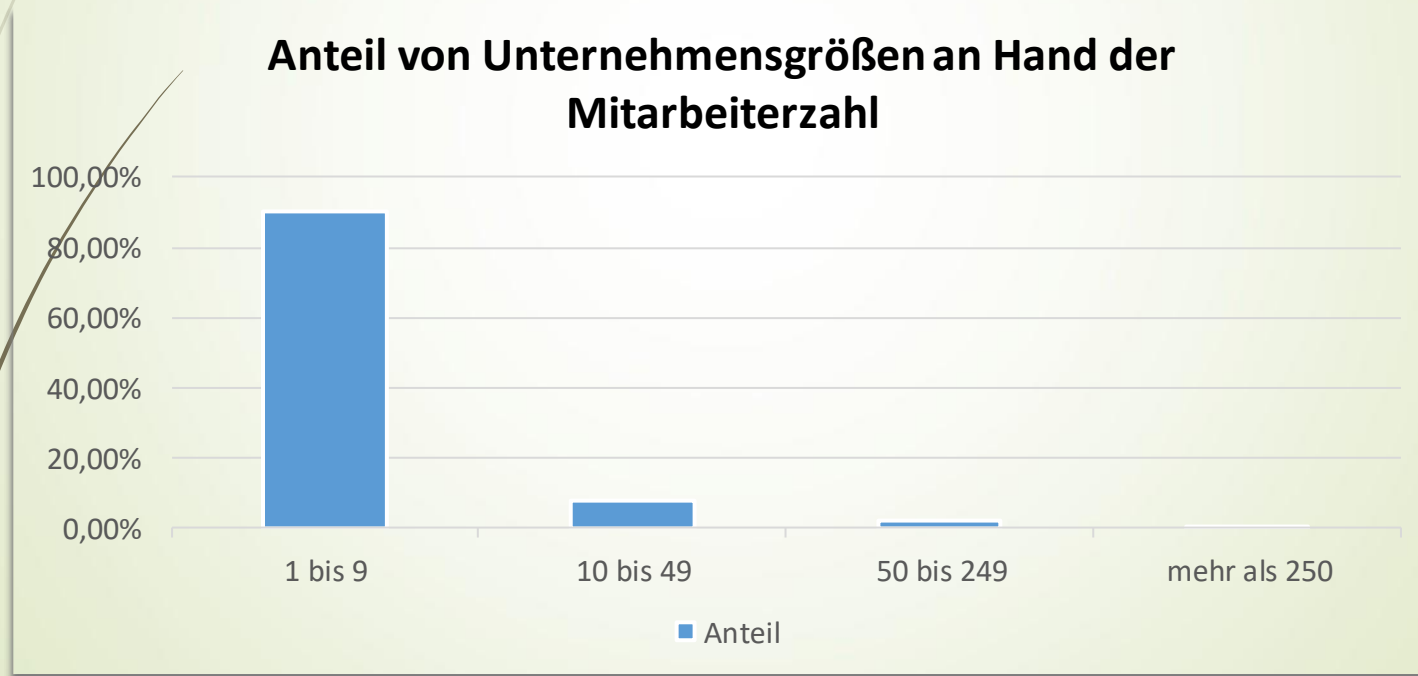
- Tourism is a key sector of the economy and contributes to employment and regional development and an enhanced natural and cultural heritage.
- Rural areas are facing big challenges concerning the demographic changes and the migration of people. Most of these areas have an important cultural history, famous landscapes and also an unique food- and agricultural tradition.
- The Project is dealing with so called cult-food or greentrails. Through these trails the cultural identity, the nature or traditional kitchen can be protected. They are offering a huge opportunity for rural entrepreneurs and new jobs.

3. Approach: Which methods, tools or instruments have been developed and were applied to address the challenge or issue?

- The Project partnerships exchange their experiences and explore the demands for vocational education and training and also of informal and non-formal learning methods for segregated areas. The partners firstly make a best-practice analysis, share these experiences and explore the concrete level of existing resources and demands of training in their trail-regions with interviews and questionnaires.
- They develop workshops and seminars to attract inactive people to be more open for vocational training.
- Define concrete framework conditions for the vocational training and demands for curricula, methods and instruments.
- Increases vocational training, founding Start Ups, economical development and employment in rural areas and offers new answers for the demographic changes and economic problems.

Structure of the Thuringean Industry-

Sized by numbers of employees



4. Outputs: Which were the concrete tangible results, outcomes and/or impacts of the interventions and how do they ensure sustainability of the practice?

The participating institutions will get a European knowledge of best practices . This will help them by improving or implementing the different regions in an effective and innovative way. Through the cooperation they develop a new soul of European segregated areas. In the region East Thuringia at present new Start Ups and enterprises come into existence like:

- Gastronomy
- Riding Farm
- Viniculture, regional food
- Handcar-Trails
- Cultural enterprises

5. Lessons: What are the main lessons learnt in the course of implementation of the good practice? Are there any open questions that need to be dealt with?

The main was inter-communication about:

- Using the resources of each region
- Finding new ideas
- Finding the strengths and chances in the regions
- Improving inter-cultural competences and communication
- Comparing notes about demand of further education, vocational training, conditions of starting up, officialism
- Finding the main barriers in relation to start a business in the sector of rural tourism
- Differences in education

6. Transfer: *What are the necessary preconditions to transfer this practice to another place? What would be the first steps to take?*

The partnership consists of different kinds of organizations in the network. We have connected enterprises dealing with services, training and consultancy, umbrella organizations of local producers, public authorities and municipalities as well as tourism organizations from different regions. This aided to improve the quality and increasing the volume of cooperation between different stakeholder organizations in the region and throughout Europe as an important additional benefit for each region.

The first steps are:

- Establishing networks, public information
- Finding new partners
- What is necessary to improve access to rural tourism profession in the region (education, new ideas)
- Selection of Best Practices