

Information society and sustainable rural development



Education and Culture

Leonardo da Vinci

The Euracademy project has developed, piloted and consolidated two integrated "learning packages" on sustainable rural development through tourism and ICT respectively, and a learning methodology, specially designed for managers and animators of rural development, working mostly in the public sector in rural areas across Europe.

These "integrated learning packages" were tailored to serve the needs of mid-career professionals wishing to update their competences in rural development, and to promote experience-based learning, peer-group guided learning as well as networking.

The Trans-Rural project transfers the Euracademy learning packages to a wider range of users and targets groups than those foreseen by the Euracademy project, emphasising on SMEs employees, other social partners, collective bodies representing specific sectors of the rural economy and training providers who are interested in the development of sustainable tourism and the information society's impact on sustainable rural development



Project aim:

The TRANS-RURAL project aims to transfer the two innovative learning packages of the Euracademy project (Leonardo Da Vinci Programme, Pilot project 2000-2003) on the themes of "Developing Sustainable Rural Tourism" and "Information Society and Sustainable Rural Development", to different local contexts across Europe and to diverse target groups. Its principal objectives include:

- localise the training products (translation, adaptation to cultural settings and target groups)
- to assess the transferability of the training products to the training and national accreditation systems of the beneficiary partners, based on blended learning techniques.

The tasks are undertaken by training organisations in Norway and the UK and will be piloted in Norway, UK and Romania. The target groups include managers and animators of rural development serving in the public or private sectors, rural SMEs and staff of organisations representing rural SMEs, and staff of social partners or other NGOs active in rural areas.

The project started in September 2004 and will last for one year.

Project activities:

- evaluation of the existing experience from transferring learning packages to other learning environments;
- needs' assessment in the UK, Norway and Romania;
- adaptation and transfer of learning material to local contexts and national education and training systems;
- development of curricula based on blended learning, i.e. consisting of small spells of formal learning in face-to-face situations and longer periods of non-formal distance learning, delivered through the internet and including project work and computer-based tutorials;
- running of pilot courses
- assessment of the accreditation potential, devising a set of common principles for validating the blended learning methodology adopted, and evaluation of its transferability to a wider spectrum of European training systems;
- dissemination of results, including an end-of-project conference in Athens, Greece in September 2005 aimed at training organisations and rural development agencies across Europe.

**Initial developer partner:**

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