

STUDY TRIP REPORT

Activity A.T1.1.

Date 20.01.2020

Name of Partner: PP7 - University of West Bohemia / PP12 - Burgenland District

Contact Person: Jan Pěchota / Sonia Moreno



Study trip report

Study trip has been organized within a framework of the project titled “*Exploring social innovation approaches for the social and economic integration of non-EU nationals ARRIVAL REGIONS*”.

- **This form is designed to capture the social innovation approaches for the social and economic integration of non-EU nationals.**
- **The responses from this survey will be collected, analysed and used to prepare the pilot action concepts.**
- **In order to improve the readability of the questionnaire, please delete options that don't apply to the visited initiative.**

Practice summary	
1. Title of the good practice	NY PÅ LANDET
2. Geographical Coverage <i>(underline the right answer)</i>	<ul style="list-style-type: none"> • European • national • <u>regional</u> • local
3. Location of the practice (city, country)	Linköping (Sweden)
4. Main institution involved	<ul style="list-style-type: none"> • Folkungaland • Ny På Landet
5. Visit agenda <i>(people met, institution visited)</i>	<ul style="list-style-type: none"> • People met: <ul style="list-style-type: none"> • Henrik Wemmert (Vreta Kluster) • Jeanette Unér • Jacob Mosavi • Muin Gholami • Team leaders of Ny På Landet • Åse Wännerstam (Wettersaga) • Linda Staaf (Woods & Waters of Sweden) • Mats Bohlin (Norrköping Ski Club) • Institution visited: <ul style="list-style-type: none"> • Vreta Kluster • Ny På Landet
6. Dates of study trip	17-19.01.2020
7. Thematic area <i>(Intercultural dialogue, Social innovation, Migrants' Economy)</i>	<ul style="list-style-type: none"> • Intercultural dialogue • Social innovation • Migrants' Economy
8. Type of practice visited <i>(delete options that don't apply)</i>	<ul style="list-style-type: none"> • providing measures for job finding (training, job matching, guidance, recognition of qualifications etc.) • providing a secure environment for a personal growth and development
9. Participants (PPs + stakeholders)	PP7 – University of West Bohemia PP12 – Burgenland District
10. Reporting Person	Jan Pěchota, Sonia Moreno
Practice description	
11. Introduction (include any relevant pictures) <i>background information, aim/purpose of the study trip, objectives</i>	

Immigrants are a group that face a high risk of social exclusion. This project gives young migrants a better chance of successful integration and supports the Europe 2020 strategy targets by reducing the number of people in, or at risk of, poverty/social exclusion and having 75 % of people aged 20-64 in work.

Ny på landet (“Rural Newcomers”) is designed to help young immigrants aged from 16 to 25 (in exceptional cases from 12 to 25) to integrate into Swedish society through nature and outdoor learning. It aims to increase the understanding of the Swedish countryside and to improve young immigrants’ awareness of rights and duties concerning access to Swedish rural areas. The project is led by a group of young team leaders who are migrants themselves. Ny på landet helps ease the journey into integration. It serves as a complement to other measures that are carried out nowadays in Sweden, purposely designed to help young immigrants integrate into the Swedish society.

Ny på landet began in 2011 as an interregional cooperation between three LEADER areas in Sweden. The project targeted ethnic organisations from the cities and civil rural groups. At the time, the project operated a range of activities focusing on three blocks: employment, housing and culture/leisure.



Pic 1. Business Park at Vreta Kluster. Pic by S. Moreno

Since 2011 the project has evolved but its name has remained unchanged. ‘Nature as the source of inspiration’ was part of the culture/leisure block that was quite popular among young immigrants. It introduced nature and outdoor recreation from mushroom and berry picking, orienteering, to skiing and long-distance skating on natural frozen lakes. A rural civic group served as experts in these activities. It was during this time the project realised that the other blocks could be easily integrated into this activity without compromising its goal to promote rural opportunities to immigrants. Ny på landet was then refined and defined to cater to the target group’s needs and interests. The project that started in 2018 focused on improving young immigrants’ awareness and knowledge of the Swedish countryside, improving their knowledge of nature and outdoor living and helping

them to integrate into Swedish society. Today, the project is managed by Folkungaland, a LEADER area that covers seven municipalities in the east of Sweden.



