

NEWSLETTER

23 MARCH 2026



On 15 December 2025 Rural 2.0 has officially kicked off!

With the presence of the Project Officer a journey began aimed at empowering young people as true drivers of change.

PROJECT DESCRIPTION

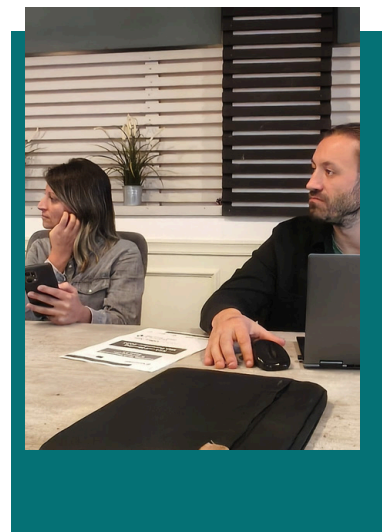
In European rural areas, young people face isolation, few opportunities, and little dialogue with institutions. RURAL 2.0 was created to respond to these challenges by strengthening participation, skills, and the civic engagement of rural youth through training, digital tools, and European exchange.



GOALS

RURAL 2.0 promotes the democratic participation of rural youth, strengthens civic and digital skills, and supports inclusion and representation.

The project also aims to encourage dialogue with institutions to build a European network and give a voice to young people and to the future of rural areas.



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LEADERSHIP IN RURAL CONTEXTS – FROM PERSONAL AWARENESS TO COLLECTIVE ACTION IN RURAL AREAS

Leadership is not a label but a set of practices that are learned and strengthened over time.

It is based on responsibility, value coherence, and accountability, that is, the ability to explain one's choices and take responsibility for them.

It requires soft skills such as effective communication, decision-making ability, and facilitation of collective processes.

Managing differences and tensions, even at a basic level, is essential where relationships are close and social dynamics have a direct impact. Developing these skills helps increase participation and transform local needs into shared actions.

In rural contexts, this means guiding change in a practical way, even with limited resources and structural constraints.

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COMMUNICATING FOR CHANGE – THE POWER OF PUBLIC SPEAKING

A key skill for change

Public speaking is one of the most powerful skills to influence social and political change.

Being able to communicate clearly and effectively helps to engage and inspire others to take part actively.

In a rural context, where change is often slower, the ability to speak in public becomes a crucial tool to make your voice heard.

Turning words into action

Communication is not only about speaking, but also about listening, understanding, and adapting to your audience.

With effective communication strategies, every young person can become a change-maker, using public speaking to raise awareness and mobilise others.

Communicating for change means having the ability to influence decisions and encourage collective action.