



Rural economies are much more modern, diverse and dynamic than is often thought.

At the same time, the challenges facing rural areas are many and varied. Whilst prior to the Covid-19 pandemic, many rural areas were economically challenged and many very remote areas have been lagging behind. In relatively prosperous areas, there are also many individuals and households who face social exclusion, exacerbated by poor access to services, public transportation and affordable housing.

## Key Metrics



### INTENT

A public domain data base should be established, to include all available providers and courses, easily accessible to those looking for the nearest location, cost and convenient delivery times.



### RESPONSE

Map available skills within communities in order to identify peer mentors within rural communities and for rural businesses.



## CO-CREATION NATION

*Executing In Alignment*




Co-Creation Nation is an awarded project of Nxt Wave Founders, Inc.



[www.nxtwavefounders.com](http://www.nxtwavefounders.com)





From Tampa, Florida to Rural America



**Reskilling Workers for the Covid-19 Pandemic**

Thursday  
October 28, 2021  
8:30 AM PST  
11:30 AM EST

"In collaboration with Alelo, the team behind ENSKILL® HR for

## CHALLENGES

- Key barriers to training and skills development for rural areas, particularly in the South West include:
- Poor public transport, making travel to work difficult for low paid employees and creating access problems for those seeking training;
  - Poor access to broadband and WiFi Connectivity;
  - Higher costs of training provision, due to poor economies of scale, where populations are sparse;
  - Lack of progression opportunities and limited choices within local areas;
  - Difficulties in attracting young people into rural industries such as the land-based sector.

## SOLUTIONS

- Funding is needed for capacity building and local development of community groups to enhance cohesion and collaborative working;
- Improve synchronization between funding streams to improve added value to rural communities.

## BENEFITS

- Re-skilling to broaden individuals' portfolios**

Adaptation of business practices, enterprise skills, the management of change and identification of market opportunities for the future environment.
- Better access to local action funding**

Breaking down geographical barriers for outreach training in isolated communities, including costs to be covered for travel, availability of ongoing brokerage, continuing assessment and progression.
- Entry to Employment and Apprenticeships**

Support networking with local employers in rural areas to provide potential apprentices with a trial work placement and leverage innovation and technologies like Artificial Intelligence training models.