ALPJOBS

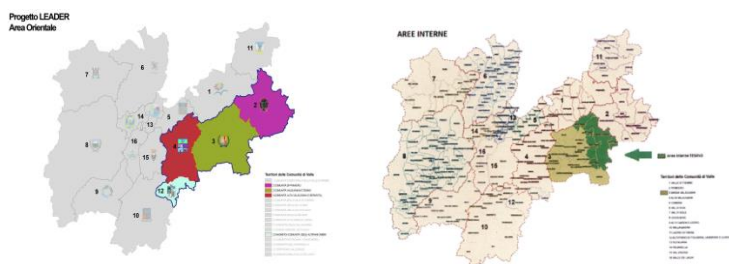## Anticipate Future Jobs on Alpine Remote Areas

Work package 4.2

Report on local backcasting exercise

LAG "Trentino Orientale"

Inland Area/Remote/Marginalized Area "Tesino"

Author: Gian Antonio Battistel

Summary

The meeting has been held at Laboratorio De Gasperi of Museo Casa De Gasperi, in di Pieve Tesino, on 16th February from 14.00 to 17.00 with the participation of 9 individuals. The participants, external to those involved in AlpJobs, were:

Female, 34, full-time agricultural entrepreneur and Municipal councilor in Tesino,

Male, 17, upper secondary education school (ISCED 3 – TEV in Administration, Finance and Control, Marketing) of the district; member of Gruppo Folk Castello Tesino,

Male, 27, University law student and Municipal (not in Tesino) as well as district's councilor,

Male, 31, manager of Regional (Autonomous Province of Trento) Operational Agency (not resident in the district),

Male, 40, part-time agricultural entrepreneur and employed in the manufacturing sector,

Male, 54, full-time employee in a Regional Public Body (Autonomous Province of Trento-youngs and EU policy) and former Municipal (not in Tesino) councilor,

Male, 57, full-time employee in a Regional Public Body (Autonomous Province of Trento).

Participans are resident in the district "Comunità Valsugana e Tesino". People having activities outside of and/or not be living in the "Inner Area"- Tesino have been invited to counterbalance residents having entrepreneurial activity within the selected area

After a short introduction about goals of AlpJobs, participants were introduced briefly to the scope of the meeting.
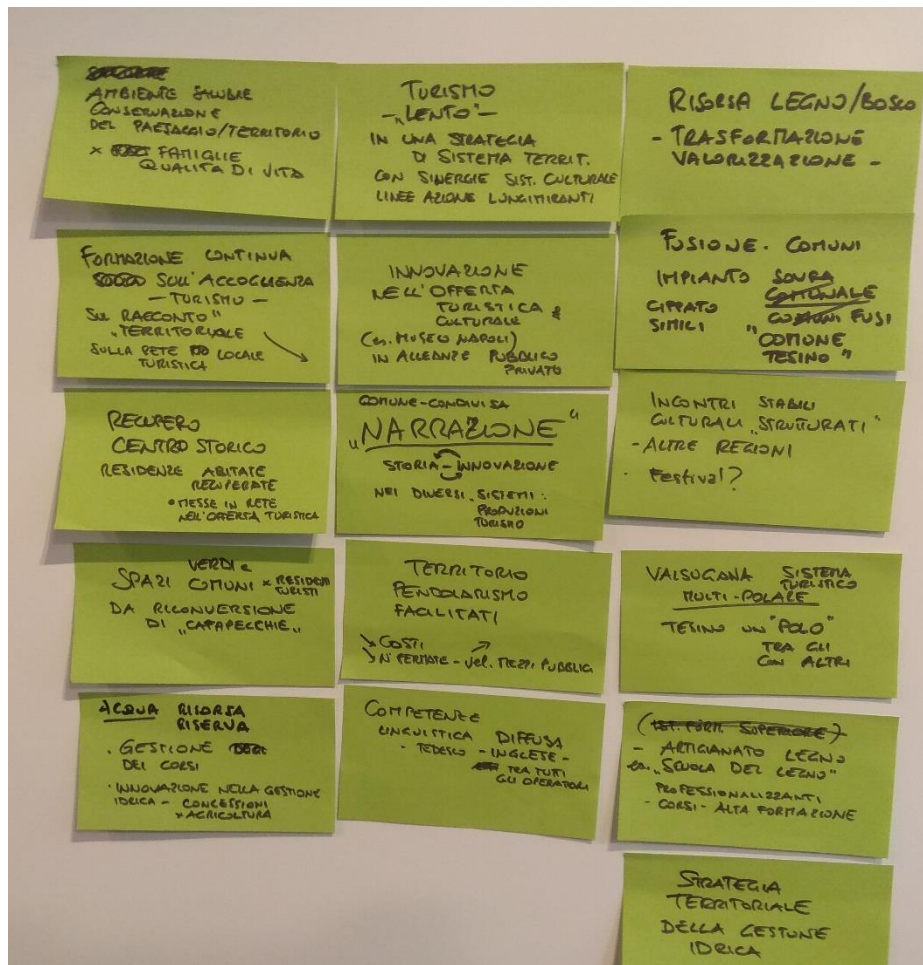
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THE ALPINE REGION

