

Communication Management in Rural Areas  
**TRAINING COURSE**

# Communicability CEM

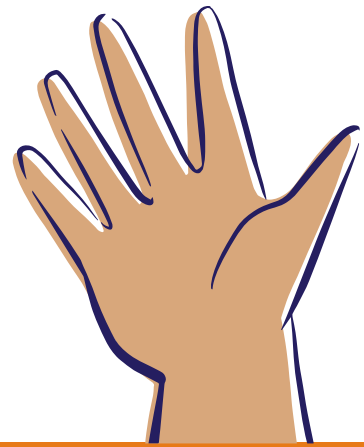


## Hello, hello!

This training is about making questions, as many as possible. About what, how, why, and when to communicate. Because communication is not only about the posts we make on social media, or what we write or we don't write on our infopack...

**is it?**

Communication is about how we manage our everyday. It starts in the way we greet our colleagues and in the moment we buy our groceries at the local supermarket. And these specific actions are way more important when we are in rural areas.



*"In rural areas...  
the people are fewer, the space is smaller, the people have... a  
more close mind? The opportunities are... fewer? Maybe not.  
Maybe we're in a place full of incredible advantages"*

## Communi... what?

**Communicality FM** is a project that aims to ask questions about how youth organizations tend to communicate in rural areas. How can we reach teenagers? How to make the community trust us?

It's time to find **solutions**, to understand how we can communicate without having to spend extra time or money, to find **the best strategy** to make our communication practical and efficient.

But this is also about sharing. Some of you have incredible strategies and very effective ideas. **Let's exchange all that info. Let's create something together.**



## We're here to...

- ⊕ create a **network** of rural organizations.
- ⊕ develop youth workers' **communication skills**.
- ⊕ **improve relationships with the rural community**.
- ⊕ achieve **effective** communication management.
- ⊕ make project management **easier**.

## And who is going to train us?

**No one.** The goal is to learn together. Is not about teaching, but about **sharing**. About finding common ground and seeing what works for some and what doesn't for others. However, the person who is conducting the training, is the same person that is writing this. My name is Lucía Collera, and I have a degree in Advertising and PR by the Universitat Autònoma de Barcelona. All I know about the subject is from the research I developed for my final project, where some of you participated, and where I was able to see that there is **a big need for associations to get together and reflect about the way they communicate**. I also have a good basis on strategic communication management, which will help us to better understand **how communication works**.



Sustech Ability or SuA, is an association for rural development created in 2021 with the purpose of **developing social entrepreneurship in Montemor-o-Novo**, a city allocated in the countryside, in the interior of Portugal.



The idea was born in 2020 after the first period of lockdown. Regarding what was happening, where people living in rural areas were having a **safer period with a much better quality of life**. Places where people know each other better and the respect, not only between themselves but also regarding the environment is higher than in bigger cities where the noise around harms the human and nature relationships.

SuA is composed of an international team that counts for this Training Course with Portuguese and Spanish staff and the following **international partnerships**:



**Euexia.** Spain



**Teatro Metaphora.** Portugal



**Sende.** Spain



**ACT.** Romania



**La Rosa Roja.** Italy



**Mladinski.** Slovenia



## Participants profile & travel refund

Youth workers, youth leaders, social workers, educators and volunteers of NGOs who:

- are +18
- have a basic English communication skills
- can commit to stay for the whole duration and participate actively in the training course.

Accommodation and food will be covered by Sustech Ability. The **travel expenses** will be refunded by the Erasmus program. You can find below the **maximum amount** per participant according to the distance calculator:

		275€	x3 participants
		360€	x3 participants
		360€	x3 participants
		210€ green travel	x3 participants
		275€	x3 participants



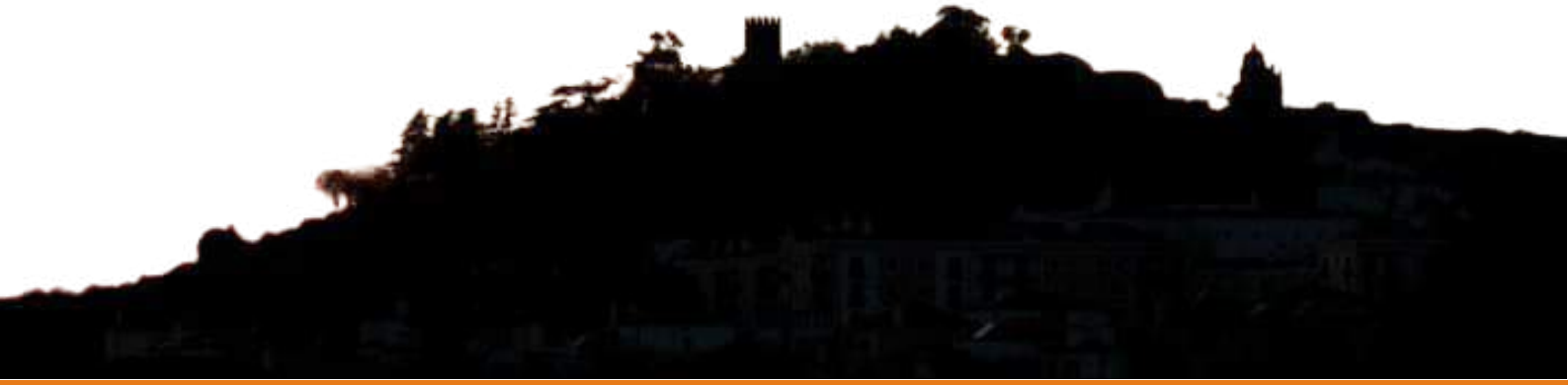
Here you can find the **deadlines and calendar** for every step of the process.



- Well, the planned activities will consist of getting some basic knowledge on **communication management** through non-formal education.
- We will also invite some of **Montemor's organizations** to share their experience in this particular context, and give us their insight on the matter.
- We will make the most out of the experience we are going to share our theories and knowledge on **communication in rural areas**.
- We will enjoy all the **advantages that the rural area gives us**: incredible landscapes, a fascinating culture, mouth-watering dishes, and, above all, extraordinary people.
- Additionally, prior to the training, we will have an **online preparatory activity**. Dates are to be confirmed, but we will record the activity in case any of you cannot assist.



# Montemor-o-Novo



According to David, **a real Montemoriense...**

*In Montemor the tranquility and modesty can be noticed from any of the three high points of reference that surround this municipality of the District of Évora. The slow passage of time is observed not only in the quiet pace of the population's day-to-day life, but also in the narrow and cobbled streets so distinctive of Portugal and in the landscape of extensive green meadows with olive and cork trees. The second largest municipality in the Alentejo region. With a past that has left the mark of many cultures, Montemor offers the perfect mix of innovation and tradition.*



## Where are we sleeping?

No worries! We've got for you the best of the rural experience! Our favorite, cozy and charming bungalows of **Burriscas Campismo Rural**. Have a look!

[Link to the video](#)





## Ready to come?

Fill this link in order to become one of the CFM's participants: [Participant's info](#)  
Remember: the deadline is the **1st of June!**

## Contact

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## Additional links for additional info.

[Discover Montemor-o-Novo](#)

[Burriscas Campismo Rural](#)

[Montemor-o-Novo City Hall](#)

[Noticias de Montemor-o-Novo](#)

[Montemor no Coração](#)

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