

REPORT ON MULTIPLIER EVENT

Multiplier Event No 4 (E4): Innovative education for sustainable development in peripheral rural areas. Challenges and new tools.

Receiving organisation: **PO4-USAMV Cluj-Napoca**

Dates of the event: **06/05/2022**

- *The description of the Multiplier event*

The event targeted academic staff and students from universities and agricultural high schools from Transylvania, and agro-food players activating in the region. The event was organized with the aim to inform about the online educational modules developed during RUR'UP project and motivate educators from Romania to use the innovative tools developed during the project.

The Registration to the event started at 10:30 and the participants received a map with information about RUR'uP project, in English or Romanian as requested.



Photo 1: Materials prepared for each participant in Romanian and English

The agenda of the Multiplier Event “Innovative education for sustainable development in peripheral rural areas. Challenges and new tool.” was:

AGENDA

May 6, 2022 – 10:30 to 14:00

AGRARIA International Trade Fair, Cluj

Time	Subject	Speakers
10:30-11:00	Participant registration and welcome coffee.	
11:00-11:20	What are the peripheral rural areas? Educational needs & challenges for the sustainable development of the EU peripheral areas.	Mugurel Jitea University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca
11:20-11:30	Q&A session	

11:30-11:50	L'aventure du vivant - Education and sustainable development in agricultural high schools: challenges and tools, in France.	Thais Mauron & Marie-Luce Ghib Regional Adviser for Agricultural Affairs French Embassy in Bucharest
11:50-12:10	Educational & ecological activities in the Land of the Blue Butterfly. Discussions.	Andrei Crișan Romanian Lepidopterological Society
12:10-12:40	Coffee break and catering	
12:40-13:00	Innovative education & agriculture.	Roland Katona Transilvania Agricultural Cooperative
13:00-13:20	The role of agricultural associations in sustaining farmers & opportunities for students and graduates to learn from practice.*	Zoltan Haller Cattle Breeders Association "Bălțată Românească" (ACVBR)
13:20- 13:40	How to use the new tools for online educational modules developed in the RurUp Project. Bank of Case-Studies.	Vlad Isarie & Valentin Mihai University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca
13:40-14:00	Discussions, debates, feedback from participants.	

* replaced the presentation: Innovative activities for sustainable development in the Târnava Mare Region - Răzvan Popa, ADEPT Foundation Transilvania

Photo 2: ME Agenda, 6th of May 2022

After the welcoming address, Mugurel Jitea, professor from PO4-USAMV Cluj-Napoca, shortly presented the agenda and the course of the event, emphasized the importance of active participation in discussions and debates on topics from the participants. The content focused on: RURUP Project presentation- the partners and the intellectual outputs of the project; the concept and the importance of the peripheral rural areas at European level, with examples and images of such areas from Romania, Switzerland, Austria, Bulgaria, Scotland, across Mediterranean countries. The audience was responsive to proposed topics for discussion: the education needs and gaps for the sustainable development of peripheral rural areas, education and skills needs of professionals in peripheral areas, and the assessments of the project so far regarding education needs and gaps. The importance of acquiring knowledge directly related to the specificity of these areas was the main observation of participants along with the understanding that a practical approach on study cases is the most efficient manner of learning by solving real-life situations.



Photos 3-7: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Thais Mauron, head of studies for agricultural affairs and Marie-Luce Ghib, agricultural business advisor for Economic service in Bucharest, Embassy of France, presented: socio-economic aspects- between the rural renaissance and the neglected rural environment- of the peripheral rural areas in France; how agricultural education is supported and developed by the Rural Agenda and public agricultural education institutions. Examples of good practice were also presented: *L'Aventure du vivant*- raises public awareness on the diversity and quality of agricultural education, using digital communication; the caravan *Aventure du vivant* - the animators answer visitors' questions about agricultural education. The participants can also experience tractor driving simulator, virtual reality glasses, digital tablets etc.

Participants were interested on whether the educational workshops were provided by public or private actors. The answer was that it was provided by both. Firstly, the government launched the project, and then within specific institutions and companies the young people benefited from educational input.

Corina Mareş, the Managing Partner of DLG Intermarketing România, the organizer of Agraria Fair, also took part in the discussions: first of all, she was impressed by the large number of ME participants and stressed out the need for practical education of future specialists in the field of rural development.