2. The desirable future: "2030, everything is going well, I can see… "

Participants in 2030 could see in 2030:

- the 3 Municipalities of Tesino have been merged in one Municipality,
- historical centers have been regenerated (recover and network of second or empty houses for tourism purposes,
- pre-existing crumbling ruins (see buildings) have been reconverted to green spaces available for residents and visitors,
- healthy environment, landscape and soil preservation improve quality-life of local families and visitors,
- slow tourism has been spread out within the district having a systemic territorial strategy in synergy with looking-forward action planning of cultural system,
- access to territory has been facilitated for tourists, and commuters: costs, number of stops, speed of public means,
- the district (see Comunità Valsugana e Tesino) is finally a multi-polar tourism system (Tesino is a «pole» among and with others sited in the district and region (see Trento Province)),
- tourism and culture offer is innovative and long-term based on public-private partnerships,
- as to tourism, formal and informal education systems are providing effective long-life training on visitors' welcoming, territory story-telling and local tourism networking,
- foreign languages (English, German) knowledge has been improved by actors of all value chains,
- durable and structured cultural events (i.e. festivals) are organized in collaboration with other regions (outside Trentino), too,
- all actors of local value chains have an innovative behavior in the narrative of the territorial history,
- Tesino has finally its own territorial strategy for water management for agricultural purposes avoiding use conflicts,
- water is a basic resource as reserve and innovatively managed (i.e. concession for agricultural water supply and watersheds' management),
- as to forest and wood value chain, raw materials are locally processed and marketed (wood chipping plants and remote heating power stations and craft products),
- as to craft activities: professional and High Standard Training courses (i.e. wood-finishing school, schools for professional wood carvers, …) have been promoted.

SALUTE AMBIENTE SALUBRE
CONSERVAZIONE
DEL PAESAGGIO/TERRITORIO
x FAMIGLIE
QUALITÀ DI VITA

TURISMO
"LENTO"
IN UNA STRATEGIA
DI SISTEMA TERRIT.
CON SINERGIE SIST. CULTURALE
LINEE AZIONE LUNGIMIRANTI

RISORSA LEGNO/BOSCO
- TRASFORMAZIONE
VALORIZZAZIONE -

FORMAZIONE CONTINUA
SULL'ACCOGLIENZA
- TURISMO -
SUL RACCONTO
"TERRITORIALE"
SULLA RETE LOCALE
TURISTICA

INNOVAZIONE
NELL'OFFERTA
TURISTICA &
CULTURALE
(es. MUSEO NAPOLI)
IN ALLEANZE PUBBLICO
PRIVATO

FUSIONE. COMUNI
IMPIANTO SOVRA
COMUNALE
CIPPATO COMUNI FUSI
SIMILI "COMUNE
TESINO"

RECUPERO
CENTRO STORICO
RESIDENZE ABITATE
RECUPERATE
MESSE IN RETE
NELL'OFFERTA TURISTICA

COMUNE-COMUNI SA
"NARRAZIONE"
STORIA - INNOVAZIONE
NEI DIVERSI SISTEMI:
PRODUZIONI
TURISMO

INCONTRI STABILI
CULTURALI "STRUTTURATI"
- ALTRE REGIONI
· FESTIVAL?

VERDI e
SPAZI COMUNI x RESIDENTI TURISTI
DA RICONVERSIONE
DI "CATAPECCHIE"

TERRITORIO
PENDOLARISMO
FACILITATI
COSTI
N. PERMATE - VEL. MEZZI PUBBLIC

VALSUGANA SISTEMA TURISTICO
MULTI-POLARE
TESINO UN "POLO"
TRA GLI
CON ALTRI

ACQUA RISORSA
RISERVA
· GESTIONE
DEI CORSI
· INNOVAZIONE NELLA GESTIONE
IDRICA - CONCESSIONI
x AGRICOLTURA

COMPETENZE
LINGUISTICA DIFFUSA
- TEDESCO - INGLESE -
TRA TUTTI
GLI OPERATORI

(TET. FORTI SUPERIORE)
- ARTIGIANATO LEGNO
es. "SCUOLA DEL LEGNO"
PROFESSIONALIZZANTI
- CORSI - ALTA FORMAZIONE

STRATEGIA
TERRITORIALE
DELLA GESTIONE
IDRICA

3. Promising conditions in 2026 for the desired 2030 and related strategic issues

3.1. Promising conditions

The promising conditions in 2026 for the desired 2030 are:

