ERASMUS+ · KA152-YOU

Roots of Change

Good Practice Guide & Toolkit

Eight ideas for the future of rural territories, created by 46 young people from six countries.



Rural Empowerment for Youth Employability

Avis, Portugal · October 2026
New Generation Portugal with YOUTH POWER (DE), MasterPeace (RO), EYouthphoria (TR), Youth Academy (IT) and Road to Change (EL)

Co-funded by the European Union

INTRODUCTION

What if young people designed the future of their own territory?

In rural areas, many young people have fewer doors open: less work, less training and fewer places where their ideas count.

Roots of Change started from this question. For eight days in Avis, in October 2026, 46 young people from Portugal, Germany, Romania, Türkiye, Italy and Greece worked in international groups: they read a territory, generated ideas, built models and defended them in front of their peers in the Bear Field format.

This guide keeps what came out of it. **Part 1** gathers eight sustainable business models, with what can be replicated. **Part 2** is a toolkit to repeat the process in your own territory, with a glossary in seven languages.

It is a guide made by young people, for other young people and for the organisations that work with them.



"No one is alone and you can ask for help... and work together and find solutions."

Sofia, participant, #MyRuralStory story

8
days of exchange in Avis

6
countries and organisations

46
young participants

8
sustainable business projects

IN BRIEF

We delivered what we promised, plus two extra projects

Planned in the application and delivered in Avis, side by side.

PLANNED		DELIVERED
8 days of exchange	→	8 days in Avis
6 organisations and countries	→	Portugal, Germany, Romania, Türkiye, Italy and Greece
6 rural entrepreneurship pilot projects	→	**8 projects**, each with its own sustainable business canvas
My Rural Story digital campaign	→	Roots Hackathon, Instagram page and first video story (14 Oct. 2026)
Good practice guide (R.3)	→	This guide, Part 1
Open-access multilingual resource	→	Toolkit in 7 languages, Part 2

About this guide

It gathers the ideas that 46 young people from six countries created at the exchange (Erasmus+ KA152-YOU, New Generation Portugal, Avis) and turns them into replicable examples, followed by a toolkit for other young people and organisations to repeat them in their own territory.

The guide answers result R.3 of the application: "Good Practice Guide on Rural Employability, including replicable ideas, success stories and practical proposals for young people from similar backgrounds". The toolkit answers the commitment to an open-access multilingual resource.

PART 1

Good practices

8 sustainable business models designed by the groups, with replicable lessons and points to strengthen.

PART 2

Toolkit

Step-by-step canvas with a glossary in 7 languages, pilot template, replication checklist and social media kit.

Alignment: EU Youth Strategy 2019–2027 and Sustainable Development Goals 4, 8, 10 and 11, as in the application.

METHODOLOGY

From idea to practice in five steps

The project followed the Design Thinking cycle, with a concrete tool in each phase. This is how 8 international groups went from a loose idea to a business model with a physical model.

1

Understand

SWOT

They analysed the strengths, weaknesses, opportunities and threats of the territory and defined the local problem.

2

Explore ideas

Crazy 8'

Each person sketched 8 ideas in 8 minutes, without filtering, and the group chose one.

3

Prototype

Sustainable Business Model Canvas and physical model

They turned the idea into a business model (the 8 canvases) and a tangible representation.

4

Test

Presentation and feedback

They received feedback and were assessed against the 5 quality criteria on the next page.

5

Implement

Bear Field, local actions and this guide

Participants take the idea to their territory and the guide shares it with others.

Behind every phase: the 3 Ps

Planet, People, Profit. An idea is only sustainable if it is at once bearable (planet and people), viable (planet and profit) and equitable (people and profit). That is why the canvas includes eco-social cost and benefit blocks.

Sequence based on Design Thinking 101 (NNGroup)

QUALITY CRITERIA

Five questions for every idea

In the test phase, ideas were assessed against five criteria posted in the room. The guiding questions are our own wording.