Photo 8: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Andrei Crișan from NGO- Romanian Lepidopterological Society stressed the importance of education in conserving the biodiversity of peripheral rural areas by presenting Educational & ecological activities in the Land of the Blue Butterfly, Natura 2000 site, Eastern Cluj Hills: Ecological lessons in 6 secondary schools in Apahida, Bonțida, Borșa, Dăbâca, Jucu and Vultureni; ecotourism seminars with the stakeholders from the region; elaboration of ecological education materials- albums, ecotourism guide, leaflets; guided ecological tours for visitors but also for peripheral rural areas locals.

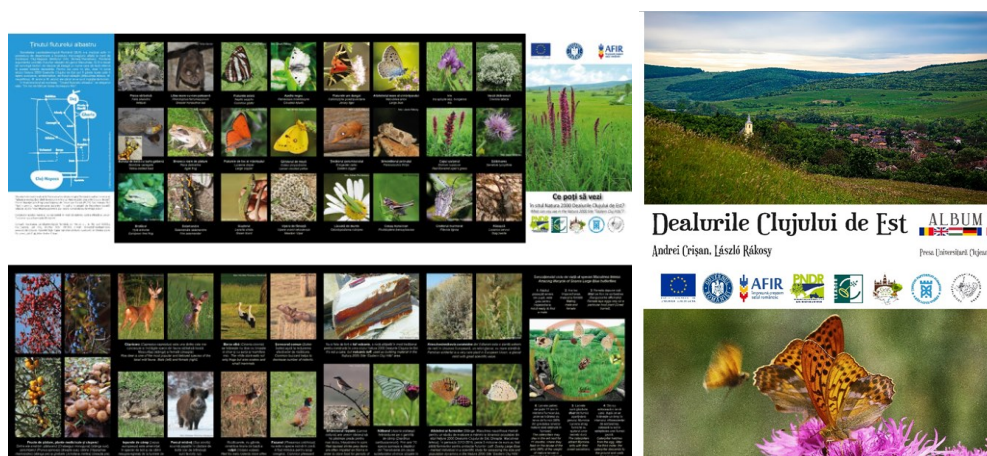


Photo 9-10: Educational & ecological materials about Natura 2000 site, Eastern Cluj Hills



Photo 11: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Participants asked about the next steps that need to be taken. The speaker answered that attracting more and more people to the region would massively help in acknowledging the relevance of preserving the biodiversity, so that would help in the next stages. Another question was about how the conflicts between environmentalists and farmers were dealt with. The argument was that farmers would want greater yields from their lands, whereas environmentalists have to make sure the biodiversity is not to be affected by intensive agriculture. The answer was that it is not a standard way of dealing with these conflicts, apart from listening to people, and trying to find solutions specific to each case: *because we are all different, our problems and solutions are also different*.

Although one of the initial speakers had announced his absence at last moment, the team managed to adapt to the situation and invited Mr. Zoltan Haller (founder member and president of Cattle Breeders Association “Bălțată Românească” (ACVBR) with an interesting topic about the role of the association in sustaining farmers and opportunities for students and graduates to learn from practice. Participants asked whether students have the opportunity to practice their knowledge by working in the farm association and if yes how can they approach the association. The answer was that any aspiring specialist would be very welcome to work in the associated farms and get the engineers’ expertise and that the association offers a proper environment for practicing their knowledge but also for learning new skills as well.



Photo 12: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Vlad Isarie, a student that successfully participated in the e-learning RUR'UP pilot course, presented his experience in this activity and also had a practical presentation of the way of using the new tools for online educational modules developed in the project, including the way of using the Bank of Case-Studies. After his presentation, all the students that graduated from the modules gave their feedback on the process they went through. They mentioned the key advantages/features from undertaking the course: interactive, efficient online platform, the originality of the assignments etc.



Photo 13: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Towards the end of the event the participants were involved in discussions related on how can the peripheral rural areas be sustained in long term, discussion held based on the key points presented by all speakers and by the students that graduated from the modules. The conclusion was that it is a reality that employers expect future specialists to master an in-depth understanding of interaction between land use, environment, and economy-specific topics targeting peripheral rural areas. To respond to this demand, it is needed to adapt the HEI curricula to the current needs of the employers.



