



*Asociația tărănilor și tărăncilor
din România*

WORA Erasmus+ project

The ICT project for women in rural areas is born from a partnership results of four NGOs: AgriNatura Foundation from Poland, Kisleptek from Hungary, AMA Centar from Serbia and EcoRuralis from Romania. The main objective of this project is the exchange of good practices between partners involved in educational activities in rural areas. The target group are women - rural areas inhabitants, very often lacking basic computer or Internet skills. The lack of these basic skills in the 21st century results in a specific social exclusion (digital exclusion).

The project partners have clearly identified the need to educate this weaker and defavoured social group in order to bridge a growing gap between those more educated and those lacking the basic ICT skills. The project duration is planned for two years, with four international meetings, one in every partner country. The project includes local workshops carried out by each partner, on the topics of ICT education program in the field of the computer use, Internet, social media, the web security and the resources.

An important element of the workshops will be to adapt the content to the local specifics and each partner activities. Some of this topics are: Internet and rural tourism, sales through Internet of local products (like Community Supported Agriculture systems) or seed exchange platform. The project results will include: 4 newsletters informing about 4 international meetings and the ICT Vademecum - guidelines for rural women developed by the partners. The guidelines will include:

- a short computer course: Internet and social media usage
- how to search for the information, security on the web
- ICT is the key to the world: ubiquitous digitalization
- Internet platforms: how to search an offer, how to place an offer, the seed swaps, how to sell a local product.

Project partners:

The **AgriNatura Foundation** was founded in 2007. Its goals are: sustainable development of rural areas, in particular the protection of genetic agricultural resources and biodiversity; development of biological and biodynamic production methods; local food processing; ecotourism, development of civil society, support and development of local communities. To achieve these goals, the Foundation encourages local communities to get involved. The headquarters of the Foundation is located on an organic farm, where traditional and ecological vegetable cultivation is carried out with the traditional orchard (400 trees). The foundation manages the gene bank with over 300 varieties of vegetable seeds.

Kislépték is a non-profit organization that started operating without registration in 2009, and was registered in 2014. It currently has 21 physical members and 27 legal members who are small farmers, artisans, agritourism service providers and NGOs. KLT works to preserve local production, supports traditional local processing, cultural diversity, and local activities strengthening the labor market in the countryside. The goal is to promote environmentally friendly agriculture, traditional food processing and retail systems, disseminate short supply chains by simplifying the legal system and helping local farmers enter their market. KLT is working on changes in the law and giving opinions on bills related to the local economy, related to small agriculture or activities in rural areas. The organization also conducts legal advisory activities and participates in the development of draft laws and amendments thereto, such as commercial activities of small farmers on the local market or traditional inland fishing.

Eco Ruralis is a grassroots association, made up of small farmers and organic farmers as well as animal breeders from every part of Romania. Our mission is to support agroecology and promote small family farming as the dominant, preferred farming method in Romania. We actively support the young farmers movement, which will maintain traditional and agro-ecological farming practices and provide control over the ethical food production system. Currently, Eco Ruralis has over 11,000 members from all regions of the country and coordinates its work through three dedicated employees in Cluj-Napoca and several temporary trainees. The association focuses on various directions and campaigns: protecting biodiversity, land rights, promoting agroecology and food sovereignty through short food chains and farmers' access to local and regional markets and public tenders. Worldwide organic farming opportunities in Romania (WWOOF Romania) are also organized here. From the beginning of its operation, Eco Ruralis shared the vision of the international peasant movement, La Via Campesina. In February 2011, the Association became the first East European member of European Coordination Via Campesina (ECVC).

AMA Centar is a non-profit association with the goal of education for sustainable development, personal development, environmental protection, urban agriculture, organic gardening/permaculture and rural development. The mission of the organization is: to help create a more balanced and respectful way of life by waking up and through selfless service to people. Organization's vision: A world in which people live as part of Nature and not separate from Her. Target groups are: youth, women, minorities and communities. AMA employs 3 project managers

with proven experience in the social sector cooperating with various donors. AMA is developing a network of over 50 young volunteers in Serbia.

ICT women on Rural Areas - the first transnational meeting of the Erasmus+ project

14th and 15th of November took place the kick off meeting as a part of the WORA - ICT for Women in Rural Areas partnership project financed by the Erasmus + programme. Representatives of four organizations: *AgriNatura Foundation* (www.agrinatura.pl) from Poland, *Kisleptek* (www.kisleptek.hu) from Hungary, *AMA Centar* (www.amacentar.org) from Serbia and *EcoRuralis* (www.ecoruralis.ro) from Romania, met in Poland, in Zareby Koscielne, at the headquarters of our Foundation.



It was an opportunity to meet representatives of the partners, exchange the experiences, determine the distribution of roles and responsibilities in the further activities of the project. The first session was Lego Serious Play a gamification play with the LEGO blocks. This game is like an ice breaker for the participants, helps to listen each other and the negotiate and finally can establish closer relationships between the players.

The watchword was: Community Supported Agriculture (CSA) and also how the women in the countryside use the Internet for example, to support the sale of their home made products and how to contact their customers. The experiences were shared among others by:

Anna Pośnik - farmer running RWS Wojciechówka - CSA Wojciechowka (interview to watch on our you tube <https://www.youtube.com/watch?v=OvtgbHqwcd0>),

Joanna Orlicz, from Malkinia Gorna commune, who runs the "Orliczowka" agritourism farm and sells her own home made products to the Grochowska Cooperative in Warsaw.

Danuta Jabłonka-Grabowska from Brok commune, also the owner of the 'Dajana' agritourism farm.

The meeting was also attended by **Urszula Wolosiewicz**, the mayor of the commune Zareby Koscielne, who talked about the projects activating rural women and how it encouraged her to successfully engage in local politics issues and about the obstacles that the women living in the villages can meet to use a computer and the Internet.





On the following day, the partners visited "Ziołowy Zakątek" (www.ziolowyzakatek.pl), located next to the Dary Natury company, which is one of the best examples of an ecological enterprise, developing from a small, local scale into an international, prosperous company.



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