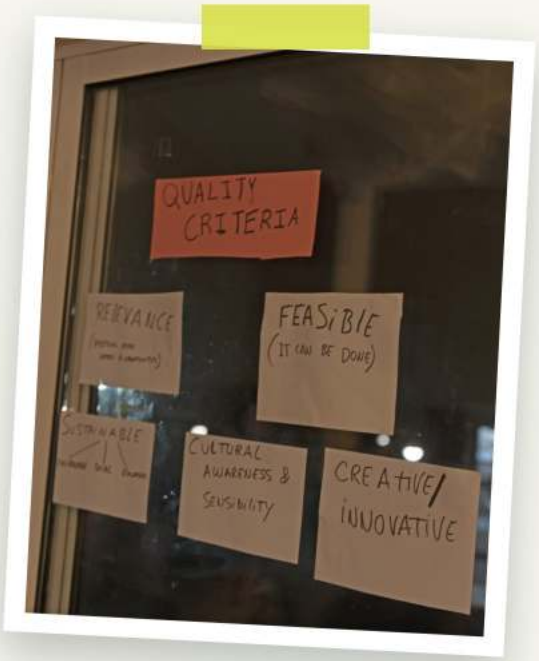
1. **Relevant**
   Does it answer a real community need?

2. **Feasible**
   Can it be done with the available resources?

3. **Sustainable**
   Does it hold up environmentally, socially and economically?

4. **Culturally aware**
   Does it respect the people and traditions of the place?

5. **Creative and innovative**
   Does it bring something new to the territory?



The poster used in the room during the exchange

And the 3 Ps?

Every idea should also have a line for each P: **Planet** (impact on the environment), **People** (impact on people and the community) and **Profit** (economic viability). The self-assessment sheet is in Part 2.

PROTOTYPE

From ideas on paper to handmade models

Each group built a model from recycled materials (boxes, cardboard tubes, egg cartons, paper), paint, hot glue and scissors, and used it to present the idea to the others.







What does a place have?

A board in the room listed the elements a place can have: streets, schools, a hospital, shops, bridges, parks, a market, a church, a lake, a factory and pollution, among others.

The groups built the models as a team and gave shape to the territory they had imagined.

MODELS

Cities, rivers and villages to scale

The models gave shape to ideas such as VINLAND or the Communities of Alberobello, which appear in the Part 1 profiles. Here they are shown without linking them to a project: they show the variety of solutions built from recycled materials.















IMPLEMENT

Bear Field: ideas defended in public

Each group presented its project and model in the "Bear Field" format ("The Rural Shark Tank"): eight projects, assessed against the quality criteria and the 3 Ps.

LINK TO THE TERRITORY

Learning to be an entrepreneur by doing

Besides the Design Thinking cycle, two activities gave participants hands-on experience of entrepreneurship and contact with people who run businesses in the region.

TEAM BUILDING · DAY 3

Entrepreneurial Chefs Competition

Two teams competed in different rooms, and each split into three groups: starter and atmosphere, main course and dessert. With a budget, a shopping list and shopping leaders, they bought the ingredients and cooked dinner for the group for 60 minutes, in pairs and in 5-minute shifts, without repeating a person. They also prepared an extra dish for the jury and tried to "sell" their dishes MasterChef-style.

The activity trained budgeting, task sharing and presenting a product, the same skills the canvas asks for afterwards.

To repeat: the same budget for every team, clear roles inside each team, limited time, a jury and a final presentation of the dish.

IN AVIS

Group dynamics and outdoor sessions

The exchange alternated work in the room with group dynamics and outdoor sessions.







LOCAL WORKSHOPS

Learning to be an entrepreneur from those who already are

Participants took part in workshops with people from the region. In one of them, Dona Margarida ran a sewing workshop.







She explained how she started and runs her business, and participants tried sewing. Afterwards, they discussed small businesses in rural areas. The activity matches day 5 of the application, devoted to disappearing trades such as sewing and basketry.

To repeat

Invite a local entrepreneur, ask them to tell how they started, what difficulties they had and how they sell, and let participants try the craft.

The 8 projects at a glance

Eight groups designed very different business models, but almost all combine three things: a concrete local need, partners from the territory itself and mixed income (grants, fees, sales).

1 FOOP (Food & Loop)

A centre that collects food waste from citizens, restaurants and schools and puts it at the service of local farmers.

LESSON Close the local loop between those who waste and those who produce

2 Bora Bora Festival

A festival with concerts, a bazaar, a podcast, and recycling and dog-shelter support actions.