- local and regional policy makers and public administration are dynamic and looking-forward (5-10 years planning) beyond legislative terms,
- subventions/incentives by public administration for recovering of historical centers, training, tourism and
- the unique Municipality (the 3 Municipalities of Tesino have been already merged) has started the implementation of some projects; cycle/pedestrian path equipped with charging units/points for e-bikes has been completed,
- demolition of pre-existing crumbling ruins and construction of new buildings has started with financial support of public administration,
- regional public administration has optimized service connection through hard infrastructures: fibre access lines, improvement of train and road network with reduction of public transport time,
- the artificial reservoir to cope prolonged periods of drought has been completed,
- due to scenarios linked to climate change (scarcity of snowfalls) and in order to prevent possible water use conflicts, local alternative tourism offer to attract and retain tourists during winter season (as to families: walking, hiking, outdoor didactics, woodworking,…) has been implemented,
- recover of hotel facilities and second or empty houses has started to enhance hotel and widespread hospitality for students,
- local interconnected "tourism routes" have been commonly planned by the unique Municipality (the 3 Municipalities of Tesino have been already merged), value chain actors, district tourism office (see A.P.T. "Valsugana Lagorai") and Ecomuseum,
- training, education and vocation is offered by district's (see Comunità Valsugana e Tesino) TEVs to all local value chains activities, local public administration has established permanent "Working Tables" where all actors are participating to future territory planning decision.
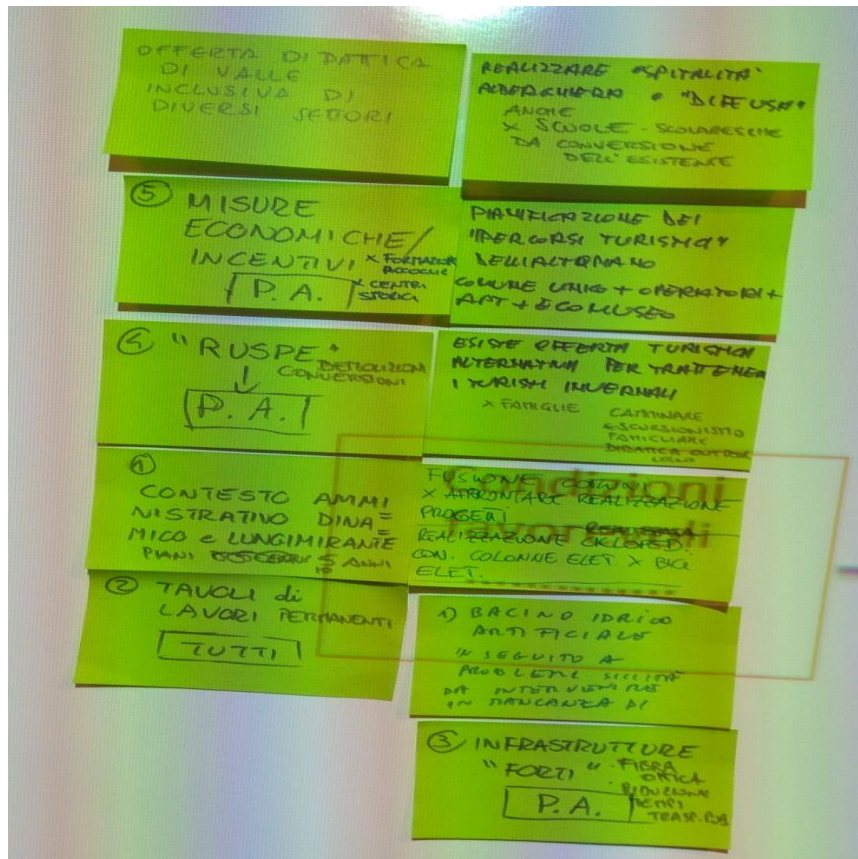
3.2. Possible obstacles in between

Possible obstacles to promising conditions are:

1. lacking identification of the local community in the common Municipality(the 3 Municipalities of Tesino have been already merged),
2. tourist offer is not attractive and still providing "old-fashion-way" products and services,
3. management of accommodation facilities is Inadequate because of lacking skills and unsatisfactory training of local actors of tourism value chain,
4. accommodation facilities have not been recovered neither/nor updated in ranking,
5. at regional (see Trento Province) and district level (see Comunità Valsugana e Tesino) there is still overlapping scheduling of valid events and creation of a unsustainable overloading (see congestion) of tourism supply in some areas that are draining visitors to less favored or marginal ones,
6. regional and local bodies (see tourism operators) as well as public authorities are competing in the "narration" of the cultural proposal,
7. management of public and private forest as well as sale of local timber and forest is still on hands of local hamlets (former Municipalities, now Commons) and small forest land owners; there is still competition,
8. high qualified teachers/trainers of foreign languages are not interested to reside in Tesino.