Pic 2. Vreta Kluster. Pic by S. Moreno

The objectives of Ny på landet are threefold:

- to increase the understanding of the Swedish countryside and to improve young immigrants' awareness of and access to, Swedish rural areas
- to improve knowledge of nature and outdoor living
- to help young immigrants integrate into Swedish society

The main objectives are closely connected to 5 themes, and serves as a platform that mediates these five themes to migrants:

- Allemansrätten: System of rules regarding public access to the nature, that includes both rights and duties.
- Dress code for different occasions and seasons: Due to diversity of Swedish weather, clothing can be a complicated issue, mostly regarding the possibility of participation in winter sports.
- Safety in nature
- Outdoor codes and ethics
- Civil society sector



Pic 3. Hiking at the Omberg Ecopark. Pic by Ny på landet

The project 2018-2020 has the following roles and activities:

- Team leaders: Ny på landet has four senior team leaders from the previous project who are active in all aspects of the current one. With their help, the new project that started in 2018 is about to recruit 15 new team leaders who will be offered customised courses on leadership, group dynamics, conflict resolution, presentation and meeting techniques. The project will also organise courses in project management and inform them about how an association works e.g. with a board of directors, etc. At the end of this activity, the team leaders will receive a Certificate of Achievement. The team leaders organise camping trips based on the four seasons focusing on the principle of the freedom to roam, how to dress according to the weather, safety in nature, how to get involved in civil society groups and learning Swedish norms, unspoken rules and social codes. The team leaders are involved in all aspects of the project and are also responsible for guiding and leading their team members as they compete in camp games and participate in other activities.

