# Interview with project leader Ung och Grön Sweden

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## Why was the project needed?

LRF (The Swedish Federation of Farmers) Youth division in the County of Jönköping identified that a lot of farmers born in the 40-ies were about to retire but very few young farmers were willing to take over. To meet the need for young entrepreneurs to take over the idea was to build a training and coaching platform for young entrepreneurs in the green sector. Everyone approved the ideas and since it started as a pilot in Jönköping there are now plans to copy the idea in other areas south of us and also in the county of Halland.

## Who was involved in planning the project?

Several individuals were involved. All the board of the LRF Youth in Jönköping together with Ewa Engström project coordinator at LRF Jönköping and Per-Åke Nilsson from the Farmers Association for Machinery and Staffing Services (Maskinringen) who together planned and discussed the ideas. It took some 1,5 years to plan and initiate the project.

## What lessons were learned during the project (e.g. if you were to repeat the project again would you do anything differently with hindsight?)

* It takes time, long time, to start a project. It takes at least half a year.
* During the summer months it is difficult to plan activities for young people in the green sector. Usually they are employed in animal care or in harvesting during the hectic summer.
* Youth are kind of unsecure and a little bit shy. The often ask who else will attend the course. They want to know in advance if there are anyone they know.
* Out project has been going on for about 1,5 years and that is too short time. The project time is 2,5 and I would prefer a project time of 3,5 – 4 år to be able to follow the starting phase and a little bit further with the young entrepreneurs.
* Employers in the green sector are not so willing to give their employees some days or some hours of to attend a course like this even though it raises their competence.
* The green business sector is quite conservative and it takes time to achieve changes. Change of ownership is rather complicated matters but very important.