



Education and Culture DG

Lifelong Learning Programme



Network promoting e-learning for rural development e-ruralnet

**LLP Transversal Programme
Key Activity 3 ICT - Networks**

WP7 – Form national stakeholder networks & Advisory forum

National Workshop - Spain



December 2010

Valencia, December 2010

Prepared by: IMEDES, Spain

For more information on E-ruralnet visit the website www.e-ruralnet.eu

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Employment, training and new technologies: The E-learning as a tool for professional training in rural areas

Valencia – Spain, December 1th 2010

1. Abstract

The new Information and Communication Technologies (ICT), have supposed the overcoming of the distance barrier and the opening to the access of millions of people to new opportunities for knowledge, training and cultural exchange. In recent years there have been developed different and innovative tools for education based on new ICTs, which are allowing the changing of methodology, approach and roles of the stakeholders in the educational process.

The application and use of these technologies and tools began in the cities, which have the required infrastructure. Gradually, these tools are starting to be applied in rural areas, becoming a way to improve opportunities for lifelong learning, employment and rural development.

This progress depends, however, on the overcoming of other obstacles such as the lack of infrastructure or social difficulties associated with the use of new technologies.

In this context, this workshop seeks to bring together different actors of 3 stakeholders in the process of implementation of training initiatives in rural areas based on e-learning (suppliers, social and political representatives) to discuss the following topics:

- Which are the current training needs of communities living in rural areas?
- How can the e-learning help to meet these training needs? What is currently offered by the e-learning to these communities?
- Which obstacles have currently this training course of action?
- Which are the necessary actions in order to overcome these obstacles?

Much of the training needs are closely linked to employment opportunities and possibilities. In this sense, it seemed important to place the workshop in the current situation of employment in rural areas and their future prospects. For this reason, the Workshop framed within the ECOempleo Conference: "Sustainable rural development and employment: future prospects", which took place in the morning.

2. Organization of Activities and Agenda

There were developed two types of activities: a conference open to all publics and a workshop addressed specifically to the three project stakeholders: providers, social partners and policy makers.

a. Morning Session: ECOempleo Conference

The aim of the morning session was, in the first place, to offer a current and future reality of employment in rural areas under the new policies for sustainable rural development, and in second place, to present the project to general public.

More specifically the conference sought to:

- Analyze the impact on employment of the Law of Sustainable Rural Development.
- Identify new activities and sectors with potential for employment generation and economic activity within the framework of the implementation of active policies for sustainable development in rural areas.
- Present innovative experiences of services, products or activities that generate employment in rural areas.
- Disseminate the E-ruralnet project and resolve queries.

Programación

9:00 / 9:30

Reception of participants and delivery of documentation



9:30 / 10:00

Opening session

Representative of the Agriculture, Fisheries and Food Department

D. Juan Antonio Tomás Carpi. Grupimedes President

10:00 / 10:45

LECTURE: "Job opportunities in rural areas following the implementation of the Law for Sustainable Rural Development"

D. Jesús Casas Grande. General Director of the Sustainable and Rural Development of the Environment, Rural and Marine Ministry



10:45 / 11:15

LECTURE: "Rural Development in Valencian Community"

D. Guillermo Moratal Cloquell. Valencian Rural Development Network President -FEVADER

11:15 / 11:45

Break

11:45 / 12:30

LECTURE: "Employment in rural areas in times of crisis"

D. Gregorio López Sanz. Castilla - La Mancha University

12:30 / 13:45

ROUND TABLE: "Innovative experiences of services, products or activities that generate employment in rural areas"

Participants: Valencian Rural Development Network (FEVADER), Renewable Energies Tarazona (ERTASA), Association for the Integral Development of Manchuela Conquense Region (ADIMAN) and Association for the Development of Gudar, Javalambre and Maestrazgo Regions (AGUJAMA).