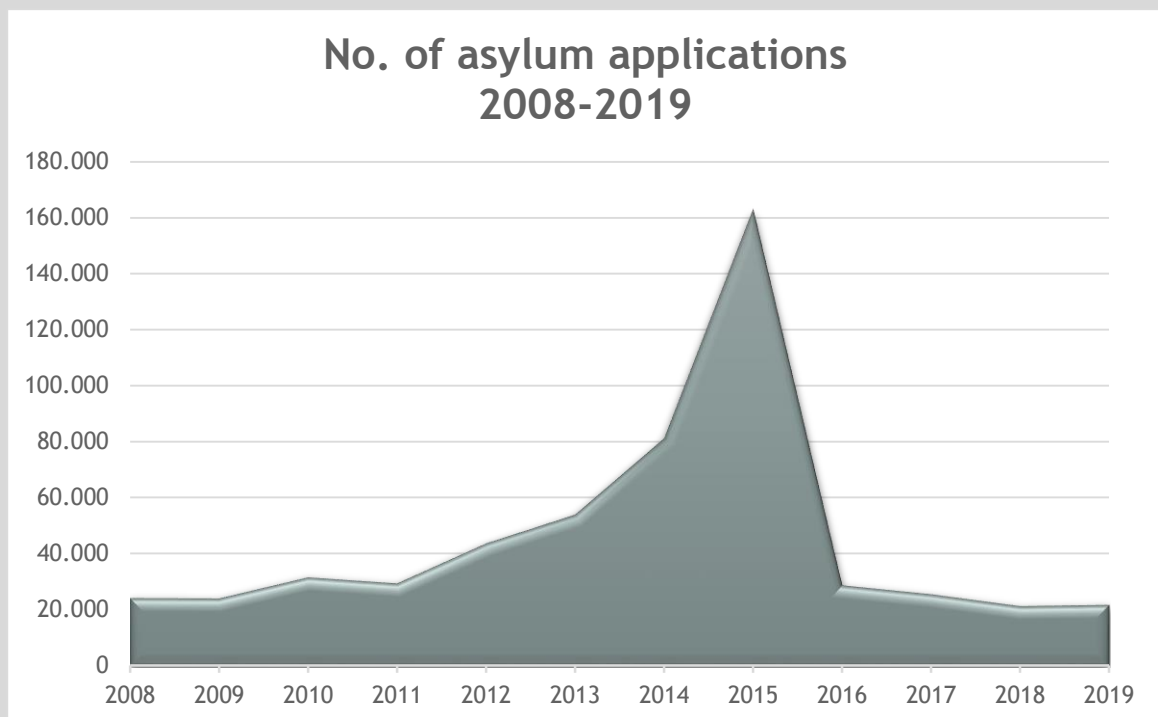


Pic 4. Head team leaders explaining the project. Pic by S. Moreno

- Team building events: Ny på landet organises team building events to encourage collaboration and teamwork between team leaders as well as to foster genuine connections and deeper discussions. Team building events will be also used in preparation for camp activities.
- Season camp: The project organises camp activities during school holidays to introduce young immigrants to countryside living, nature and outdoor recreation. The team leaders lead the camp activities and conduct informative meetings to set expectations and specify what to bring to camp. The camp activities serve as an arena for team leader recruitment and a practical way to train leadership abilities.
- Comic or graphic novel and explanatory videos: Immigrants in Sweden take Swedish lessons but the books they read do not have a rural perspective. Ny på landet intends to change that and will create a comic or graphic novel that young immigrants can

relate to. The publication will be both in Swedish and English, so other EU countries can use it. Explanatory videos will be also created to promote Ny på landet in general.

- The Ny på landet Youth Association: The project will help the team leaders establish the Ny på landet Youth Association. This activity is an answer to a proposal from the previous project group. A handbook will be written for this purpose.
- Micro grants: Folkungaland awards micro grants up to EUR 2.500 to encourage and promote cooperation between rural civil groups and young immigrants in its area.



Pic 5. Number of asylum applications in Sweden between 2008-2019. Pic by Ny på landet

12. Implementation of the study trip

The following issues were discussed during the study trip:

The key activities of Ny på landet are 1-week outdoor camps that take place four times a year and their program varies according the season.

During camps, participants (up to 60 people) are divided into the groups of 4-5 people, led by a team leader. Several leaders don't lead their own teams, but are responsible for provision, logistics or another preparation. Team leaders are led by 2-3 head team leaders, who are coached by the project leader herself. The reason of such hierarchy is the division of responsibilities, emphasizing on teamwork, coaching to the ability to lead someone and also learning to accept and respects someone else's leading.

Teams are competing each other in many activities throughout the whole camp, even several times a day. Activities can be of sports, educational or relaxing nature. Teams are also responsible for different tasks, e.g. cooking or final clean-up.

On the occasion of our visit, project leader and founder Jeanette Unér decided to organise a 3-days mini-camp, where we could observe how the project works from inside and join the teams in all activities, with all rights and duties of regular participants. In this event participated 15 immigrants, most of them already had experience as team leaders. For them it was also a workshop to develop their abilities, improve cooperation skills and gain new experience. All of the participants, including project leader, participated as volunteers in their free time. Usually all events (camps, planning meeting, presentations) are planned 6 months ahead, so everybody can adjust their plans ahead of time. In this case, event was organised in three weeks after our request to get to know the project and its activities and still nearly all team leaders arrange their personal affairs to be able to spend 3 days with us.

Friday, January 17th, 2020

During the initial meeting in Vreta Kluster, business park and project incubator focused on the green industry in the region of Östergötland, where we got to know activities of Vreta Kluster, positive impact of LEADER cooperation on rural area of Östergötland and most of all about ideas behind Ny på landet and its evolution. Also, we were introduced to the facts concerning immigration process in Sweden.