Photo 14: ME, May 6, 2022 AGRARIA International Trade Fair, Cluj

Insights from the event were shared on the Facebook page of the organizer Department of Economic Sciences USAMV Cluj-Napoca and partners:

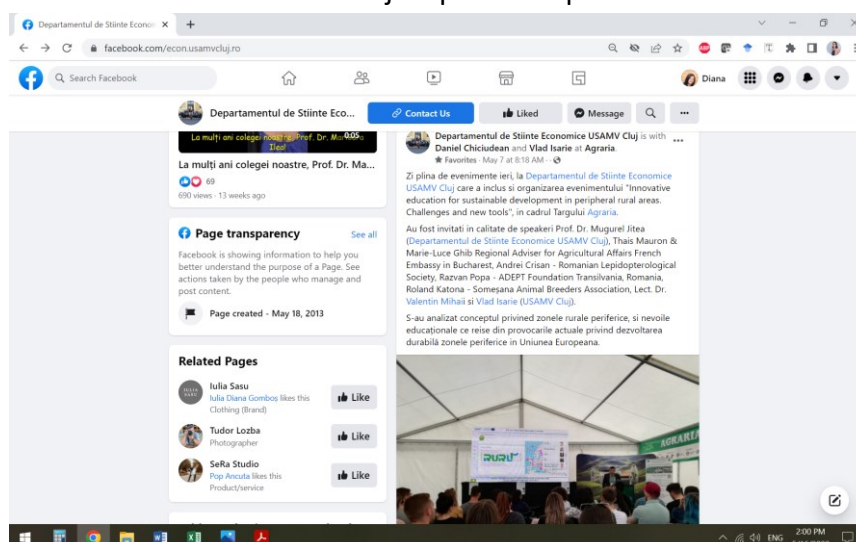


Photo 15: Event promoted on the Facebook page of the organizer Department of Economic Sciences USAMV Cluj-Napoca



Photo 16: Event promoted on the Facebook page of the Agro Consulting, Cluj

Cette **présentation** a eu lieu à la Foire Agricole Agraria à Cluj, le vendredi 6 mai. Elle s'est faite dans le cadre du projet européen Rurup : Education innovante pour le développement durable dans les zones rurales périphériques. La présentation a débuté par une description de la situation des espaces ruraux français. Le projet français de communication digitale, « L'Aventure du Vivant » a ensuite été présenté à travers différents exemples d'actions.



Photo 17: Presentation of RurUp ME on the official page of the French Embassy in Bucharest. Article: Mission du pôle agricole en Transylvanie
Source: <https://ro.ambafrance.org/Mission-du-pole-agricole-en-Transylvanie>

- *The intellectual outputs covered:*

- The assessment of the education needs and gaps for the sustainable development of the EU peripheral areas
- E-learning course
- Bank of Case-studies
- Digital Teaching Platform and Digital Learning Resource
- Syllabus and materials for Intensive Study Activity

- *The leading and participating organisations:*

The leading organization was PO4-USAMV Cluj-Napoca, represented by 4 team members (Mugur Jitea, Valentin Mihai, Diana Dumitras, Mignon Sandor) who organized the Multiplier event and have assured that the agenda was followed (start time, breaks, end time) and that any changes were adapted without affecting the scope of the event.

Invitations were sent to students and staff from the leading organization USAMV Cluj-Napoca and to several other organizations identified as useful stakeholders. The event was also promoted during the AGRARIA event via official invitation to the fair, facebook page, radio announcements during the fair, promotion activities which have also attracted other stakeholders present at the fair.



Photo 18: Poster displayed at the fair AGRARIA by the organizer



Photo 19: Agraria Fair official invitation with the main program (RUR'UP event scheduled for May 6th)

