

Added Value of Networking



Young Peoples Road Show

Basic information	
NRN:	Danish NRN
Theme:	Good practice
Coordinator:	n/a
Partners:	The National Agency for Enterprise and Construction + Regions and the Danish Ministry of Food, Agriculture and Fisheries
Beneficiaries:	Young people aged 15 to 18
Resources:	€ 125,000
Period:	2012
Main element of networking:	Capacity building and training
Other elements of networking:	Effective stakeholder engagement

Background

Many rural towns and villages in Denmark witness outmigration of young people to urban areas. Many young people are unaware of the benefits and opportunities presented through European Union funding and do not think of themselves as potential future beneficiaries. The National Agency for Enterprise and Construction + Regions and the Danish Ministry of Food, Agriculture and Fisheries, are both responsible for the delivery of European Union funding and so came together with the support of the Danish National Rural Network to deliver a Road Show to young people across Denmark.

Main activities

The project converted the inside of a large truck into a classroom including a range of educational materials and provided classroom based learning opportunities through an online learning resource, focusing on students aged from 15 to 18 years. The truck provided a range of information on the European Union and the funding Programmes it has established, the information sought to demonstrate how businesses, communities and remote rural areas can benefit from European Union support. All materials were designed to focus on youth and rural development.

The Road Show entailed a three step concept including classroom presentations, presentations from beneficiaries and small stands in the truck highlighting eight different European Union funded projects through posters, laptops and videos. Once inside the truck the students were split into small discussion



Added Value of Networking



groups and were presented with the eight posters all highlighting a different problem for discussion, with the students encouraged to explore the solution.

Main results/benefits

The Road Show received much positive media coverage and by the end of the project had visited twenty-seven schools in a five-week period, engaging with ninety-nine different student teams totalling approximately 3,000 students. A total of ninety-nine classroom presentations were delivered, which were further complimented by seventy-six presentations from beneficiaries from the local area or region in which the Road Show was active. All of these young people now understand more about the opportunities available in rural areas, European Union funding and European Union funded projects.

Success factors

Part of the project's success was based upon the partners commitment to work together to deliver shared aims and objectives. The design of the educational materials to engage effectively with the target age groups was also vital.

Added value of networking

Networking enabled all the key partners to work together to design and deliver the project successfully. The involvement of the Danish NRN also made the identification of appropriate fund beneficiaries possible with their presentations on real life examples adding value to students understanding.

Contribution of the NSU

The Danish NRN led the project and was involved with designing and delivering all aspects.

Contribution of the partners

The partners were engaged through all elements of the project. The planning phase involved six people from the Managing Authority, Network Unit and Commercial Units whilst the Road Show required four people to be on the road for a total of five weeks. The project involved at least twelve people in the Ministry of Food.

Additional information

The Road Show website is available at www.blivklogpaaefonde.dk
A more detailed Case Study is also available on this project.



Added Value of Networking



Pictures



Source: Danish NRN

Last Update

May 2013



Funded by the

ENRD *Connecting Rural Europe*

<http://enrd.ec.europa.eu>