After the initial meeting, we were driven to Omberg Ecopark, where the mini-camp was taking place. Upon our arrival, we met the rest of the participants, were assigned to the group where we acted as immigrants discovering Swedish culture (which was actually true), received schedule of activities for the whole weekend and joined the get-to-know-each other exercise.



Pic 6. Get-to-know-each-other exercise. Pic by Ny på landet

Saturday, January 18th, 2020

The first activity of the day was a physical warm-up, followed by a quiz about right of public access and code of conduct. In both of these activities great emphasize was put on the team cooperation. Then, a walk in Omberg Ecopark was organised. Guide Åse Wännerstam from Wettersaga (project focused on story-telling and oral tradition regarding Swedish countryside) explained during the walk the history of Småland and Omberg, talked about local fauna and flora, about specific rules and code of conduct in protected natural areas and about local myths. In the afternoon, another hike in the Omberg Ecopark was organised, this time guided by Linda Staaf from Woods & Waters of Sweden (company specialized on outdoor and adrenalin activities). During this walk, participants got to know more about the right of public access in Swedish nature, discovered nature and hiking trails and learned several “survival tips” in nature, including how to make fire without matches.

During the whole day, teams were working on “young reporters” activity. Point was to make a short video about one of the following issues: “Right of public access”, “Litter-what to do about it” and “Recycling”. At the end of the day, videos were screened, and jury of head team leaders assigned points according the several criteria: message, story-telling, involvement of all team members, thoroughness and others.



Pic 7. Hiking and survival at Omberg Ecopark. Pic by J. Pěchota

Sunday, January 19th, 2020

After the clean-up and checkout, the main point of the day was the journey to Yxbacken to meet Mats Bohlin of Norrköping Ski Club. Weather conditions have not offered right humidity and temperature for snowmaking, so participants got a lesson on ski care and maintenance, that was followed by a group competition. At the end, points received in all activities were counted and winning team received awards (equipment that can be used in the next camp – ski gloves, techno base layer clothes, etc.).



Pic 8. Ski care and maintenance in Yxbacken. Pic by S. Moreno

Throughout the whole mini-camp event, emphasise on certain rules and chores was put:

- Follow the law
- Respect the right of public access
- Be responsible
- Act with care, integrity and respect
- Respect other people's time (this was extremely emphasized; schedule is a central point of all activities)
- To stick with assigned groups and participate in all activities
- Rotation of workload
- No drugs and alcohol
- Keep environment clean, do not disturb, do not destroy

13. Evidence of success (results achieved)

- The project gives the participants a positive view of nature and of Swedish rural areas and helps them settle into rural areas.
- Since Ny på landet is a LEADER project, it gives the participants access to a broad network of rural stakeholders.
- Participating in the project strengthens the CVs of the young migrants and will give them an advantage in the Swedish labour market.
- Ny på landet is helping to close the gender opportunity gap through practice-based learning.
- Former participants in earlier projects take a leading role as employed team leaders in the new project.
- Ny på landet was given the rural award "Ullbaggen" for the best project on the social inclusion of migrants at the rural gala 2017.

14. Difficulties encountered

1. Inclusion of female participants into the program. While most of young male migrants lives after the arrival to Sweden in temporary accommodation arranged by Swedish Migration Agency, female migrants usually live with friends or relatives and thus don't look for new opportunities how to develop their integration into Swedish society or get included into new informal networks.
2. Recruiting volunteer coaches. Professional coaching is the key to successful development integration and migrants' independence. Coaches, guides and instructors are necessary to introduce immigrants into many activities (skiing, outdoor trips, etc.). Therefore, their participation crucial.
3. Finding the balance between work, school and Ny på landet. Activities organised by Ny på landet are complementary to another parts of integration (in school, work life), but time-consuming. As all team leaders are volunteers, it is challenging to harmonize all activities.
4. Finding the right institution who can fund Ny på landet activities. As immigrants don't pay any fees for participation in camps or any other activities, Ny på landet's operation depends on external funding and volunteering.

