

The Future of the Village in a Global World:

***International Experiences and
Assessments***

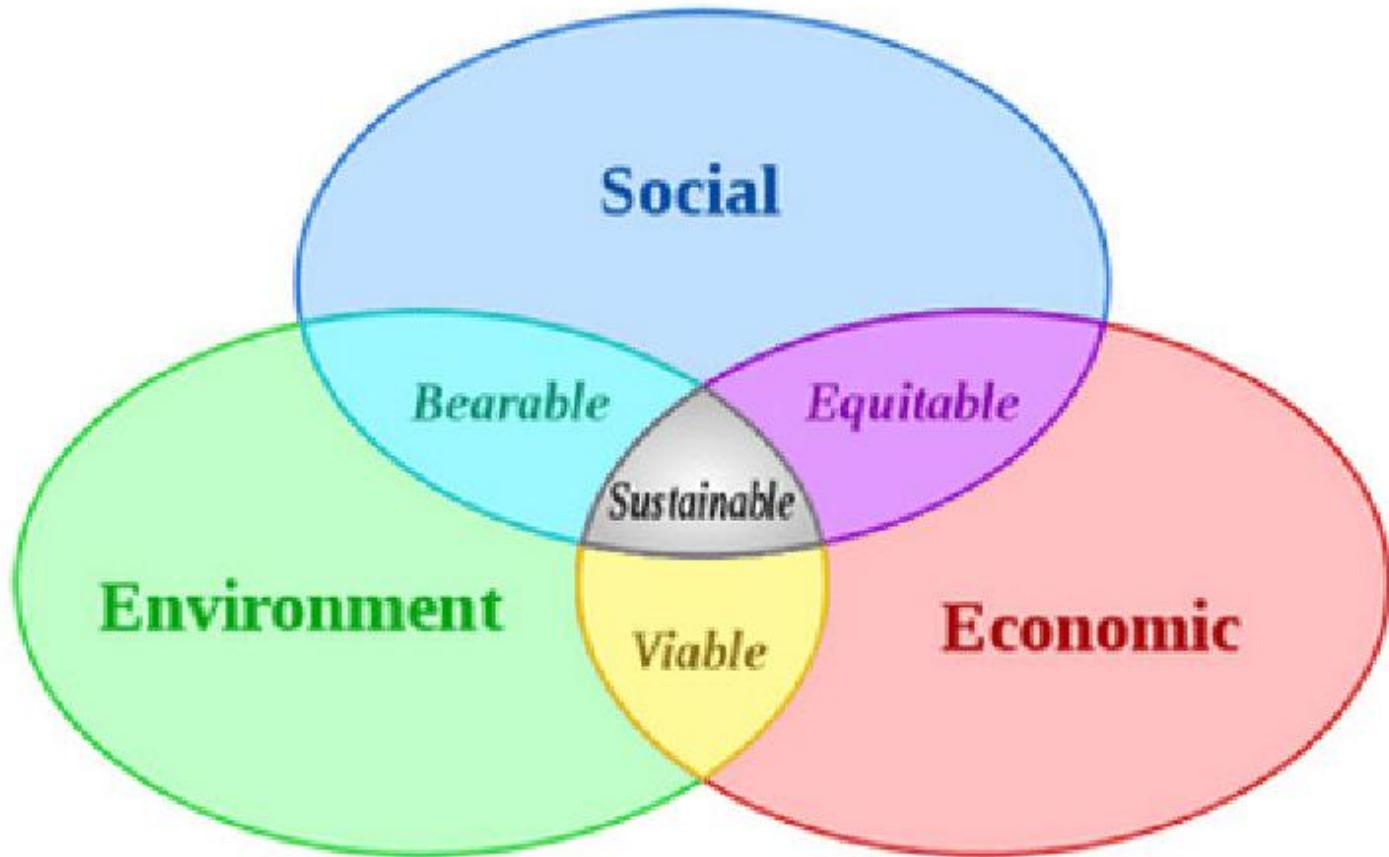
**5th Annual International Meeting in the Village of Sardinia,
Akarnania, Greece**

SUSTAINABILITY

"meeting the needs of the present without compromising the ability of future generations to meet their own needs"

UN Brundtland Commission - 1987

Think before you act !



Beethoven Piano Sonata No. 8

- * <https://www.youtube.com/watch?v=iwcaJUEC2pM>
- * 11.35 – 12.00 - Daniel Barenboim (1983)

- * <https://www.youtube.com/watch?v=SrcOcKYQX3c>
- * 11.45 – 12.10 Daniel Barenboim (2013)



