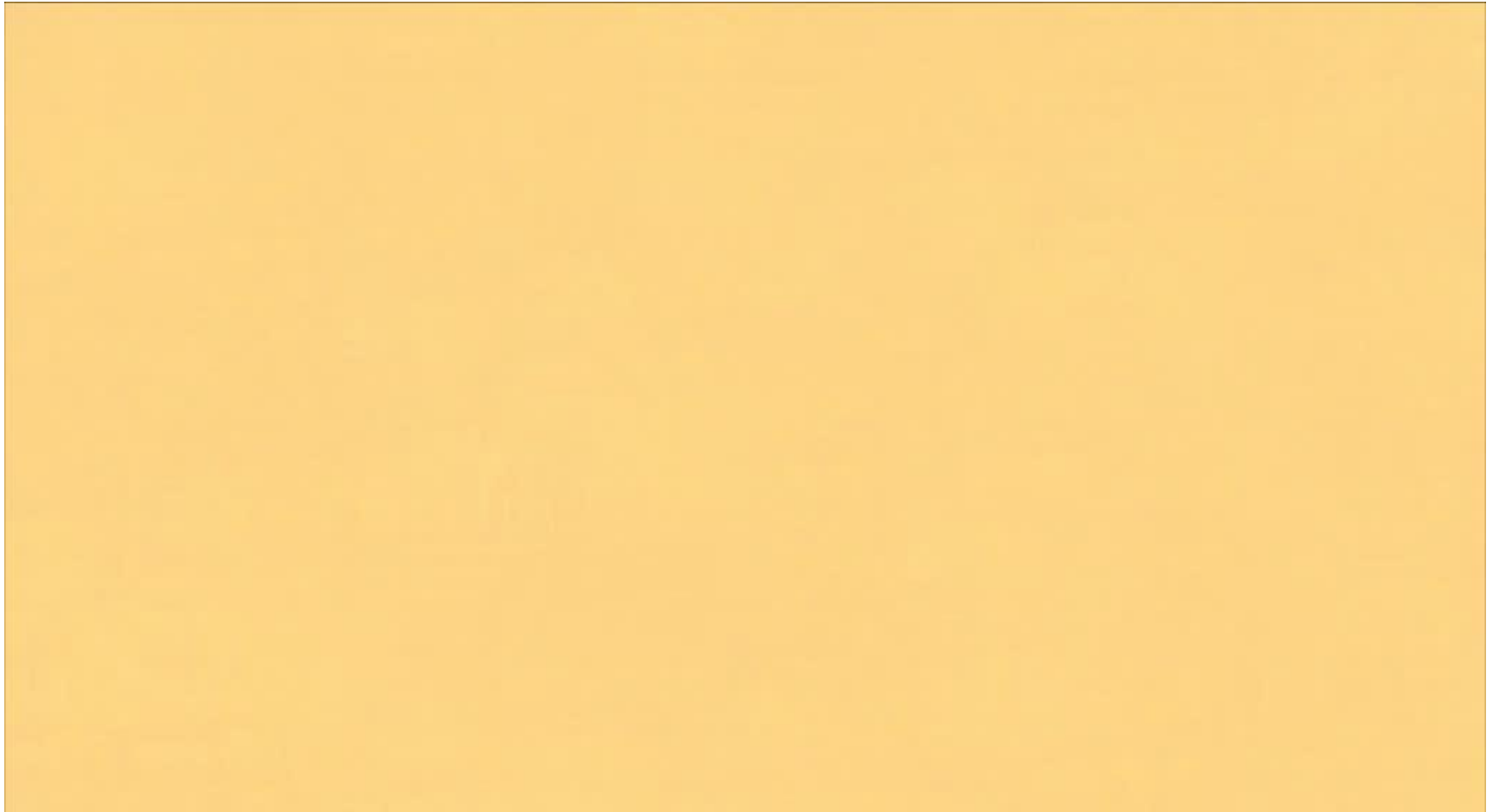


17.18
nov
2011
SUCCESSFULL EXPERIENCES
Milano, 17-18 nov 2011

Italian NRN:
bringing agriculture
and society closer.



