

The 2nd eNEET Rural Annual seminar & International Brokerage Event

As accompanied events to the 5th eNEET Rural Transnational Project Meeting, the 2nd eNEET Rural Annual Seminar & Brokerage event was conducted digitally on 26th - 27th of October 2020. The international event, hosted by COM was scheduled to be placed in Italy (Mantua province). Due to the limitations caused by the Covid-19 pandemic and the recurrence of many cases on an international level, the project event was online via Zoom platform. All project partners, as well national stakeholders and NEETs from partner's countries took participation during two day event.

Both days of the event were very interesting, filled with many valuable inputs and contributions. The program of the international event was set up to expose to the realities of territory, where Italian partner (COM) is working. The online event offered to all participants a vision from a social point of view of the relationships and connections created in the area and promoted by the project to encourage the involvement of young people in training and job placement paths.

The speakers were institutional representatives of the local social services, the youth information network, some local companies involved in the project activities, entrepreneurs and producers in the region, also young people (NEETs) included in the activated paths. Participants were able to get familiar with social cooperatives and their real involvement of the agricultural areas in Italy and to discover the strong connection between tradition, innovation, new technologies and youth involvement on the territory.

The international event was officially open with a welcome speech by the President of the Mantuan Oltrepò Consortium (COM), Mr. Alberto Borsari and the Director of the consortium, Mrs. Carmelita Trentini.

Also introduction and greetings were provided by the Sol.Co. Mantova representatives, Silvia De Giorgi and Davide Bianconi, who work in collaboration

with COM team as a technical partner for eNEET Rural project. *Sol.Co.Mantova* is a network of 21 social enterprises active in the province to promote the social and labor inclusion of people, improve the quality of life of the community and create opportunities for social, cultural and entrepreneurial development. *Sol.Co. Mantova* is a consortium of social cooperatives that has been promoting services for people and the territory since 1991.

Very attractive and interesting videos, prepared for the occasion, were proposed to attendees, offering a broad view of the Mantua area and its resources. Thanks to the guests' speakers and the video contributions, the host partner COM was able to offer a "digital" alternative to study visits in the companies working on the Mantuan territory, their good practice examples and work.

The first day (26th of October) of the international event was an opportunity to offer a vision from a social point of view of the relationships and connections born in the territory and promoted by the project to encourage the involvement of young people in training and job placement paths. Among the guests, the institutional representatives of the social services of the territory, the youth information network, some local companies involved in the project activities, the NEETs included in the activated paths. The NEETs were involved in an interactive activity managed by a moderator. The guests and speakers who attended are listed below, with a brief presentation of their main roles and activities.

1. Carmelita Trentini, COM Director
2. Gianluca Ruberti, Vice-president and Director of Training and Job Area of the project technical partner, *Sol.Co. Mantova*
3. Roberta Lorenzini, "Projects and Social Development", Operational Area of the "Azienda Socialis" (local social services). The SOCIALIS Special Consortium Company has been operational since 1 July 2019, born from the will of the Municipalities of the Suzzara territorial area (Gonzaga, Moglia, Motteggiana, Pegognaga, San Benedetto Po and Suzzara) to achieve an associated management of Personal Services through the sharing of skills and specialized resources in the planning and management of social services and to develop projects aimed at supporting and improving the realities of families, young people, the elderly and the disabled in the area through

diversified and highly qualified services. The new organizational model therefore aims at an improvement of services and a better organization of the human resources present in the single municipalities; it facilitates proximity to the citizen through the presence in every territory of social workers and ensures constant teamwork useful for the exchange of skills and mutual information between staff.