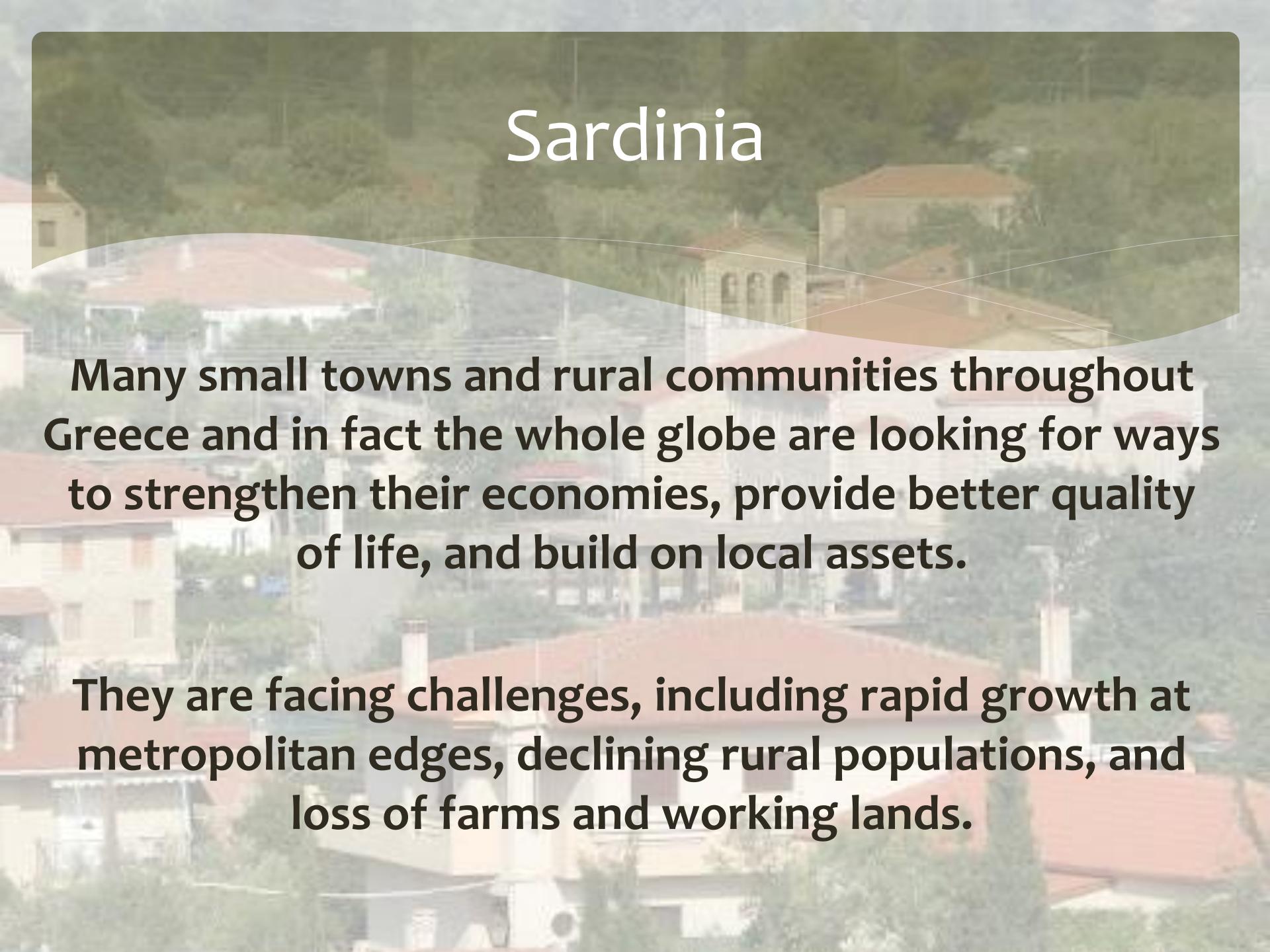
Steinway & Sons (Hamburg) fully stopped using ivory keyboards in 1992. Prior to that time it is estimated that 100,000 Elephants gave up their lives solely for the production of piano keyboards for which “plastic” a simple petroleum by-product could easily fulfil.

Rural Livelihoods

Many small towns and rural communities throughout Greece and in fact the whole globe are looking for ways to strengthen their economies, provide better quality of life, and build on local assets.

They are facing challenges, including rapid growth at metropolitan edges, declining rural populations, and loss of farms and working lands.

Sardinia



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Sardinia

For Sardinia you need to find a product that is unique

I'm going to suggest a few ideas:

Rural Assets

When we think RURAL what do we imagine?

- * **Healthy Living**
- * **Food Security**
- * **Tranquil Serene Landscapes**
- * **Ethical Communities**

Rural Assets

Sardinia has most of these attributes to

HEALTHY LAMB

Rural Assets

As we take our rural agenda into the future we need to equip rural people with the right skills to sell a unique and an immensely valuable product.

Rural Assets

They also need to have business development know-how so that they can take the regional successful enterprises to a much wider audience

Rural Assets

**They need to be able to parlay their training and into
high income-generating livelihoods.**

**skills in communication, cheese-making, organic
healthy meat, alternative healthy living and marketing
etc. etc.**

A photograph showing a group of approximately 20 people of various ages seated around several round tables in an outdoor, shaded area. They appear to be engaged in a formal meeting or training session. The background features a street with parked cars, a white building, and some trees under a clear sky.

Training

Effective rural programs should focus on developing the job ecosystem by expanding entrepreneurship and job opportunities for the rural youth (and non-youth).

Project Partners

Programs need to partner with the private sector to ensure that the jobs created remain viable in the market place.

Projects also need to include govt agencies.

Eg. partner municipalities with private farmers in an innovative cost-sharing arrangement so that land donations and small-scale irrigation can be anticipated.

The Brand

- * Branding is one of the most important aspects of any business or enterprise.
- * An effective **brand** gives you a major edge in the marketplace.
- * Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors!
- * Your brand is derived from who people perceive you to be.