RURAL**L**AND. Rural word opens door to new generations



RURAL4YOUTH. Rural is Participation

The screenshot shows the homepage of the Rural4Youth website. At the top left, the logo reads "RURAL4YOUTH" with the tagline "RURALE È PARTECIPAZIONE". To the right is a search bar with the text "Search Here..." and a "CERCA" button. Below the logo, a navigation menu includes: HOME (Home-Page), CHI SIAMO (Who we are), PROGETTO (Project), IN EVIDENZA (News), UNIVERSITÀ (University), AGENDA (Events), CONTATTI (Contacts), LINK AL BLOG (Link), and REGISTRATI (Login). The main content area features a large graphic of a person whose arms and legs are branches of a tree, with the text "RURAL4YOUTH" and "RURALE È PARTECIPAZIONE" to the right. Below this are three colorful buttons labeled "4 SFIDE", "BLOG", and "VIDEO". The footer contains logos for Rete Rurale Nazionale (2007-2013), Ministero delle Politiche Agricole Alimentari e Forestali, and the European Union.

Obj. 1 Rural4kids project effectiveness' qualitative evaluation

Activities	Objective	Parameters/tools	People interviewed
Desk analysis	Identifying the cognitive needs	Brainstorming	Teachers, school managers
Evaluation questionnaire	Evaluating students' knowledge at the beginning and end of the project	Multiple-choice questions Focus Group (Drawings and key words test) Ability to use the blog	Students
Field analysis (Evaluation questionnaire)	Rural4kids project evaluation	Students participation Interest in the initiative knowledge improvement on specific topics Difficulties met Interaction between institutions and schools Field experience	Teachers
NRN evaluator analysis	Effectiveness evaluation Rural4kids Blog	Graphic layout Functionality Information architecture Texts usability	

Obj. 2 Quantitative Evaluation

Involved stakeholders' map	Rural4kids and Rural4teens projects pilot stage	Schools number Classes number Students number	
	Rural4kids project national competition	Schools number Classes number Students number	
	Fairs and other events	Classes number	
	Rural4youth project pilot stage	Faculties involved Students	
	Rural4kids experimental stage	Regions involved Urban/rural areas schools number	
Web services access	Rural4kids website and blog	Rural4teens website and blog	Rural4youth website and blog

Obj. 3 RuraLand project's dissemination and communication actions

Activities	Targeted actions	Subject	Events
Dissemination actions	Participation in fairs	Youth	Fieracavalli Verona (International Horse Fair)
	Press conference	Launch of the national competition (I edition Rural4kids; II edition kids e I edition teens)	Salone del Gusto, Turin (International trade fair and food exhibition) Fieracavalli, Verona
	Dissemination material	Articles, newspapers Guidelines Booklets Publications Promotional gadgets	
	Workshops/training activities on specific subjects	Biodiversity Week	Auditorium Parco della Musica, Rome
		UNESCO ESD Week on Water	Villa Celimontana, Rome
		Conference on "Communicating biodiversity"	OECD seat

RURAL**L**AND. Main Output

Child and youth are becoming more aware of the importance of the environmental context and the relations within it.

Awareness on the correct use of natural resources changes with age. Primary school children make a lot of questions, while secondary school children & young university students are more interested in answers.

Technology is part of young people's everyday life. They are all well connected with each other. Environmental, educational and social features have a great opportunity in virtual spaces, which represent the future of a different way of communication.

SO we have to think about

A new kind of punctuation mark: Institutions @ Youth

Giving a central role to youth, in a change aimed at preserving rural heritage

Thanks you
Make sure we connect:



www.rural4kids.com



www.rural4teens.com



www.rural4youth.com