3.3. Possible actions mitigating or preventing the obstacles

Possible action mitigating or preventing the obstacles are (the number of action is linked to that of obstacle):

1. commitment of locals to support all member of community in their activity and introduced positive innovation for the territory (everyone shall not to criticize just provide bad image of person or its activity); promote positive business for the territory,
2. initiate a more innovative promotion of the territory by district tourism office (see A.P.T. "Valsugana Lagorai"); diversify its image compared to other ones in Trentino; activate a closer link with more touristic locations of the LAG,
3. long and wide-life training by regional and local Vocational Education and Training (VET; formal and not-formal institutions); improve cross-contamination of knowledge of students and alumni (in broader sense) and exchange of trainers/teachers among different TEVs in order to favour a deeper capacity building of current and future workers/entrepreneurs; by means of public funding (for a defined duration and linked to the expiry of the commitments or guarantees of operation in question) attraction of not local and highly skilled operators as elements able to unlock in an incremental way local treasures,
4. takeover of in these facilities by public bodies/institutions (when not directly, see point 3 as "attraction of not local and highly skilled operators",
5. setting up the mandatory (by regional government) of a mandatory rule "no public funds for multiple events on the same day" (see also the above point 2 in terms innovation in planning the territorial distribution of events in order to shift part of tourists from overcrowded to less visited touristic areas of LAG),
6. establishing a "Permanent Forum for tourism and for the promotion of the local and LAG's territory" to gather a common and coherent vision of GAL's touristic areas developing (via multi-annual touristic and communication plans) a shared and integrated strategy as well as actions by means of

participatory engagement of local communities, decision makers (see also the above points 2 and 5); empowering LAG's synergies and national as well as transnational networking of "slow-tourism" areas,

7. set up of supra-Municipal "Forest Management Plans" (one Forest Management Plan the 3 hamlets of Tesino) where forest sector is linked to local, regional and also national (just in case of extreme events, see VAIA hurricane) wood value chain and further local and regional craft, industrial and commercial activities,

8. Soft-loan house leasing for teachers/trainers and their families and incentives also in regulatory terms of their future development of the career.
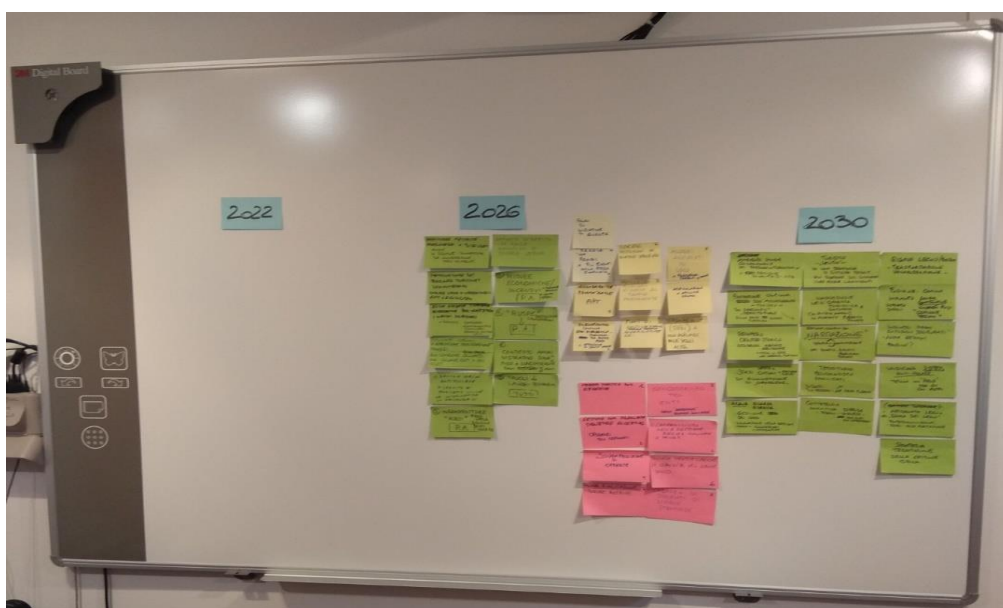
4. Promising conditions in 2022 for the desirable 2026 and related strategic issues

4.1. Promising conditions

The promising conditions in 2022 for the desired 2026 are:

• listening phase of expression of interests of community (Municipality, citizens and value chain actors) has been successfully completed;

• as to merging 3 Municipalities, a process of raising awareness has been carried out; results of a participative process have been issues with a SWOT analysis,

• set up of priorities and areas of work for the permanent "Permanent Forum for tourism and for the promotion of the local and LAG's territory" (Municipality, intermediate bodies, residents),

• regeneration of historical centers (pedestrian surfaces, urban furnishing, bright colors of facades, green areas), to promote slow tourism and enhance the territorial marketing,

• availability of funds (Municipal, regional, EU, …) to implement regeneration projects of historical centers;

• implementation of planned activities to regenerate historical centers and buildings according to agreements between Municipality and involved stakeholders,

• general planning and design (by Municipality) of funds for demolition of slums/dilapidated –run-down buildings,

• identification of available resources (by Municipal and regional administration) for infrastructural interventions and projects,

• planning and design of infrastructures (by Municipality and regional government),

• regional and Municipal administrations begin infrastructure works,

• integrated and cross sectoral (agro-food, craft product, culture, …) promotion of territory with that of whole Valsugana districts is reality; the 3 hamlets of the unique Municipality shall have convergent communication channel,

• as to territorial didactics (not education), an unique local leading body it has been charged,

• a territorial consortium facility is collecting, storing and preserving local raw and processed products of agro-food value chain,

• agreement has been reached to construct either one big reservoirs or more and smaller reservoirs,

• as to trees' wind-throws, 75% of logs have been harvested and transported out of the forest; new rules to enhance local wood processing have been set up.

