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SUCCESSFULL EXPERIENCES
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Amaze Me Leader

campaign for youth
22–27 August 2011, Finland

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What?

Amaze Me Leader is a new innovative way to get young people involved in rural development and promote Leader-approach.

Leader-adventure in Finnish countryside



"Amazing race -type" adventure seminar brought together young people from 16 countries on an adventure in rural central and eastern Finland in an introduction to Finnish Leader activities.

Amazing adventure

- Participants were divided into teams of 3-4 persons
- Teams were mixed so that the each team had participants from different countries
- Equippepments: car, mobile phone + navigator.



Tasks

- Each team had their own route and different tasks for each day.
- The tasks got the participants familiar with Leader activities, local youths and local sights.
- In the evenings all teams gathered together



All tasks were in some way related to Leader development

- sites were renovated/built with Leader-grant (village halls, activity centers, village theaters etc.)
- Leader funding was used to develop activity/event (Mushroom hunting competition, hill car race etc.)
- the visited enterprises were developed with Leader funding (e.g. Kokko farm)
- the hosting organizations have taken part in local Leader-work (e.g. Viitasaari 4H)

Leader-approach



Amaze Me Leader in numbers

1 = Helsinki

2 = LAG Viisari

3 = LAG Ylä-Savon Veturi

4 = LAG Joensuu region Leader

5 = LAG South Karelian
Kärki-LEADER



- 7 days
- 72 participants
- 400 volunteers hosting
- 23 cars
- 43 000 kilometers

Why did we organize Amaze Me Leader?

Goals:

1. to get more young people interested in Leader-approach and rural development
2. to build connections between young people from different parts of rural Europe
3. to promote Leader to the public



Results: new interest in Leader

- over 400 volunteers
- new people got interested in Leader, from children to senior citizens
- new project applicants



Results: publicity

- social media: Facebook and blogs
- newspapers: at least twenty articles
 - national newspaper
 - provincial newspapers
 - local newspapers
- radio: several broadcasts
- television:
 - on the national newscast (on Friday evening at 10 p.m.)
 - on provincial newscasts



Facebook

The screenshot shows the Facebook profile page for 'Amaze Me Leader'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Friends. The profile picture is a blue geometric logo. The cover photo is a promotional banner for the 'AMAZE ME LEADER 2011' competition, featuring a group of people and the text 'SEE YOU on 22nd - 29th of August 2011 in Finland. More information www.rural.fi'. The page content includes a post from 'ToukoFakel' with a video, a post from 'Tehanne Kieff' with a video, and a post from 'Sak Noel - Love People (Official Video)'. The right sidebar contains sections for 'Kaverien tapahtumat' (Events), 'Sponsorit' (Sponsors), and 'Löydä meitä siinä missä' (Find us there), listing various events and sponsors.

Results: friends



Results: lobbying

- VIP-car
- each day a group of politicians, officials and journalists from national and provincial level were invited to participate in AML



Results: enthusiasm



Amaze Me Leader 2012?



ORGANIZED BY:



COMMUNICATING RURAL DEVELOPMENT to CITIZENS

