

The concept for the youth event "Youngagement" used in Sweden

What is Youngagement?

The aim of the event called "Youngagement" is to create a physical (In Real Life) meeting place where youth can be given tools and inspiration so they themselves can turn ideas and visions into activities that create value. A Youngagement can be arranged at different levels. The important is that the program has a mix of activities which are creating a positive, creative (and fun) environment, providing possibilities to learn something new, giving inspiration to each other and offering new contacts.

The target group for a Youngagement is youth in rural and coastal areas in the age of 16-25 years.

Content

A Youngagement is aimed to give inspiration both from the other participants and from workshop moderators and lecturers. It shall also provide practical tools and know how to create action at home in your own context. Furthermore it shall give knowledge of how to arrange activities, projects, businesses and how to get engaged.

Depending on at which level the Youngagement is arranged there will be information about the possibilities for funding, cooperation partners etc at national, regional or local level.

A Youngagement ought to be a longer event containing at least time from lunch to lunch with one overnight stay. This is to enable the event to have all the success factors necessary to be a real Youngagement.

Examples of possible workshops teams:

- Good examples – success stories! Interviews on stage with engaged local youth telling about their own experiences of arranging activities, projects or starting businesses in a rural area.
- Where is the cash? A workshop revealing all the existing possibilities for funding and other support functions existing in the region. Why not get inspired by the list of possible cooperation partners below! (this is possible partners in a Swedish context)
- Young future visions! An inspiring and really fun method to think in new ways about the visions for a rural future. The ideas and plans have to be visualised and documented in some way, by theatre, graphics, video, models or by other means.
- How can I get action at home? The participants will get tools for how to generate ideas, start development processes and implement them!

If you want to get inspiration from earlier Youngagement please get in touch with the national planning group, acting as mentors, or see old programs at www.ungagemang.se

Success factors

- Initially invest some time for the participants to get to know each other by creative practices, ice breakers or games, getting in a good mood.
- Create an environment where there is space and opportunities for new ideas and suggestions. Allow the participants themselves to suggest fun practices or a stage performance.
- If there is funding enough, why not arrange a concert or some cultural event that the participants not so often can experience at home.

- Try to get a mixed participants group from the whole region.
- Design the agenda so themes, moderators, lecturers and methods are mixed but together have an obvious logic.
- The different parts of the agenda shall have the purpose of giving inspiration to how and where it is possible to be engaged. There has also to be information about useful and concrete tools, methods and skills to arrange events and set up projects etc.
- Youngagement is about both giving and taking; both to and from other participants but also to and from researchers, practitioners and politicians aiming at improving the situation for youth in rural areas.

Possible cooperation partners (in a Swedish context)

There are many possible partners for cooperation with rural youth as a theme. Try to get in touch with some of the organisations in the following list when you are planning your regional Youngagement!

- Associations, like sports clubs; there is a register over all associations in every municipality.
- Churches and congregations
- Swerok, The Swedish national organisation for role play groups
- Municipalities: coordinator officers for youth culture, youth councils, Youth leisure time leaders etc.
- Community hall associations
- Study organisations: ask around which the active and relevant are in your area.
- Secondary upper schools, student associations etc.
- Agricultural vocational schools
- The scout movement
- Young Entrepreneurship and Business (UF): Check with the regional UF coordinator or schools with a UF program.
- Coompanion, the advisory service for democratic businesses in form of cooperatives.
- Support structures for new businesses
- The municipality offices for business and for culture
- The association 4H
- Young Farmers Federation
- UNF- The Swedish Youth Association against Alcohol
- Environmental organisations like Friends of the Earth
- Swedish Association for Nature Protection
- The Regional Administration or the County Council Culture Department. They might have some funding to offer.
- The LAG in the area (if they are not the organisers)
- We're Young (a rural youth organisation Vi Unga)
- Organisations for immigrants or the municipality coordinators for immigrants.

Sharing responsibilities

The Rural Network national planning group for youth events:

- Arbetsgruppen erbjuder ett nationellt koncept som är öppet för andra att använda.
- Landsbygdsnätverket är med som medarrangör under ett antal regionala pilotträffar (**max 5 st**) och kan stå för kostnader under arrangemanget upp till 50

000 kr per arrangemang, (löner, lokal, mat etc.) samt ett antal timmar coaching från nationella arbetsgruppen.

- Ställer upp med coaching och stöttning till den lokala aktören för att kvalitetssäkra arrangemangen.
- Minst en representant från nationella arbetsgruppen deltar vid varje Ungagemang.
- Tillhandahåller en mall för slutrapport och logotyper för ViUnga, U LAND och Landsbygdsnätverket
- Bistår med information och material om internationell koppling och Östersjöstrategin.
- Deltar i uppföljningen och utvärderingen av varje Ungagemang.

Members of the national planning group for Youngagement are representatives from We are Young, U-LAND and the National Rural Network

The role of the local organisers:

- Are responsible for the arrangements and the implementation locally.
- Have to make an implementation report to the national planning group. The report will be published at www.ungagemang.se in order for others to get good examples.
- Are responsible for having a plan for the monitoring of the activity and project ideas generated during the event. This can be done by a second gathering a couple of months after or by phone calls or e-mail or by other means.
- Will use the experiences of earlier events and will have a dialogue with the national planning group.
- Have to inform the participants about the EUSBSR and how the Youngagement is a part of the flagship project.
- Have possibility to participate in other regional Youngagement to see how the concept is implemented.
- Have responsibility to use the Logos of We are Young, U-LAND and The Rural Network at posters and other printed material.

Uppföljning är en del av programmet!

När ett Ungagemang genomförs är det viktigt att det finns en utarbetad plan för uppföljningen av träffen. Det kan ske antingen genom ett fysiskt möte, telefonkontakt eller annat sätt. Det viktiga är att de unga som fått idéer de vill gå vidare med får stöd och hjälp att genomföra dem. Det är viktigt att detta kommuniceras till deltagarna under hela träffen.

Facts about the EU Strategy for the Baltic Sea Region

The Swedish National Rural Network (NRN) is together with their Polish colleagues responsible for a "Flagship project" within the EU Strategy for the Baltic Sea Region called "Sustainable Rural Development". Together with the NRN:s in the other member states around the Baltic Sea it has been decided that the project will focus on methods to increase the engagement and impact of rural youth in the local development and methods to support innovations and entrepreneurs in rural areas. The Youngagement events are the Swedish part of the flagship.

Contacts

Youngagement is planned and implemented in a cooperation between Ungagemang arrangeras i samarbete med We are Young, U LAND and the National Rural Network. If you have questions or want to test some ideas don't hesitate to get in touch.

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