13:45 / 14:00

Closing

b. Sesión de tarde: El Taller de Trabajo

The objective of the workshop was, firstly, bring the participants to reflection regarding the use of e-learning as a tool for training in rural areas, specifying this reflection in 4 topics:

- Which are the current training needs of communities living in rural areas?
- How can the e-learning help to meet these training needs? What is currently offered by the e-learning to these communities?
- Which obstacles have currently this training course of action?
- Which are the necessary actions in order to overcome these obstacles?

The second major objective of the workshop was to bring together and relate the strategic stakeholders of the project to promote and foster the advancement of e-learning in rural areas. The need of these relationships, as discussed in the conclusions, is that the development of e-learning projects in rural areas requires collaboration and joint action by various institutions, among which at least have to be a supplier and a social partner, to identify a need not only of training but a critical mass of students target.

Programación del Taller:

15:45 – 16:00: Initial presentation

16:00 – 16:40

PRESENTATION OF A STUDY CASE: Innovative Program in Agricultural Education - Unió de Pagesos of Catalonia and the Lifelong Training Institut IL3 of the Barcelona University

- Presentation of Paquita Escoi
- Presentation of Oscar Dalmau
- Questions



16:40 – 17:10

INDIVIDUAL ACTIVITY: Identification of training needs

In this activity, participants were asked to identify 3 vocational training needs in rural areas, specifying the following items:

- Economic activity
- Specific training
- Time frame
- Geographical scope



17:10 – 18:00 PARALLEL WORKSHOPS:

For this activity were created three groups to discuss the following issues:

- a. The e-learning as a training tool in rural areas (yellow cards)
- b. Obstacles (red cards)
- c. Actions to be implemented (green cards)

Each group presented its findings on cards, which were then included in the panel to proceed to debate and sharing.



18:00 – 18:30 **FINAL DISCUSSION AND CONCLUSIONS**

Each group was responsible for the presentation of findings from one of the issues proposed, while others completed with the arguments or ideas that had not been considered by the responsible group.



At the end of the workshop, there was a panel that summarized the main conclusions regarding the 4 issues raised, following a logical argument that linked the training needs in rural areas with the potential of e-learning to meet these needs, the existing obstacles to expanding the use of this tool and the actions required to overcome these obstacles.

18:30 **Workshop closing**

3. Workshop Conclusions

3.1. Identification of training needs in rural areas

Sector económico	Formación específica
Agropecuario	<ul style="list-style-type: none"> - Marketing and Distribution - Computer management of Farms - Energy crops - Quality and environment - Sub products valuation and studies - ICT literacy - Training required by new regulations (animal welfare, food handling) - Application of pesticides
Turístico	<ul style="list-style-type: none"> - Languages - Tourism Development Agent
Forestal	<ul style="list-style-type: none"> - Use of specific machinery
Recursos naturales y paisajísticos	<ul style="list-style-type: none"> - Gardening
Construcción	<ul style="list-style-type: none"> - Renewable energy applied to construction - Energetic Rehabilitation of buildings - Marketing
Asistencia social	<ul style="list-style-type: none"> - Care for dependents - Community Facilitators
Multisectorial	<ul style="list-style-type: none"> - I+D+i - Export - Financing projects - Languages - Marketing - Computer literacy

3.2. Why e-learning can meet these training needs?

- Enables delivery of quality training in remote areas
- Savings in transport costs and travel times
- Extends the target public, eliminating the barriers of distance, allowing a more efficient use of resources
- Fosters collaboration between institutions and communities, promoting cultural and experiences exchange
- New technologies can improve the appeal of making fun and accessible training (learning by doing)
- The e-learning makes it easier for the students to ask questions and make queries, because it removes inhibitions of public speaking
- This type of training adapts itself to the time availability of the rural worker
- Provides the ability to recover the habit to lifelong training

