

“Rural on to go” - 6 months strategy

We encourage young people to consider involvement in agriculture and tourism, following environmental regulations as one of entrepreneurial areas

Aims

Primary aims:

1. Involvement of youth
2. Raising awareness of environmental protection

Secondary aims:

- ✓ Employment in the area of agro tourism
- ✓ Disseminating the idea of eco production and agro tourism and self employment

General strategy

- ✓ Immersion with educational institutions, networking with teachers, professors and staff, connection with the departments of agriculture, environmental studies, ecology, biology and economics
- ✓ Connections with NGOs from the educative areas

Participants

Main groups our target group: the youth for 15 to 30 years

Other participants: High schools (teachers, principal), Universities (students, university professor, the staff), Farmers, Factories (workers, manager), NGOs

Activities

Promotions (online promotions, printed advertisement, direct promotion), discussions, planning, workshops, lectures, excursions, open day at farms, seminars, visits

Promotion

- ✓ Getting in touch with the organizers of the festivals to undertake promotion, connections with local markets which sell the food
- ✓ Internet promotion, videos, pictures

Monthly planner

Timeframe	Planned activities
May	<ul style="list-style-type: none">• Promotions in schools, online promotion• Networking with high schools and university staff
June	<ul style="list-style-type: none">• Promotions in schools, online promotion• Networking with high schools and university staff• Arrange and plan open days and visits to the farms
July	<ul style="list-style-type: none">• Festival promotion, market promotion, open days at farms
August	<ul style="list-style-type: none">• Festival promotion, market promotion, open days at farms
September	<ul style="list-style-type: none">• Workshops, volunteering and farms, classes in nature, evaluation
October	<ul style="list-style-type: none">• Second training in Berlin, evaluation of the results

Workshops schedule

- 30 participants
- Every second week
- From 10am to 2pm

Topics:

- 30min. Erasmus+
- 30min. National funds
- 30min. Agro tourism
- Coffee break 30min.
- 60min. guest lecturer: University teacher, a young entrepreneur etc.
- 60min. Q&A