LESSON Use a cultural event as a community platform

3 VINLAND

A community centre for young people aged 18 to 30 that can grow into a sustainable village.

LESSON Start with practical skills and explicit values (P.A.C.T.)

4 Communities of Alberobello

A network of community centres with an opportunities board, volunteer swaps and visits between centres.

LESSON Start with 3 nearby centres and grow as a network

5 Ecovoice

A citizens' campaign against a factory's pollution.

LESSON Combine medical knowledge, media and community in a public health cause

6 Trade light, live long

A shop and "by the kilo" swap events for durable goods made from reused materials.

LESSON Pricing by weight and open swaps make the circular economy accessible

7 Life with Underground

An underground green space with farming and canal energy, as a refuge from cities.

LESSON A bold environmental idea, to be tested first on a small scale

8 Erasmus+ Hub Without Barriers

A village hub hosting exchanges and workshops in sign language, adapted sport and braille.

LESSON Inclusion as a core service, with mentoring for a first Erasmus+ project

Projects 1 to 4

The groups went beyond the 6 pilot projects planned in the application and delivered 8, with models. Each profile summarises the group's canvas.

1 FOOP (Food & Loop)

Authors: Ringo, Davide, Mariana, Aysenur.

Idea: a food-waste collection centre where local farmers buy harvests at a low price and sell food waste with public support.

Partners: citizens, restaurants, schools, supermarkets, farmers, government, NGOs.

Resources: waste and fresh food, mobile app, truck, storage.

Revenue: membership fees, advertising, extra services, fertiliser, biogas.

Impact: less waste, a community brought together, jobs, more visibility for local farmers' products. Ecological cost acknowledged: transport and processing energy, biodegradable bags.

Replicate: a platform with harvest prices and organised collection from those who waste.

2 Bora Bora Festival

Idea: a festival combining concerts, a bazaar, an art gallery, a podcast, recycling and support for dog shelters.

Partners: music producers, small bands, bazaar.

Audience: everyone in the city, with talent or in need of help.

Value proposition: safety, mutual help, reliability.

Channels: podcast, social media, flyers, newspaper ads, TV spots.

Social cost acknowledged: "you have to pay to take part".

Replicate: the festival as a gateway to local causes.

3 VINLAND

Idea: a sustainable community centre for young people aged 18 to 30, growing into a sustainable village. Motto: "Learn Together, Grow Together, Build a Better Future".

Activities: non-formal education, vocational training (farming, animal care), DIY.

Values (P.A.C.T.): professionalism, authenticity, collaboration, transparency.

Partners: landscaping, Erasmus+, New European Bauhaus, NGOs, European funds, European urban initiatives.

Revenue: sale of goods and products, fee-based projects, donation platform, public funds.

Impact: "Respect local culture, build a greener future" and sustainable solutions accessible to everyone.

Replicate: clear values and a motto from the start.

4 Communities of Alberobello

Authors: Luca, Ana, Varsha, Salvador.

Idea: a network of community centres with "the warmth of a village and the opportunities of a city". Motto: "Keep your roots, grow change".

Activities: a shared opportunities board, weekend volunteer swaps, a "centre of the month" with a networking night, exchange visits of 2 to 4 weeks.

Start: 3 nearby centres in southern Italy, then grow.
Revenue: grants, fees, small charges, local sponsorship.

Risks acknowledged: travel between centres (clean modes), volunteer time, young people moving away from their home centre.

Replicate: small scale, an opportunities board and attention to accessibility (translation, sign language).

Projects 5 to 8

Each profile summarises the group's canvas and ends with what can be replicated in another territory.

5 Ecovoice

Idea: a campaign to secure clean air, protect public health and hold a polluting factory to account.

Partners: doctors and public health experts, journalists, student and volunteer groups, residents.

Resources: volunteers, banners and megaphones, digital platforms, legal knowledge, scientific evidence.

Relationship: presence on the ground, digital forums, collective decision-making.

Revenue: community donations, crowdfunding, small contributions.

Cost acknowledged: waste from protest materials and temporary traffic disruption.

Replicate: campaigns backed by science and law that bring diverse groups together.

6 Trade light, live long

Authors: Simona, Alexandra, Karla, Pavani, Alessia.