3.3. Barriers to expanded the use of e-learning as a training tool in rural areas

- Development costs of e-learning courses may be too high for a private company
- There are still sectors of the population who do not handle the new ICT
- Learning is perceived as a social activity, e-learning is associated with loneliness
- So far, the e-learning courses are perceived, generally, as less quality as the traditional courses
- Not all practical contents are suitable for transmitted through e-learning
- Cost of internet access
- Mistrust and fear of using the Internet or computers due to ignorance
- Lack of infrastructure and coverage of Internet and broadband in many rural areas

3.4. Actions needed to overcome obstacles identified

- Promote collaboration between institutions in order to take advantage of economies of scale of e-learning products addressed to national or international public
- Find and apply for grants for collaborative action and to improve infrastructure
- Include computer labs in public administration facilities (Internet Villages)
- Strengthen the tools of online interaction between students
- Conduct computer literacy (could be a first initiative)
- Create a learning environment: social dynamic
- Stage of Transition: blended learning, which gradually increase the share of e-learning
- Enhance the efficiency of the responses of the tutor in courses, so be quick and based responses.
- Improve the reputation of e-learning courses counting on good planning and meeting deadlines

4. Participants

4.1. Conference participants

Last name	Name	Institution
Abad Gil	Vanesa	
Álamo Carrasco	Eva	
Álvaro González	María José	Ayto. Aras de los Olmos (AEDL)
Arauz Pérez	Beatrix	
Balaguer i Segarra	Alba	
Bataller Ferri	Lorena	
Bermúdez	Enrique	Cámara Comercio Toledo
Bermúdez Bernet	Conchi	
Bobet Muñoz	Jorge	
Boix Meseguer	Myriam	GDR Portmader
Box Molina	Desiree	
Caballero Císcar	Marc	
Cañigral Rández	Natividad	
Carrasco Mulas	Mª Cristina	
Chavarria Diaz	Maria Jose	Agencia de Desarrollo Local Ayuntamiento de Oliva
Dalmau	Oscar	IL3 – Universidad de Barcelona
Darijo Escamilla	Rafael	Alcalde de Benagéber
de Andrés Aleixandre	Blanca	
Devis Argente	Omayra	
Diago Marco	Ramón	
Domenech Castillo	Alejandro	
Domínguez Ruiz	Sonia	
Esbrí Senar	Óscar	
Escoi	Francisca	Unió de Pagesos de Catalunya
Escrivá Aguilar	Isabel	Ajuntament de Sueca - Monitora
Estellés Diego	Amilio	
Esteve Ribera	Jesús	
Esteve Romero	Lorena	
Feltrer Palmero	Susana	
Ferrer Repullés	Rubén	
Ferrero Sanchís	Amparo	
Ferrete Varo	Juan Pedro	
FERRI Martínez	Alba	
Galindo Llatas	Silvia	
García Avellana	Javier	

Last name	Name	Institution
García Ferrer	Raquel	
García Monteagudo	Diego	Alumno de Lic. En Geografía
Gil García	Esther	
Gil-Pérez	Daniel	
Gimeno Mollà	Marta	
Girva Caramés	Tamara	
Godoy Olmos	Sergio	
Gomis Gomis	María José	
González Vázquez	Mª del Mar	
Guedón	Marina	
Guillén Cerdá	Emilio	
Herráiz Lizán	Cristina	
Izquierdo Núñez	Noelia	
Iara martin	Iaura	
Lloret Gual	Pilar	
Lluch González	Pablo	
López Fernández	Jose Antonio	ADI Mancha Júcar-Centro
López Sánchez	Agustín	ADI Mancha Júcar-Centro
Marquina Picón	Luis Enrique	
Martín García	Juan Miguel	ADI Mancha Júcar-Centro
Martín Ibañez	Amparo	
Martínez Amorós	Álvaro	
Martínez García	Misael	
Martínez i Carbonell	Salvadora	
Martínez Solaz	María José	
Mateu Arcos	Francisco	
Maya	Pedro	Divulgación Dinamica
Méndez Cabrera	María José	
Molés Rochera	Inma	
Monzó Pérez	Isidro	
Mora Ortí	Inmaculada	
Moreno Iñiguez	Ana	
Moscandi Malan	Carolina	Ing. Téc. Químico
Múñoz Pastor	Raquel	
Navarro Sanchís	Inmaculada	
Nebot Almiñana	Javier	
Nistal Beleña	Merche	
Noheda Sarrio	Adrian	
Palomares Coronado	Óscar	
Pellicer Rubio	Ana	
Peñarroya Pechobierito	Blai	