4. Arianna Ansaloni, Head of Coordination of the Youth Information Network in Mantua in the municipality of Suzzara. The Youth Information Network is one of the main stakeholders of the project here in Italy. His speech helped to frame the network of different Youth Information points in the province of Mantua, underlining how much they are a reference point for young people, thanks to the approach that combines the provision of services and territorial co-planning. The solid collaboration with the eNEET Rural project is a concrete proof of this.
5. Direct testimonies from local companies and cooperatives: Cooperative "Il ponte" (Francesco Amori) and "Cooperative C.H.V." (Elisabetta Baraldi): "Work and disability, projects and experiences of inclusion", with the participation of the Daolio Patrizio farm. The managers of the two territorial cooperatives explained how "job inclusion" is carried out with the young people in charge of their services. They have illustrated the steps and tools put in place to facilitate "job inclusion", the training courses within the services and the public measures available. In details, the cooperatives talked (also through the sharing of data and photographic documentation) about their experience with employment laboratories internships and job inclusion benefits for the companies and the collaboration path with them. Patrizio Daolio told his point of view as a company that collaborated in these activities.
6. Morena Torelli, co-owner of the Bianchera and Torelli di Suzzara farm together with her husband Fausto Bianchera. This company was one of the first to have enthusiastically welcomed the Eneet Rural project, and to make contacts, relationships, spaces, resources available, also signing a special agreement. Torelli and Bianchera also participated in the study trip to Slovenia during the 1st annual project seminar, held in Ljubliana on 24

and 25 October 2019. Their experience intersects with that of the NEETs involved in the project.

7. Direct testimonies of NEETs and stakeholders involved in the project activities: Matteo and Don Bosco Association (Don Jury Marinelli and Valerio Vicenzi). The Don Bosco association has told us of its experience in the involvement of young people in school dropouts, involved by the association in the provision of gardening and carpentry services. The association is collaborating with the project, which intends to support the activities and help them in the training path. Matteo, through a video and through his direct experience, shared with everyone his "entrepreneurial dream", linked to the breeding of farm animals. The collaboration with him passes through a mentoring activity aimed to help him planning all the passages to achieve his goal.
8. Adama Mbengue, Gonzaga youth information operator, who, together with Arianna Ansaloni, moderated the interactive workshop "THE YOUNG SUPERHEROES WHO TALK TO THE STARS" which concluded the first day.

The second day (27th of October) of the annual meeting was dedicated to the institutional world and local companies. The goal was to offer a broad view of the Mantua area and its resources. Thanks to the guests attending and the video contributions prepared for the occasion, the project team offered a "digital" alternative to study visits to the company - physically impossible due to the health emergency from Covid-19. During the event, the following intervened:

1. Alberto Borsari, COM PRESIDENT
2. Manuela Righi, President of SOL.CO. MANTOVA, technical project partner for Italy
3. COLDIRETTI Giovanni Bellei - Provincial Delegate Coldiretti Giovani Impresa Mantova: "The role of young people in agriculture and the generational change between tradition and innovation" and Camilla Destro - Provincial President of Women Impresa Mantova: "The figure of women in agriculture between family and business". Coldiretti The Coldiretti National Confederation was born on October 31, 1944. Its activity consists of assisting associated farms both from an economic and social and social security point of view. An integral part of Coldiretti is Giovani Impresa, which aims to promote the socio-cultural, professional, entrepreneurial and trade union growth of young people, guarantee their training as entrepreneurs, play a promotional

role in the choices of the organization and encourage the presence of young people in the bodies of the Confederation and associated Federations. Coldiretti Donne Impresa promotes the development of female agricultural entrepreneurship, organizes cultural and communication activities with consumers, draws up proposals for social policies relating to the agricultural world, represents Coldiretti in equality institutions, promotes the presence of women in Coldiretti decision-making bodies. The members of Coldiretti join it, appointing a Manager and indicating a Coordinator for the initiatives that take place at all levels, from local to national.