Idea: durable products made from reused materials, with a recycling and swap programme for what is no longer needed.

Partners: community members who supply clothes, accessories and objects; local businesses to swap and test quality.

Channels: local shop, recurring "by the kilo" swap, pop-ups, social media, word of mouth.

Revenue: sales at affordable prices, pricing by weight and swap events.

Cost acknowledged: transport and production footprint, space and staff for the events.

Replicate: pricing by weight and open events to make the product accessible to any background and income.

7 Life with Underground

Authors: Aisel, Burcu, Enver, Selda, Mirai.

Idea: an underground green space as a response to "grey, suffocating" cities, with underground farming, canal energy and glass engineering.

Audience: citizens, eco-tourists, organic food consumers, other cities, technology enthusiasts.

Partners: government, investors, universities, agriculture, water activities.

Revenue: tourist tickets, organic food, products sold to other cities, taxes.

Benefits: more O2, zero carbon emissions, maximum water conservation. **Risks:** energy consumption and safety in nature.

Replicate: the method of starting from a real urban problem; technical feasibility needs testing.

8 Erasmus+ Hub Without Barriers

Authors: Arda, İrem, Ece, İlayda, Mücahit.

Idea: a village hub that hosts Erasmus+ exchanges and brings international opportunities to rural youth, migrants, refugees, people with disabilities and the unemployed.

Activities: workshops (sign language, adapted sport, braille), events to change how disability is seen ("instead of pity"), mentoring for a first Erasmus+ project.

Partners: local farmers and cooperatives, village schools, universities, municipality, NGOs.

Revenue: sponsorship, hub rental, sale of local products to visitors.

Replicate: the combination of accessibility, peer mentoring and partnerships with the village school.

Seven rules that repeat across the eight projects

A guide for anyone who wants to launch a similar initiative in their own territory.

1. **Start small and local**
   Alberobello starts with 3 nearby centres, the Hub in a single village, Trade light with one shop.

2. **Ally with the territory**
   Municipalities, schools, farmers, universities and NGOs appear as key partners in most projects.

3. **Mix revenue sources**
   Most combine grants or sponsorship with fees, sales and events, instead of relying on just one.

4. **Name the eco-social costs**
   Transport, energy, waste, volunteer time and cultural tension are acknowledged rather than hidden.

5. **Ensure access for all**
   Pricing by weight, sign language, braille, translation and a 24h support line make the offer usable by those with fewer opportunities.

6. **Communicate with few resources**
   Social media, flyers, podcasts, word of mouth and neighbourhood events reach the public without a big budget.

7. **Give a clear identity**
   A motto and explicit values ("Keep your roots, grow change", P.A.C.T.) help explain and replicate the idea.

Linking each project to rural jobs

What each canvas already says about employment, and a suggestion to strengthen it.

PROJECT	WHAT THE CANVAS ALREADY SAYS	TO STRENGTHEN RURAL JOBS
FOOP	Creates jobs and requires collection, transport and an app	Collection and logistics posts, composting and biogas, and platform management, for local young people trained with farmers and agricultural schools
Bora Bora Festival	Mentions "labour" as a cost	Pay local young people as event producers, sound and podcast technicians and bazaar managers, and take the festival to villages in the municipality
VINLAND	Training in farming and animal care, support for young entrepreneurs aged 18 to 30	Define certified pathways, a yearly target of young people and links with farming businesses in the region
Communities of Alberobello	Opportunities board with jobs, workshops and mentors	Measure how many offers are filled per centre and create the post of network coordinator
Ecovoice	Communication, law and science skills, mostly among volunteers	Train rural young people as community environmental monitors, with placements at the local authority or in companies
Trade light, live long	Shop and swap-event team	Repair, upcycling and craft posts, with mentoring by local craftspeople (links to day 5 of the exchange, on disappearing trades)
Life with Underground	Salaries, construction, underground farming and tourism	First test a small pilot of farming or nature tourism in a village, with a defined number of posts
Erasmus+ Hub Without Barriers	Team, mentoring and sale of local products	Posts for young people with disabilities and migrants (guides, sign-language interpreters, accommodation, local products)

For each profile, complete the sentence: "This project creates [N] jobs or placements for [profile] in [territory] by [year]."

