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Objectives:

To personify the reality of agriculture for urban youth with the cooperation of young farmers using personal and direct experiences

Target country:

Hungary, European Union

Target audience:

- Urban youth
- Children

Communication tools:

- Farm visits and study trips
- Cooperation with schools
- Website, blogs
- Humorous postcards

Budget:

€61.781,37

EU CO-FINANCED ACTIONS

Title: "Communicating the tools of the Common Agricultural Policy by the examples of young farmers"

Quote of the Award Jury:

"Humour used successfully to attract young urban blood into farming and the countryside in a highly cost-efficient campaign."

What is the project about?

How to attract urban people to agricultural matters? How to make them aware of the reality faced by farmers? These two questions are at the very centre of the project, which tries to make urban youth familiar with the reality of young farmers using personal and direct experiences combined with a good sense of humour.

How was the project implemented?

In order to achieve its goals the campaign used a mix of different communication tools: workshops addressed to urban youth, study trips, farm visits combined with a workshop for journalists interested in the CAP. In addition, the project included the making of 8 young farmers' portrait films, humorous postcards and the launching of TELLUS Educational Programme involving 5 primary schools.

The main target audiences were urban youth and children with little knowledge of agriculture, and a broader public audience through the journalists involved. Besides TV and radio, young people were reached most effectively through the Internet (e-surveys about CAP, invitations for the programmes). They shared their experiences through a blog, YouTube, and a campaign website. Their experiences (available at www.rural-adventures.eu) were reported by both English and Hungarian-language newspapers, on 3 websites and in 31 short films. The films were broadcasted by both a Hungarian and a Romanian TV channel.

Why should it get your vote?

The project successfully managed to attract a young and urban audience to the topic of the Common Agriculture Policy: 714 young people enthusiastically participated in the project and shared their experiences. The number of participants registered for the rural adventure component doubled, while the news on the adventures of these young city-dwellers in the countryside became viral afterwards on the internet. The programme became self-sustainable and will be continued in 2012 without EU support. Replicas of this project will be implemented in Slovenia and Slovakia thanks to AGRYA's experience.