15. Which structural funds support this good practice?

From total budget EUR 159.346 EUR, EUR 79. 968 (50 %) is provided by EAFRD, EUR 27.189 from national/regional resources and EUR 52.779 EUR from local resources. No other sources of EU funding have been used for this project.

16. Is there any cost to participate in engaging with this good practice?

There are no costs for participants. Participation in Ny på landet at the level of senior team-leaders is voluntary and without payment.

17. What is new and/or innovative about this good practice?

Ny på landet serves as a practical guide in understanding the principles and intricacies of the Swedish language, culture, customs and etiquette.

There are several key factors that makes Ny på landet unique. Even though some of them are used even in another projects, Ny på landet is exceptional in balanced blending of them together.

1. Project is led by people who are migrants themselves. The founder of the project is an immigrant herself and is able to comprehensibly hand Swedish values over to immigrants, because she also came to Sweden 20 years ago from a distant country both in geographical and cultural sense. With support of Swedish volunteer coaches, she coached nowadays the senior team leaders in many aspects of integration process and trained a generation of team leaders, who are then again supporting integration of the new generation. Because of the migrant background of both the project leader and the senior team leaders, challenges that migrants meet are well understood.



Pic 9. PP12, PP7 and Head team leaders. Pic by Ni på landet

2. Activities are designed according to the season. As Swedish climate significantly differs from the climate in the immigrant's countries of origin, activities in each season of the year allows them to get to know different faces and aspects of Swedish nature as well as participate in a very various range of activities, from discovering nature (and thus Swedish culture, which is firmly connected to nature) on summer hikes and swimming to getting to know safety on the ice rules or learning how to ski.
3. By the participation of team leaders in the decision-making process and planning, they have the opportunity to influence the activities that affect themselves.
4. For team leaders, Ny på landet serves as a professional reference in their quest for employment.
5. Participants meet female immigrants in leadership roles and Ny på landet contributes towards closing the gender gap through practice-based learning. Female participants are welcomed in the Ny på landet community and actively supported in becoming team leaders. When they reach such position, their authority is always supported by other team leaders.

The project makes use of its connections to the LEADER programme, a European initiative with the aim to involve local actors in rural areas in the development of their own regions. The LEADER programme has helped the project connect with the private and public sector as well as rural community organisations. For example, camp food and supplies are purchased at a rural town grocery store or supplied by local farmers. Public organisations aid in the recruitment of participants. Civic rural organisations provide expertise and know-how on camp location, local events, activities and attractions.

18. How has this good practice boosted immigrants' integration?

Migrants' integration is boosted by an intensive inculcation of the Swedish culture in the accordance with Ny på landet core values:

- Togetherness and accent on teamwork and cooperation.
- Responsibility for different tasks is equally distributed between participants. Giving and taking responsibilities are ways to grow and develop as individuals.
- Active leading by example and bringing out the best in each other.
- Passion for nature, countryside and open-air living.
- Simplicity, being ourselves, informal, pragmatic and use common sense in everyday matters.
- Renew & improve attitude, constant search for better ways and finding solutions to all challenges.



Pic 10. Project leader and team leaders at Omberg Ecopark. Pic by J. Pěchota

Migrants are included in all stages of process and all aspects of Ny på landet activities such as planning, implementation, evaluation, administration and marketing. They are responsible for guiding and leading their teams as they compete in camp games and participate in other camp activities (cooking, cleaning, etc.). Target is to transfer the leading role in the project to immigrants. All of the 16 team leaders (who are also immigrants) work as volunteers, which shows their integration not only to Swedish society

in general, but also in civic sector. The role of the team leaders supports and develops strong sense of responsibility, justice and authority, creativity, initiative, solution-oriented attitude, respect for other people's time, decisiveness, ability to improvise but also openness to criticism and readiness to accept it and use it for further personal development.