PART 2 · TOOLKIT

The Sustainable Business Canvas, step by step

The canvas used in the exchange is the Sustainable Business Model Canvas, based on businessmodelgeneration.com and licensed under Creative Commons. It has the 9 classic blocks plus two more: eco-social costs and benefits, to which cultural sensitivity is added. Filling it in this order works best in a group.

1	**Customer segments**	Who are we creating value for? What concrete local need exists? *Para quem criamos valor? Que necessidade local concreta existe?*
2	**Value proposition**	Which problem do we solve? Say it in one sentence. *Que problema resolvemos? Explica-o numa frase.*
3	**Channels and relationships**	How do we reach these people and keep the relationship? *Como chegamos a estas pessoas e como mantemos a relação?*
4	**Partners, activities and resources**	Who helps us? What must we do? What do we need? *Quem nos ajuda? O que temos de fazer? De que precisamos?*
5	**Costs and revenue**	What does it cost and who pays? Write an estimated figure per block. *Quanto custa e quem paga? Escreve um número estimado por bloco.*
6	**Eco-social costs and benefits**	What positive and negative effects does it have on nature and people? Who might be left out? *Que impacto positivo e negativo cria no ambiente e nas pessoas? Quem pode ficar de fora?*
7	**Test**	Talk to 5 people from the territory. What would you change after hearing them? *Fala com 5 pessoas do território. O que mudavas depois de as ouvir?*

PART 2 · TOOLKIT

Glossary in 7 languages

The canvas terms in the languages of the partner organisations: English, Portuguese, German, Romanian, Turkish, Italian and Greek.

EN	PT	DE	RO	TR	IT	EL
Key Partners	Parceiros-chave	Schlüsselpartner	Parteneri cheie	Anahtar ortaklar	Partner chiave	Βασικοί εταίροι
Key Activities	Atividades-chave	Schlüsselaktivitäten	Activități cheie	Anahtar faaliyetler	Attività chiave	Βασικές δραστηριότητες
Key Resources	Recursos-chave	Schlüsselressourcen	Resurse cheie	Anahtar kaynaklar	Risorse chiave	Βασικοί πόροι
Value Propositions	Proposta de valor	Wertangebot	Propunere de valoare	Değer önerisi	Proposta di valore	Πρόταση αξίας
Customer Relationships	Relação com os clientes	Kundenbeziehungen	Relații cu clienții	Müşteri ilişkileri	Relazioni con i clienti	Σχέσεις με πελάτες
Channels	Canais	Kanäle	Canale	Kanallar	Canali	Κανάλια
Customer Segments	Segmentos de clientes	Kundensegmente	Segmente de clienți	Müşteri segmentleri	Segmenti di clientela	Τμήματα πελατών
Cost Structure	Estrutura de custos	Kostenstruktur	Structura costurilor	Maliyet yapısı	Struttura dei costi	Δομή κόστους
Revenue Streams	Fontes de receita	Einnahmequellen	Fluxuri de venituri	Gelir akışları	Flussi di ricavi	Ροές εσόδων
Eco-Social Costs	Custos eco-sociais	Öko-soziale Kosten	Costuri eco-sociale	Eko-sosyal maliyetler	Costi eco-sociali	Οικοκοινωνικά κόστη
Eco-Social Benefits	Benefícios eco-sociais	Öko-soziale Vorteile	Beneficii eco-sociale	Eko-sosyal faydalar	Benefici eco-sociali	Οικοκοινωνικά οφέλη
Cultural Sensitivity	Sensibilidade cultural	Kulturelle Sensibilität	Sensibilitate culturală	Kültürel duyarlılık	Sensibilità culturale	Πολιτιστική ευαισθησία

PART 2 · TOOLKIT

Pilot project template

Makes sure every new case is described the same way and answers what the 8 current cases lack: jobs, figures and an indicator.