4. LATTERIA AGRICOLA SAN PIETRO: Stefano Pezzini, President and Laura Zecchini, communication manager. "San Pietro digital cheese #exp: the online supply chain of Grana Padano". Latteria Agricola San Pietro is a cooperative dairy that produces Grana Padano PDO. The cooperative was born in the upper Po Valley in 1966 when 31 members, who raised cows fed only with fodder from permanent stable meadows, came together to produce this precious cheese. Today the members continue the path of the founders in an extraordinary economic and industrial experience in search of a product that in its history of over 1000 years tells the hard work of man, animals and nature, which imprint the flavors of a extraordinary territory. The hay of stable meadows, the staple food of our animals, transfers everything that the season tells to our milk. The experience and work of the partners and our collaborators do the rest. The plant is equipped with a fully equipped processing room and large maturing warehouses, which make it possible to transform 40,000 tons of milk a year and mature over 65,000 forms of Grana Padano PDO. Today the processed milk comes exclusively from the 26 member farms. The company is highly digitized. During the annual seminar it was possible to participate live in the production and processing phases, thanks to a system of cameras installed in each operating environment: from the stable to the production room, it was an exciting journey within the supply chain.

5. NADALINI SOCIETÀ AGRICOLA- Francesca Nadalini, co-owner of the company, "The experience in the Nadalini company: the context of the melon between tradition, innovation and new technologies". The NADALINI Fruit and Vegetable Company, based in the area of S. Croce di Sermide in the province of Mantua and with a production of about 50,000 quintals per year, have been producing high quality melons since 1979. The best type currently in production is that of smooth melon, a traditional melon for production but unusual for the consumer, which is characterized precisely by the smooth

skin, without netting or sign of the slice, and by an exceptional taste. The thirty-year history of the company guarantees the professional ability to grasp the needs of its customers and the market. Of fundamental importance for the company is the theme of technological innovation: agricultural activity can now count on the use of drones, on machines that detect the degree of sugar present in melons, on thermo scanners that monitor the temperature of the production protected by specific tarps.

6. CANTINE GIUBERTONI, "A story of wine" - Emma Coppini. Cantine Giubertoni, is a winery that has been producing and trading Lambrusco for 6 generations. Cantine Giubertoni is currently still a small company that produces about 100,000 bottles of wine per year. The grapes used come from the company's historic suppliers and are harvested manually and stored in crates of up to 300 kg. The pressing is always done on the day of the arrival of the grapes, with a soft pressing and left to macerate in vats of forty quintals. The company and technological structure allows the product to be processed in all its phases, from the vine to the bottle, controlling the entire supply chain and guaranteeing high quality wine. In this company too, tradition meets innovation, a guarantee of growth and sustainability.

7. CONFAGRICOLTURA MANTOVA: Giuseppina Bevilacqua- Agricultural entrepreneur associated with Confagricoltura Mantova and councilor of Confagricoltura Donna Lombardia - "Agriculture and Technology Information and Training" Confagricoltura Mantova supports and supports the agricultural enterprises of the Mantua area, supports the enterprise in agriculture and works for the development of agriculture as a primary sector of the national economy; works for the benefit of the community, the environment and the territory and promotes agriculture and agricultural enterprises as a decisive force for the Italian economy.

8. CIA DONNE IN CAMPO EST LOMBARDIA, "Women's commitment to agriculture", Morena Torelli, President of CIA Agricoltori Italiani (ITALIAN FARMERS) is one of the largest trade associations in Europe that works for the improvement and enhancement of the primary sector and for the protection of the conditions of its employees, counting on about 900,000 members in Italy. Donne in Campo-Cia is the Italian Association of entrepreneurs and women of agriculture, recognized in the territory, by national, European and international institutions and appreciated by citizens who know the agricultural markets with their excellence of taste and the many other initiatives innovative.

9. *CONSORZIO AGRITURISTICO MANTOVANO* - Maria Giovanna Righetto, Project Manager - "Multifunctionality in agriculture, experiences of aggregation and development in the Mantua area". The *CONSORZIO AGRITURISTICO MANTOVANO* been working for 16 years for the development of multifunctionality and for the integrated promotion of rural tourism resources and farm products from the Mantuan and Lombard countryside.

Even online, the international event was professional organized in respect of high level of translation provided, session moderation and facilitator work with attended NEETs. Significant number of presentations and great speakers were real added value to the eNEET Rural project.