Last name	Name	Institution
Pérez Marcilla	Berenice	
Pérez-Salas Roda	Elisa	
Pertegás Fullana	Nora	
Plana Garrigues	Vicent	
Polo Burriel	Vicente	
Ramón Quixal	Juan José	
Ribera Maycas	Encarna	
Rivera Gracia	Ramiro	Alcalde de Titaguas
Rodrigo Mateu	Joan	
Romero Esteban	María Susana	
Romero Guillén	Raquel	
Sagredo Gomariz	Raúl	
San Joaquín Polo	Luís Eduardo	
Sánchez Garcés	Belén	
Sanchis Lerma	José Vicente	
Signes Lapeña	Raquel	
Silvestre Morales	Irene	
Silvestre Salido	Cecilia	
Soler Sáez	Laura	
Todolí Carbonell	Rafael	
Tomás Marco	Empar	
Tornero Belda	Pepa	AEDL
Tortajada Gómez	Felipe	
Vélez	Javier	ANCED
Veloso Pérez	Eva Paz	Dip. Gestión Estratégica del Desarrollo Local
Verdoy Ginestar	Irene	
Vizcaino León	Beatriz	

4.2. Workshop participants

Name	Institution	Charge	Region	Province
Agustín López Sánchez	ADI Mancha Júcar-Centro	Gerente	Castilla - La Mancha	Albacete
Enrique Bermúdez	Cámara de Comercio de Toledo	Jefe Dpto Formación	Castilla - La Mancha	Toledo
Eva Navarrete	Diputación de Valencia	Jefa de Servicio de Formación	Comunidad Valenciana	Valencia
Francesc Chalmes	Instituto Mediterráneo para el Desarrollo Sostenible	Técnico	Comunidad Valenciana	Valencia
Gabriela Munares	Instituto Mediterráneo para el Desarrollo Sostenible	Técnico	Comunidad Valenciana	Valencia
Javier Vélez	ANCED	Jefe Dpto Formación	Madrid	Madrid
José Antonio López Fernández	ADI Mancha Júcar-Centro	Coordinador de la Agenda 21 Local	Comunidad Valenciana	Valencia
Juan Miguel Martín García	ADI Mancha Júcar-Centro	ADL	Comunidad Valenciana	Valencia
María Antonia Fita Botet	Consellería Educación	Jefa de Sección de Enseñanzas Técnicas Profesionales	Comunidad Valenciana	Valencia
Marta Urban	Instituto Mediterráneo para el Desarrollo Sostenible	Técnico	Comunidad Valenciana	Valencia
Misael Martínez García	Ayuntamiento de Titaguas	Asesor del Ayuntamiento de Titaguas	Comunidad Valenciana	Valencia
Oscar Dalmau	IL3 - UB	Dpto de Formación	Catalunya	Barcelona
Paquita Escoi	Unió de Pagesos de Catalunya	Coordinadora de proyectos	Catalunya	Lleida
Pedro Maya	Divulgación Dinámica	Jefe Dpto Formación	Andalucía	Sevilla
Ramiro Rivera Gracia	Ayuntamiento de Titaguas	Alcalde	Comunidad Valenciana	Valencia
Vicente Frances	ADEIT	Dpto de Formación	Comunidad Valenciana	Valencia