1	**Name and motto** *Nome e lema*	One sentence that explains the idea *Uma frase que explica a ideia*
2	**Team and country** *Equipa e país*	Names, sending organisation *Nomes, organização de envio*
3	**Local need** *Necessidade local*	What problem exists in the territory? *Que problema existe no território?*
4	**Target group** *Público*	Who benefits and how many *Quem beneficia e quantas pessoas*
5	**Value proposition** *Proposta de valor*	What changes for them *O que muda para estas pessoas*
6	**Jobs and skills** *Emprego e competências*	How many jobs or skills, for whom *Quantos empregos ou competências cria, para quem*
7	**Local partners** *Parceiros locais*	Municipality, school, business, NGO *Município, escola, negócio, ONG*
8	**Estimated costs and revenue** *Custos e receitas estimados*	Yearly figures *Números por ano*
9	**Eco-social costs** *Custos eco-sociais*	What may go wrong for nature or people *O que pode correr mal para o ambiente ou as pessoas*
10	**Eco-social benefits** *Benefícios eco-sociais*	Gains for community and environment *Ganhos para a comunidade e o ambiente*
11	**Success indicator** *Indicador de sucesso*	One measurable figure *Um número que se pode medir*
12	**First step** *Primeiro passo*	What happens in the first 30 days *O que se faz nos primeiros 30 dias*

PART 2 · TOOLKIT

Replication checklist

For young people or organisations who want to repeat one of these ideas.

- [ ] Confirm the local need by talking to at least 5 people from the territory
- [ ] Write the target group and the value proposition in one sentence each
- [ ] Identify 3 local partners (municipality, school, business or NGO) and contact them
- [ ] Fill in the canvas and estimate costs and revenue per year
- [ ] Name the eco-social costs and who might be left out
- [ ] Choose a small pilot scale: where, when and for how many people
- [ ] Define one measurable indicator per objective
- [ ] Plan communication: languages, hashtags and the mention of EU funding
- [ ] Keep evidence (photos, links, testimonials) and record the number of people reached
- [ ] Share the result with the sending organisation and with New Generation Portugal

Self-assessment of an idea: 5 criteria and 3 Ps

Use before presenting or replicating an idea. Answer yes, partly or no, and write one piece of evidence.

Relevant	Does it answer a real community need? *Responde a uma necessidade real da comunidade?*	YES · PARTLY · NO
Feasible	Can it be done with available resources? *Pode fazer-se com os recursos disponíveis?*	YES · PARTLY · NO
Sustainable	Does it hold up environmentally, socially and economically? *Aguenta-se do ponto de vista ambiental, social e económico?*	YES · PARTLY · NO
Culturally sensitive	Does it respect the people and traditions of the place? *Respeita as pessoas e as tradições do lugar?*	YES · PARTLY · NO
Creative and innovative	Does it bring something new to the territory? *Traz algo de novo ao território?*	YES · PARTLY · NO

Planet
impact on the environment

People
impact on people and the community

Profit
economic viability

Each idea should have one line under each P.

PART 2 · TOOLKIT

Social media kit

The #MyRuralStory campaign lives on the project's Instagram page. This kit gives every organisation the same starting point for communicating.

@roots_ofchange26

6 posts · 53 followers · 52 following (27 Oct 2026)

Multilingual bio: the project name appears in Portuguese, Italian, Turkish and Romanian.
Highlights by theme: Resources, Artivism, Backstage, Memes and one with a microphone icon.
Content: group photos with flags, reels, memes, carousels on entrepreneurship and a countdown to Avis.

Hashtags

#RootsOfChange

#MyRuralStory

#ErasmusRural

In every post: Erasmus+ logo and the mention of EU funding. **Languages:** the local language plus English.

Caption templates

EN	[Idea title]: [one sentence on the local need]. Created by [team] at the Roots of Change exchange in Avis. #RootsOfChange #MyRuralStory #ErasmusRural
PT	[Título da ideia]: [uma frase sobre a necessidade local]. Criada por [equipa] no intercâmbio Roots of Change, em Avis. #RootsOfChange #MyRuralStory #ErasmusRural
DE	[Titel der Idee]: [ein Satz zum lokalen Bedarf]. Entwickelt von [Team] beim Austausch Roots of Change in Avis. #RootsOfChange #MyRuralStory #ErasmusRural
RO	[Titlul ideii]: [o propoziție despre nevoia locală]. Creată de [echipa] la schimbul Roots of Change, la Avis. #RootsOfChange #MyRuralStory #ErasmusRural
TR	[Fikrin başlığı]: [yerel ihtiyaç hakkında bir cümle]. [Ekip] tarafından Avis'teki Roots of Change değişiminde oluşturuldu. #RootsOfChange #MyRuralStory #ErasmusRural
IT	[Titolo dell'idea]: [una frase sul bisogno locale]. Ideata da [squadra] allo scambio Roots of Change, ad Avis. #RootsOfChange #MyRuralStory #ErasmusRural
EL	[Τίτλος της ιδέας]: [μία πρόταση για την τοπική ανάγκη]. Δημιουργήθηκε από την ομάδα [ομάδα] στην ανταλλαγή Roots of Change στο Avis. #RootsOfChange #MyRuralStory #ErasmusRural

