

Activity Handout 4:

Motivation of Farmers, Students, and Others in Rural Populations

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Forms of Motivation

A 1.3 Motivation survey (10 min)

Farms and Rural Populations

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Motivation for Lifelong Learning

A 3.2 Workshop (55 min)

Motivation for Digital and Green Competencies

A 4.2 Video testimonial (35 min)

Motivation for Entrepreneurship Competencies

A 5.2 Vision board and entrepreneurship simulation (35 min)

Unit title:	Forms of Motivation
Activity Number: A 1.3	Duration: 25 min
Description of activity	Breaking the ice: Setting the stage
Learning outcomes:	Explain the forms of motivation for MA activities. Describe and interpret how these forms of motivation can drive MA activities based on different scenarios.
Aim of activity	<ul style="list-style-type: none"> • Evaluating forms of motivation and expectations for MA • Sharing knowledge • Discussion
Description of activity	Motivation Survey
Material Required:	Balloons, Cards, Pens, Paper, Laptop and Screen, PowerPoint Presentation
Step-by-step instructions of the activity	<ol style="list-style-type: none"> 1. Different cards are placed on the table containing the major forms of motivation for MA. 2. Participants form a group of 4/5 persons. 3. Each group chooses two cards from the selection. 4. The group opens both cards and members discuss and determine which form of motivation has a greater influence on farmers and rural people to engage in MA activities. 5. The Moderator analyses results to identify common themes and motivations
References/ Sources	Check references/sources in the module

Unit title:	Farms and Rural Resources
Activity Number: A 2.2	Duration: 55 min
Learning outcomes:	Outline farm resources and rural opportunities to motivate participation in MA. Describe the unique characteristics of farms/rural areas that serve as motivating factors for engaging in MA.
Aim of activity	<ul style="list-style-type: none"> • Evaluating rural landscapes and resources for MA • Brainstorming • Debate
Description of Activity	Case study: Video Testimonial
Material Required:	Pens, Paper, Laptop and Screen, PowerPoint Presentation
Step-by-step instructions for the activity	<ol style="list-style-type: none"> 1. Participants listen to a short video on MA in rural areas. 2. Participants discuss the potential of the rural area highlighted in the video.
References/Sources	Check references/sources in the module

Unit title	Motivation for Lifelong Learning
Activity Number: A 3.2	Duration: 55 min
Learning outcomes:	<ul style="list-style-type: none"> • Outline motivations for lifelong learning and recognise the benefits and challenges of learning processes in MA. • Demonstrate how formal, non-formal, and informal learning processes can motivate MA activities.
Aim of activity	<ul style="list-style-type: none"> • Problem solving • Brainstorming • Discussion • Co-learning
Description of Activity	Workshop
Material Required:	Pens, Paper, Laptop and Screen, PowerPoint Presentation
Step-by-step instructions for the activity	<ol style="list-style-type: none"> 1. Cards are placed on the table containing challenging factors that mitigate lifelong learning in MA. 2. Participants form a group of 4 or 5. 3. Each group selects one card from the lot. 4. The group opens the card and offers solutions
References/Sources	Check references/sources in the module

Unit title	Motivation for Digital and Green Competencies
Activity Number: A 4.2	Duration: 35 min
Learning outcomes:	<ul style="list-style-type: none"> • Describe key motivators for green and digital competencies in MA. • Compile the benefits and challenges of implementing digital and green competencies in MA activities.
Aim of activity	<ul style="list-style-type: none"> • Application of green and digital competencies in MA • Debate/Discussion
Description of Activity	Video testimonial
Material Required:	YouTube video
Step-by-step instructions for the activity	<ol style="list-style-type: none"> 1. Participants listen to a short video on green competences in MA. 2. Participants discuss the benefits of integrating green competencies as highlighted in the video.
References/Sources	Check references/sources in the module

Unit title	Motivation for Entrepreneurship Competencies
Activity Number: A 5.2	Duration: 35 min
Learning outcomes:	<ul style="list-style-type: none"> • Describe the motivations for entrepreneurship competencies in MA. • Operate an entrepreneurial mindset in MA.
Aim of activity	<ul style="list-style-type: none"> • Cultivating an entrepreneurial mindset in MA • Problem solving • Brainstorming
Description of Activity	Vision board and entrepreneurship simulation
Material Required:	Pens, Paper, Laptop and Screen, Powerpoint Presentation
Step-by-step instructions for the activity	<ol style="list-style-type: none"> 1. Participants identify one key area (shown in the PowerPoints) where they will provide a vision of their entrepreneurial goals for MA activities. 2. Write a sentence or two on the following: Goals= ? Actions = ? Specifications = ?
References/Sources	Check references/sources in the module