



FAMILIES

February, 2021

1ST NEWSLETTER

Description of the project

In a two-year project, seven partners from six European countries will exchange their experiences and develop transferable solutions and new strategies under the theme “Future viability of families in European rural areas”.

The rural areas of Europe and the regions involved in the project are exposed to risky change: economic decline, lack of jobs and development prospects, as well as the increasing loss of services, education and cultural offerings are causing steady emigration, especially of young women. Demographic change is also leading to an aging population, threatened by mobility and health care deficits as well as social isolation. This could lead to entire regions being undocked from general development.

To keep people in the region and to motivate others to move in prospectively, the project aims to strengthen the compatibility of family and work as a location factor and thus contributing to greater equal opportunities in rural areas despite geographical obstacles.

Bridging the gap between politics, administration and business, the project bundles a wide variety of European experiences: transferable solutions of the partners will be identified and new strategies developed to promote equal participation, self-determination and equality of people in professional and social life. Local decision-makers will be empowered to find flexible political measures and local solutions to keep the population (especially workers and families) in the region. In addition, business-related actors will be involved in the project.

Our project goals

- Sustainable strengthening of family friendliness as a central challenge of the future and an important location factor in rural regions of Europe
- Analysis and documentation of similarities and differences in the partner regions as well as exchange of good ideas, methods and practices
- Establishing and strengthening of regional networks for the compatibility of family and work as well as the establishment of a European network
- Development, expansion and updating of competencies to strengthen the location factor family friendliness (for municipalities, companies etc.)
- Setting new impulses for the compatibility of family and work in order to counteract the shortage of skilled workers and demographic change
- Improving cooperation between companies and municipalities, acting together and utilizing development potential

Expected results

- Gaining knowledge through the Europe-wide exchange of experiences
- Best practice catalog for a successful work-life balance (in English and national language)
- Strategy for raising awareness of the compatibility of family and work (in English and the national language)
- Implementation of individual measures at companies/municipalities by at least 2 project partners to improve the compatibility of family and work
- Active public relations (classic media work, presence in social networks)
- European added value: transnational problem solving by bundling transnational expert knowledge (project team, other stakeholders), common European identity through transnational project work and building a European network