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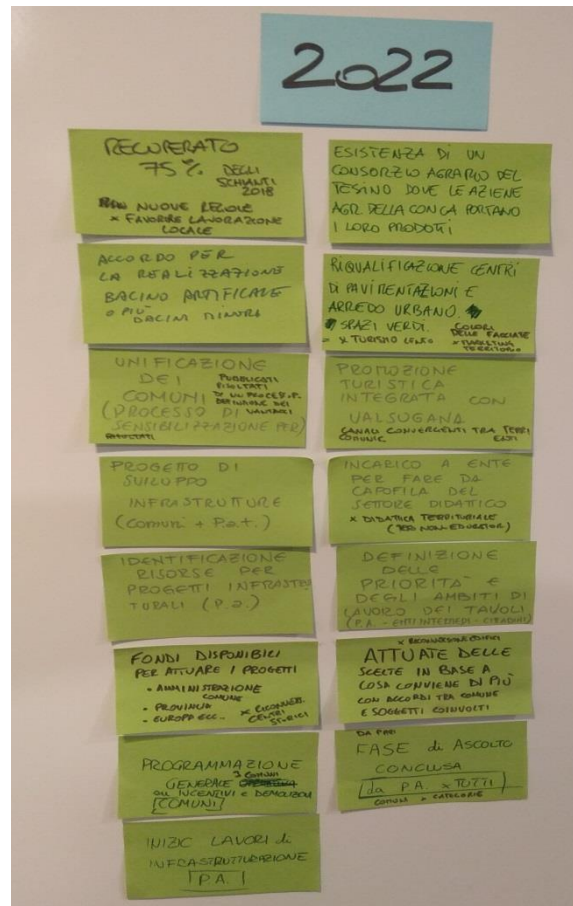
4.2. Possible obstacles in between

Possible obstacles to promising conditions are:

1. failure of referendum on merging 3 Municipalities,
2. community do not agree with projects of regeneration and valorization of historic centers and hamlets and hinder its development,
3. aversion of Municipalities (Municipality of Bieno should be cut off/not involved, when interested?) / hamlets to new infrastructures,
4. shortage of funding to modernize infrastructures (see optical fibers, transport),
5. opposition by some value chain actors to do not build up reservoirs,
6. opposition to a too large reservoir,
7. lack of funds to territorial didactics,
8. problematic management and storage of windthrown and not locally processable logs (drop in market prices).

4.3. Possible actions mitigating or preventing the obstacles

Possible action mitigating or preventing the obstacles are (the number of action is linked to that of obstacle):

1. participatory and inter-Municipal path shall be implemented to show a fair comparison between advantages both of consolidation (i.e. increasing efficiencies and effectiveness in the provision of municipal services by taking advantages of economies of scale, more professional staffs and specialized departments, more coordinated territorial planning and economic development as a result of consolidation, …) and fragmentation (, services tailored to citizen preferences, better access to local elected representatives and the bureaucracy, …),

2. participatory path showing alternative and coherent development with architectural history of the centers should increase awareness of the community and search for alternative agreements; the inner development must be preferred, where the preservation of existing buildings takes precedence over new constructions in the „green"; empty buildings should not be accepted passively, but if possible, preventative measures should be actively taken into consideration,

3. involvement of Bieno Municipality and other neighbouring Municipalities in the infrastructural development of Tesino (see in other form the above point 1),

4. resorting also to resources both from non-public financing bodies and "local collection" (crowfunding),

5. calling experts from areas dealing with same situation and organize a public design contest on the sustainable feasibility of different technical solutions,

6. implementation of several minor reservoirs (see the above point 5),

7. allocation and provision of a public multi-annual budget and sustainable financial plans; when not possible see the above point 4,

8. activation a promotion also out of the region for wooden prefabricated and anti-seismic buildings using "Tesino protected denomination origin" wood.