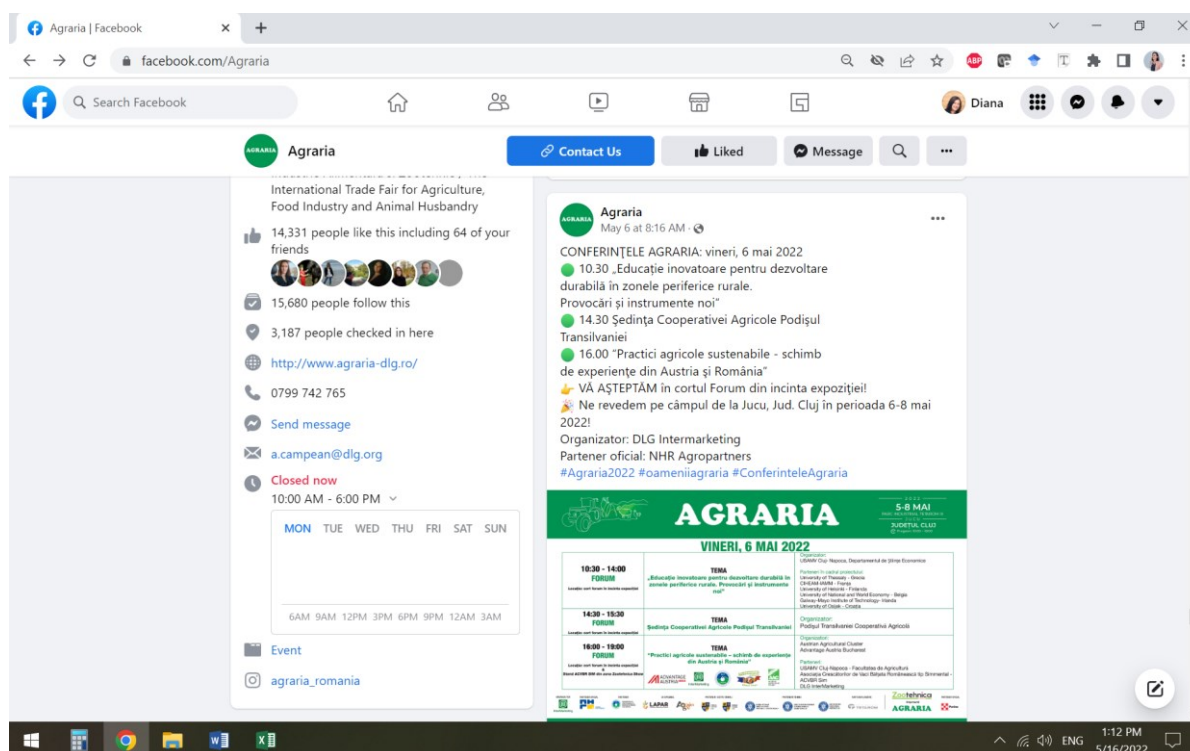


Photo 20: Event promoted on Agraria Facebook page

AGRARIA 2022		
VINERI, 6 MAI 2022		
10:30 - 14:00 FORUM Locație: cort forum în incinta expoziției	TEMA „Educație inovatoare pentru dezvoltare durabilă în zonele periferice rurale. Provocări și instrumente noi”	Organizator: USAMV Cluj- Napoca, Departamentul de Științe Economice Parteneri în cadrul proiectului: University of Thessaly - Grecia CIHEAM-IAMM - Franța University of Helsinki - Finlanda University of National and World Economy - Belgia Galway-Mayo Institute of Technology- Irlanda University of Osijek - Croatia
14:30 - 15:30 FORUM Locație: cort forum în incinta expoziției	TEMA Ședința Cooperativei Agricole Podișul Transilvaniei	Organizator: Podișul Transilvaniei Cooperativă Agricolă
16:00 - 19:00 FORUM Locație: cort forum în incinta expoziției & Stand ACVBR SIM din zona Zootehnică Show	TEMA „Practici agricole sustenabile – schimb de experiențe din Austria și România”	Organizatori: Austrian Agricultural Cluster Advantage Austria Bucharest Parteneri: USAMV Cluj-Napoca - Facultatea de Agricultură Asociația Crescătorilor de Vaci Bălțata Românească tip Simmental - ACVBR Sim DLG InterMarketing

Photo 21: Event promoted on Agraria Facebook page

Among the participating organizations were:

- UBM Feed Romania (the largest independent feed mill in Romania);
- Kynetec (one of the global leaders in market research for animal health and agriculture);

- CIVITAS Food Hub SRL (Nod verde - Center for the collection and distribution of local products);
- AgroTransilvania Cluster (main technology transfer center for research, development and innovation in the agro-industrial field at national level);
- Transilvania Cooperativa Agricola (agricultural cooperative);
- INCDO-INOE 2000 (national research institute dedicated to applied analytical chemistry in three main directions: Bioenergy and Biomass, Instrumental Analytical Chemistry and Environment and Health);
- France Embassy from Bucharest (active in educational programs in rural areas)
- Romanian Lepidopterological Society (European society for the study of moths and butterflies and for the conservation of these insects and their natural habitats acting in the Dealurile Clujului Est, region presented as case study in RUR'UP)

- *The venue of the meeting*

The multiplier event took place at AGRARIA International Trade Fair in Jucu commune from Cluj county (<https://www.facebook.com/Agraria/>; <http://www.agraria-dlg.ro/>). It is the largest agricultural fair in Transylvania, an important meeting point for farmers, specialists, managers and authorities from the agriculture sector, being organized by DLG InterMarketing in Romania (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society).



Photo 22: Agraria Fair – view from above

- *The numbers of local and international participant*

There were 123 participants in total out of which 111 from Romania and 12 from other countries.