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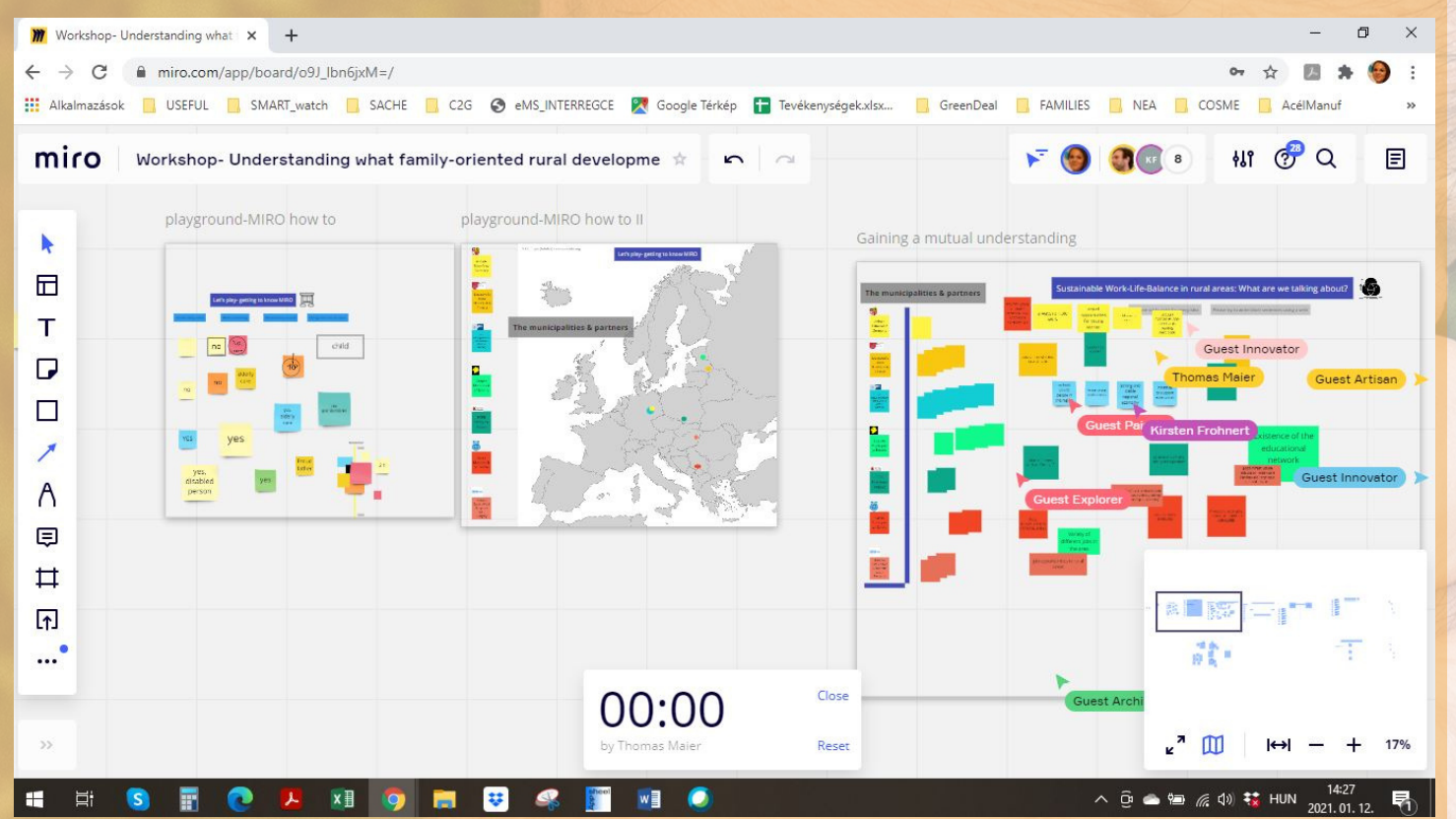
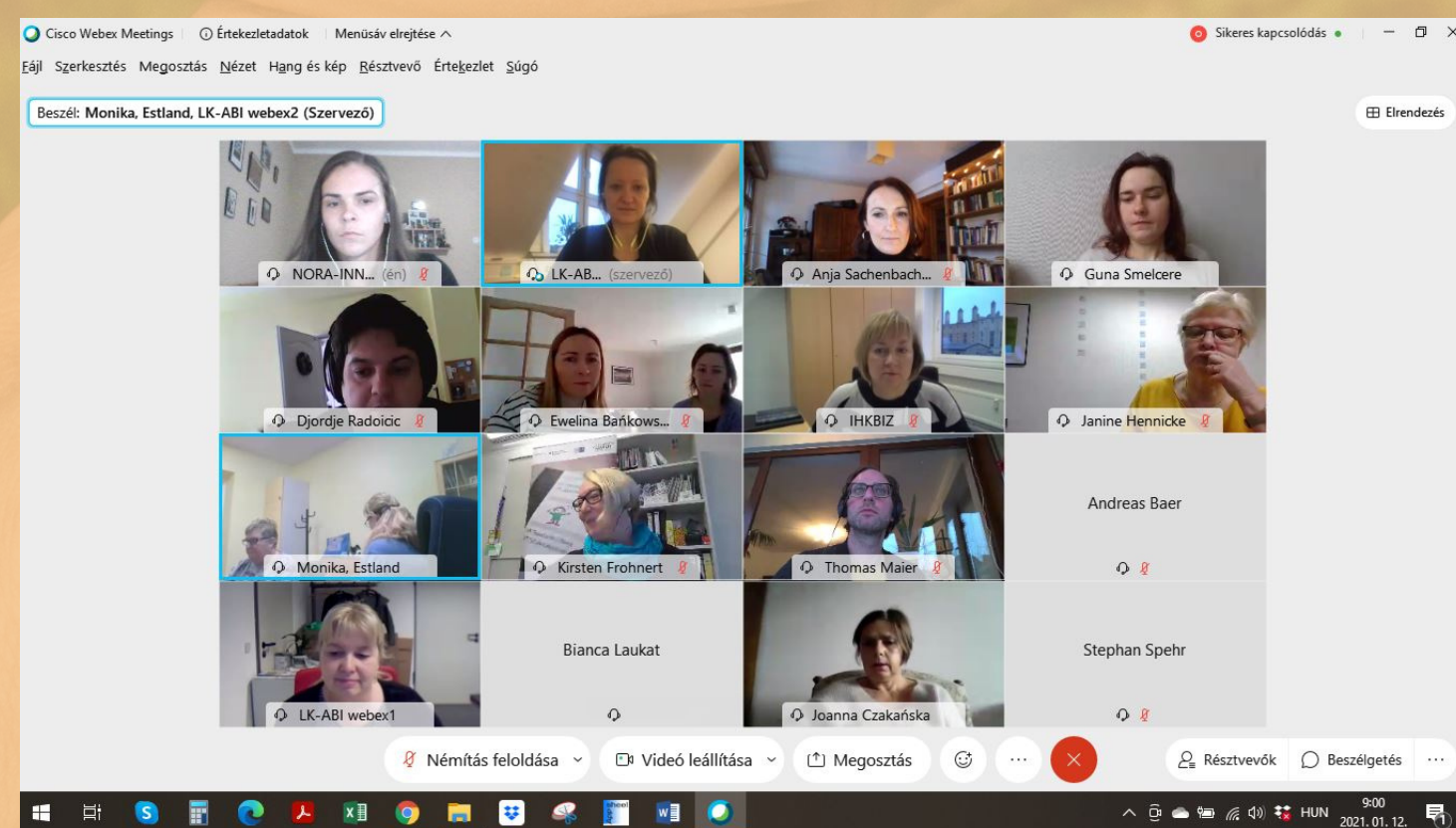


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Kick off meeting of FAMILIES project took place on 12th January, ONLINE

During the online event the partners had the opportunity to present their regions and speak about what does family friendliness mean in their region or even in their country. Another important part of the event was the interactive workshop. The digital online whiteboard what we used during the workshop was a perfect platform to collect our thoughts, ideas, problems and success stories regarding the project topic.



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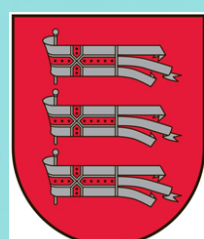
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