2022

Green notes (column 1):

- RECUPERATO 75% DEGLI SCHIANTI 2018 / NON NUOVE REGOLE / x FAVORIRE LAVORAZIONE LOCALE
- ACCORDO PER LA REALIZZAZIONE BACINO ARTIFICALE o PIÙ BACINI MINORI
- UNIFICAZIONE DEI COMUNI (PROCESSO DI SENSIBILIZZAZIONE PER RISULTATI) PUBBLICATI RISULTATI DI UN PROCESSO P.A. DEFINIZIONE DEI VALORI
- PROGETTO DI SVILUPPO INFRASTRUTTURE (Comuni + P.a.t.)
- IDENTIFICAZIONE RISORSE PER PROGETTI INFRASTRUTTURALI (P.a.)
- FONDI DISPONIBILI PER ATTUARE I PROGETTI • AMMINISTRAZIONE COMUNE • PROVINCIA • EUROPPA ecc. x CICOGNETI CENTRI STORICI
- PROGRAMMAZIONE GENERALE su INCENTIVI e DEMOLIZIONI [COMUNI]
- INIZIO LAVORI di INFRASTRUTTURAZIONE [P.A.]

Green notes (column 2):

- ESISTENZA DI UN CONSORZIO AGRARIO DEL TESINO DOVE LE AZIENDE AGR. DELLA CONCA PORTANO I LORO PRODOTTI
- RIQUALIFICAZIONE CENTRI DI PAVIMENTAZIONE E ARREDO URBANO • SPAZI VERDI COLORI DELLE FACCIATE x TURISMO LENTO x MARKETING TERRITORIO
- PROMOZIONE TURISTICA INTEGRATA CON VALSUGANA CANALI CONVERGENTI TRA I ENTI COMUNI
- INCARICO A ENTE PER FARE DA CAPOFILA DEL SETTORE DIDATTICO x DIDATTICA TERRITORIALE (TERR NON EDUCATIVA)
- DEFINIZIONE DELLE PRIORITÀ E DEGLI AMBITI DI LAVORO DEI TAVOLI (P.A. - ENTI INTERMEDI - CITTADINI)
- ATTUARE DELLE SCELTE IN BASE A COSA CONVIENE DI PIÙ CON ACCORDI TRA COMUNE E SOGGETTI COINVOLTI
- FASE di ASCOLTO CONCLUSA [da P.A. x TUTTI] COMUNI x CATEGORIE

Yellow notes:

- REALIZZAZIONE DI PIÙ BACINI MINORI
- 5 PERCORSI SPERIMENTALI INTER COMUNALI x DIMOSTRARE VANTAGGI UNIONE
- 3 PROMOZIONE DEL LEGNO "TESINO" ANCHE ALL'ESTERO CON PARTENARIATO TI (CASE ANTICHE CHE)
- 6 INCLUSIONE BIENO NEL PROGETTO DI SVILUPPO D'AREA
- COMUNICAZIONE A STUDIO di FATTIBILITÀ e CFR con ALTRE ESPERIENZE
- 7 STANZIAMENTO E PREVISIONE DI BILANCIO PLURIENNALE E PIANI DI SOSTENIBILITÀ
- RISORSE da FINANZIATORI NON PUBBLICI • RACCOLTA LOCALE
- SENSIBILIZZAZIONE DELLA COMUNITÀ E RICERCA DI ALTERNATIVE IN ACCORDO CON...

Pink notes:

- 2 MANCANZA di RISORSE per INFRASTRUTTURE FIBRA - TRASPORTI TUBB.
- OPPOSIZIONE PRESSIONI da CATEGORIE per NON REALIZZARE BACINI
- 3 PROBLEMI ALLA GESTIONE E STOCCAGGIO DEL PRODOTTO LEGNO IN ESUBERO (5 VALORE DI MERCATO)
- OPPOSIZIONE DI COMUNI / FRAZIONI A NUOVE INFRASTRUTTURE BIENO TAGLIATO FUORI?
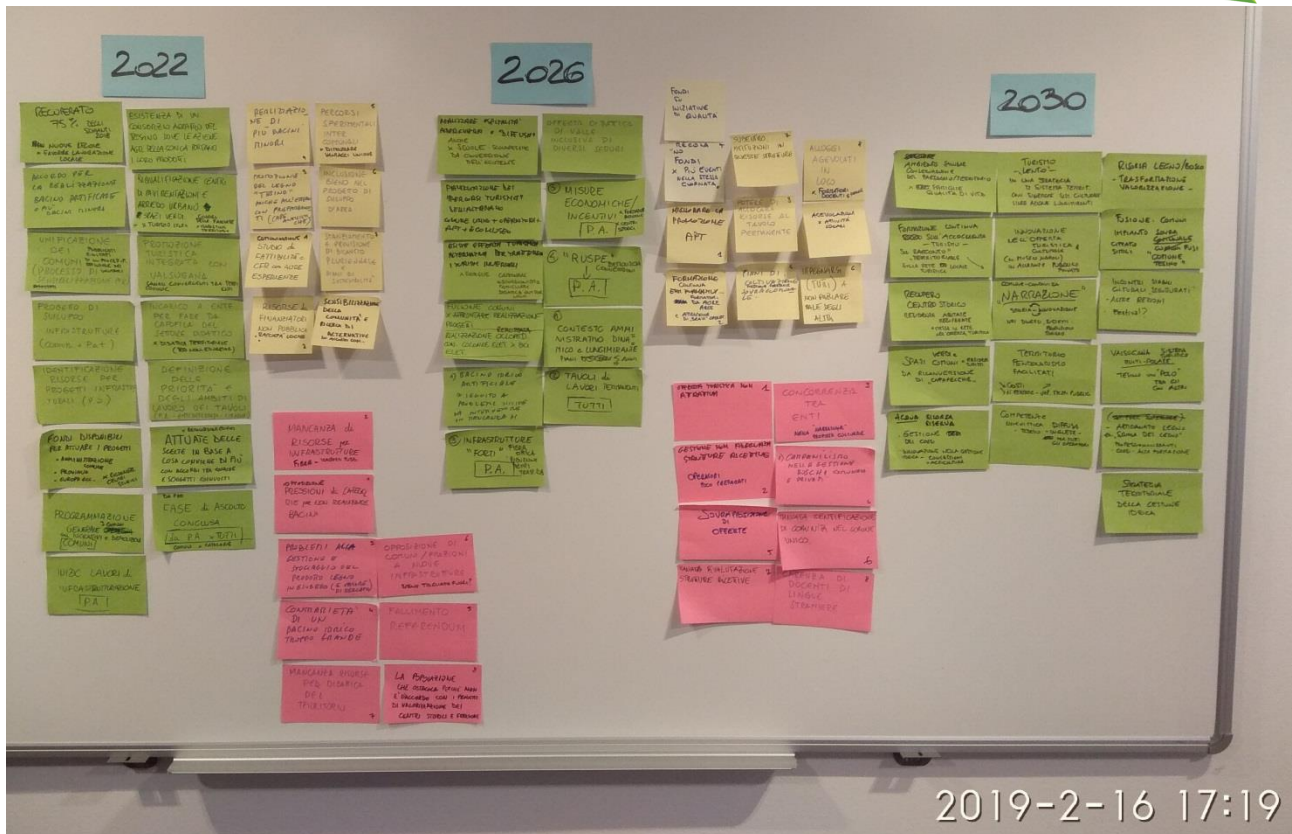- 4 CONTRARIETÀ DI UN BACINO IDRICO TROPPO GRANDE
- 5 FALLIMENTO REFERENDUM
- MANCANZA RISORSE PER DIDATTICA DEL TERRITORIO
- 8 LA POPOLAZIONE CHE OSTACOLA PERCHÉ NON È D'ACCORDO CON I PROGETTI DI VALORIZZAZIONE DEI CENTRI STORICI E FRAZIONI

5. Learnings

Was the approach new to you?

The approach was new for all attendants. Some of them declared that "*this method is fascinating as well stimulating and provides to find new directive and paths that you have never been considering to explore*" and moreover "*now I understand how difficult is to share a common view and to make decisions, plan and implement them starting from the bottom of desired future and trace back conditions to realize it not only for me but for future generations, too*". The images of the future are meant to serve as well worked out examples of what may be like, with the aim of widening perceptions of possible solutions among various actors.

What were the main difficulties in doing it?

Participants have experienced difficulties in imaging their personal desired future conditions and then to share and include those of other attendants.

Even though you they were working in small groups, participants tended to focus on their business and activity and find back conditions in linear minded way. Strict and fair comparison within own group and with other groups allowed to overcome resistances and misunderstanding in predicting obstacles and finding solutions.

Although the short period considered, it has been particularly difficult to consider all variables and their unstable development. Backcasting definitely is also multi-disciplinary and in order to build up back correctly manyfold paths and identify obstacles and solutions there a need of competent and motivated citizens and decision makers in order to consider the most significant variables to be taken into consideration.

What were the main interesting results/insights?

The period under consideration (12 years) was too short to evaluate the real potential of the approach and complexity of interactions of technological, cultural and political forces that determine the development of the territory.

The participatory exercise gave to attendees a first insight in how to establish the long term conditions of their desired future and then build back conditions at correctly set up time.

Participants recognized that this approach forces and stimulates to have clear in mind the chain of events and to be flexible in considering not mechanical the their path. Facts are unstable and there is a need to be prepared to foresee obstacles and be prepared to act having a second best plan ot to tackle changes either find new routes to get the desired future. It stimulates novel ideas about solutions to the problem at stake.

The approach is applicable to many situations both to public administration (see decision makers) and business (its own activity/value chain). Moreover, Backcasting also comes up with new and unconventional ideas pertaining to the problems at stake. It provides alternative images of the future, thoroughly analysed as to their feasibility and consequences. Also, strategic choices for society are identified. Of specific interest are decisions that may close or open the door to some of the identified future solutions. Backcasting is addressed to many actors such as Governmental authorities, Municipalities, organizations, private enterprises and an informed general public not one single, well-defined decision maker.

Would you be willing to use this approach in their activities or to further develop the exercise done?