Pic 11. Group picture at Omberg Ecopark. Pic by Ni på landet

During the program, team leaders can make use of tailor-made courses and trainings, coaching (CV, cover letters, job interviews), as an opportunity to significantly expand their network and they can use their participation in Ny på landet as a useful reference in their quest for employment. They are also provided with technical clothes and equipment. They significantly develop leadership skills, group dynamics, conflict resolution, presentation techniques, board leadership, project management and planning skills.

The team leaders have already presented the project in Belgium, Scotland, Finland and in several cities in Sweden. From a youth perspective, the team leaders' stories can help improve current measures on integration and social inclusion.

19. What lessons did you learn? What are your overall conclusions?

What makes the project unique is that it understands what it means to be a young immigrant. It is based on the participant's own experiences as they face the issues of integration into the Swedish society. Ny på landet provides a safe, nurturing therapeutic environment for young immigrants in general and asylum seekers in particular. The project broadens their perspective and encourages them to be creative, learn new things and meet new people.

Ny på landet serves as a practical guide to help young immigrants understand the principles and intricacies of the Swedish language, culture, customs and etiquette. For team leaders, Ny på landet serves as professional reference in their application procedure, as the Certificate of Achievement will strengthen their CVs and will give them an advantage at the Swedish labour market. Female immigrants are encouraged to take up leadership roles in order to help close the gender opportunity gap through practice-based learning. The idea of empowering and educating young leaders and involving the local community in helping young immigrants to integrate can be transferred to other places.

- Empowering and educating young immigrants and involving them in the local community facilitates an easier process of integration into a new society.
- Ny på landet conducts information meetings before the actual events, the field trips and camping trips take place. Team leaders make sure that expectations are clear from the start. They explain the context and intentions of Ny på landet and its activities to help people understand the bigger picture and thereby to participate more easily.
- Much of the work in Ny på landet is done pro bono during evenings, weekends and holidays. Finding passionate people is key.
- Kitchen table conversations are an excellent tool through which to have an impact on people's mindsets.
- The level of Swedish language skills varies between target groups. Ny på landet finds explanatory videos useful to get its message across.

Ny på landet doesn't underestimate marketing and puts great emphasis on branding, thus name of the project is always used in Swedish. Team leaders are equipped with the high-quality sports clothes with visible logo and name of the project. These clothes are available only to team-leaders, i.e. migrants that proved their qualities and are serving as next generation of role-models and inspiration for younger or recent immigrants. To public wearing the project-branded clothes is a connected sense for togetherness, devotion to project's key-ideas and understanding of the fact, that they act as ambassadors of the project to the public and with their behaviour they represent Ny på landet and its values.

Ny på landet also achieved to establish a project team with marketing and sales skills, because project leaders understand, that devotion to the project and enthusiasm must be completed by professional attitude in communication of project's values and successes to public and institutions. Senior team leaders are able to tell engaging stories, so others will be interested in the project and gain support and acceptance as well as loyalty from stakeholders and target audience.



Pic 12. Omberg Ecopark. Pic by S. Moreno

Many obstacles in the communication between project leader/team leaders and younger participants/newcomers are prevented by putting emphasis on information meeting. Before anyone can participate in activities like camps or others, she/he must be personally presented on an information meeting, where is introduced not only to opportunities that project offers, but also to obligations and duties that comes with the participation.

During the visit become apparent, that excellent tool to affect people's mindsets are "kitchen table conversations". This is particularly influenced by the fact, that coffee-break or *Fika* is an essential part of the Swedish culture.

20. Outreach and dissemination

Newsletter, useful websites, mailing group, local government

- List of the attached document(s):
Attendance list
- Link to website:
www.nypalandet.se, facebook.com/Nypalandet, instagram/nypalandet
- Contact information of the good practice:
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D.T1.1.4 – STUDY TRIP REPORT: Ny På Landet

Linköping (SWEDEN), 17-19.01.2020

List of Study Trip Participants

Organization	Last Name	First Name	Signature
PP7 – University of West Bohemia	Pěchota	Jan	
PP12 – Burgenland District	Moreno	Sonia	