Funding mention

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#MyRuralStory story template

A real example: a vertical (9:16) video story of about 52 seconds, published on 14 October, in English and with subtitles. It tells a story in 4 parts that any organisation can repeat.



1. **"We had an idea."** A presenter explains the idea to the camera: interviewing people from small towns.
   Hussain: "Today we want to interview some people from different small towns..."
2. **Location card and 1st interview** One person states the problem and the solution.
   Avis, Portugal. Guilherme: "The big problem is desertification, so people are leaving..."
3. **Location card and 2nd interview** The same format in another country.
   Ciupelnița, Romania. Simona and Raisa: "In our village, the main problem is the pollution from the lake..."
4. **"Then they met"** A narrator closes with what happens when people come together.
   Sofia: "That's the power of collaborating..."

To repeat: each story answers three questions (what is the problem, what was the solution and who came together); record 15 to 20 seconds per person; use the same header (logo and #MyRuralStory) and footer ("Rural Empowerment for Youth Employability" and the EU emblem); show each person with name and place; keep subtitles short.

Roots Hackathon: the campaign made as a group

A session in which the groups created the campaign content. The tasks, as on the poster in the room:

6 video campaigns
1 post on identity and values
1 post on the link to the community
1 post on entrepreneurial skills
1 compliment to each person in the group



Digital campaign log

Date	Format	Project or theme	Language	Link	Reach
14 Oct 2026	Video story (9:16, 52 s)	#MyRuralStory: Avis and Ciupelnița	EN		

One row per post. These data feed the dissemination report (number of people reached).

PART 2 · TOOLKIT

The project's online platforms

The project uses online channels to publicise the ideas and keep the network active after the exchange. Instagram is the one already running.

Instagram @roots_ofchange26

#MyRuralStory campaign: stories, reels, carousels and memes, with highlights by theme. Follow the social media kit and record each post in the campaign log.

Active: 6 posts, 38 stories and 53 followers (27 Oct 2026)

WhatsApp group

Link between participants and organisations during follow-up. Keep the group after the exchange to share opportunities.

Planned in the application

Trello, Drive, Zoom and email

Internal management: tasks, materials and meetings. Used by New Generation Portugal to coordinate the organisations.

Planned in the application

Project website or platform

Home of the guide and toolkit in open access, and a space to share opportunities and resources after the project. Publish the guide and toolkit, with a download for each language.

For now, sharing happens on Instagram

Good practices for managing the platforms

One person in charge of each platform, with a substitute. The same name, logo and hashtags on all of them, with cross-links. A monthly record of reach, which feeds the dissemination report.

How to use and share this guide

Organisations

Choose a profile from Part 1, fill in the pilot template and follow the replication checklist in Part 2.

Young people

Use the step-by-step canvas and the glossary in your language, and publish your story with #MyRuralStory.

Schools, municipalities and youth networks

The 7 good practices show what works in rural territories and how it links to jobs.

The guide and toolkit are planned as an open-access resource, to be published online and on the Erasmus+ results platform, after validation with the groups.

CONCLUSION

The roots stay. The change goes on with you.

Eight days, 46 young people, six countries, eight ideas. Each began as a local problem and ended as a business model with a handmade model, defended in front of their peers.

What matters now is what happens next. This guide and toolkit exist for that. To get started:

1. Choose a profile from Part 1 that reminds you of your own territory.
2. Talk to 5 people from the territory and fill in the canvas.
3. Take the first step and tell the story with **#MyRuralStory**.





Roots of Change

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