Participants found "Backcasting approach" rather interesting. Some of them noticed that is more easily applicable either to companies or top-down firms and scarcely applicable to social communities and to multi-functionality of services provided by the territory, especially at this time of discrediting decision makers. Anyway, it should have a positive effect on not collaborative citizens in terms of a social commitment and motivation.

Others observed that "*it allows to see lost opportunities and develop a strategic and synergic vision of small territory, too*". Backcasting seems to be more applicable on long-term complex issues, involving many aspects of society as well as technological innovations and change. The focus of interest should be addressed on a perceived societal.

6. Final notes

Local people are conscious to be located in a peripheral area which is situated in nice scenery and are confronted with migration, aging population and economic downturn. Event though "slow tourism" seems to be the main opportunity to mobilise all valuable human and natural resources, locals do not are yet aware of mutual dependency and multilateral links and relationships between cities and the countryside. Challenges and opportunities encounter serious problems, especially where local political and social hierarchies, unreflected adjustment or selfdestructing opponents have an important influence.

Anyway, they have been able to design a coherent "desirable future" and pattern back to the present where economy, infrastructure, environment, primary sector, culture and social politics and any other parts should be interlinked. The integration of abilities, skills and knowledge gained from locals, artists and other creatives is rather crucial.

Politics

Consolidation in an unique Municipality is a pre-requirement to realize the desirable future and shall be preferred to current fragmentation in three ones.

Alliances and participative cooperation between villages intra-Municipality and boundaring Municipalities are indispensable strategies for the successful development of the territory. They enable communal bodies

to meet challenges and find solutions to issues, which would otherwise exceed the potential of individual municipalities. Intercommunal cooperation is not only important to achieve more on the outside, but also creates and maintains a joint, lively cultural identity on the inside. Despite this positive attitude no concrete reference has been proposed on how to improve partnership between the countryside and more urbanised area also within LAG "Trentino Orientale".

Cultural and Social Identity
Participants have showed a positive willingness to develop their intellectual, social and emotional abilities, to commit themselves and to take responsibilities in to their own hands. They exhibit a strong need of participation in designing local development policies and strengthening the sense of community as the social glue for a successful networking of ideas. Participants are requesting to be more involved in designing their living economic, environmental and social elements by a more opened and participative approach by local administrations in view of planning and decision-making.

Businesses and Workplaces
Inititation of innovative start-ups, especially in the areas of industry, sectors like alternative energies (see remote heating power stations using local wood chips processed by local chipping equipment), rural "slow tourism", rejuvenating traditional trades in connection with tourism have been mentioned as starting point to develop a self-reliant local economy. No reference have been recalled to development of job models, enabling parental custody and employment, creating qualified jobs under consideration of women as a target group, supporting „time-sharing" workplaces, for example in multi-functional tele-houses, integration of educational institutions on village and Municipal level and broad outsourcing of at least some institutions into territory.
Soft tourism, agriculture, forestry, trade, services and tourism must be efficiently linked. Cooperation between villages and municipalities shall be empowered with the vision of: becoming as energy-self-sufficient as possible exploiting wood orginated by local sustainably managed forests; providing a sustainable water management, by construction of reservoirs also for agricultural purposes in order to develop self-sustaining activities linked to organic farming and animal breeding.

Infrastructures: Mobility and Local Supply
Functional "soft transportation network" is perceived as a basis for the accessibility of different facilities and their exchange and therefore an important element when considering the ranking or the quality of a location.
Public transportation has to be preferred from an ecological point of view. In order to promote its use.
Broadband access is needed to cover in the most effective way other perypheral areas within the same administrative territoryc to guarantee and improve access to Internet. Participants are aiming to a better mobility, information and communications technology to make spatial borders with more urbanised areas less important.

Settlements and Construction Developments
Old buildings (private house and tourism facilities), which sometimes deserve to be preserved, do not meet the requirements, life forms or the modern way of living of today's families and tourists. Village renewal renewal is need and should focus on: awareness building, competitions and financial incentives to maintain and further develop formal elements of typical territorial construction culture; preservation of the character and the identity of the village and of old buildings real worth preserving; creative use of buildings that are not in use anymore but serve a identity-giving function in the village; maintenance of the existing infrastructure through comprehensive financial planning of the municipalities.

Education

School knowledge alone is not sufficient anymore, life-long and -wide education is necessary. Tourism value chain actors are been identified as the pivotal actors to help and enhance the development the territory; their conservative attitude needs to be overtaken by ad hoc training and better knowledge of foreign language to make more attractive its products and services.

Backcasting exercise has showed that some actions to mitigate or preventing obstacles to reach the promising conditions imply a high degree of education, information and motivation in order to awaken and develop specific skills and abilities. This has happened when participants were called to create awareness of special issues in the countryside and initiate cooperative, innovative and entrepreneurial action patterns. Acquiring methodological knowledge and social competences calls also for processes of awareness building, learning in projects and village communities as a „continuously learning organization".