



The Rural Youth Project is kindly supported by:

















Table of Contents

About Us	4
Vision	5
Letter from Directors	6
Project History	7
How We Do It	8
Our Team	10
Engage with Us	12
Partners	13

About Us

The Rural Youth Project is an international grassroots movement for positive change to empower young people (18 to 28 years of age) to develop their leadership, enterprise and activism skills, to play an integral part in making rural places attractive and viable for young people to build their lives and their futures there.

At the project's heart is energising young people to reimagine rural places for the good of the long term.

This project aims to develop feasible strategies to facilitate the involvement of young people in rural activity, including agriculture, by better understanding their current situation, aspirations, opportunities and challenges. The project aims to build the skills and appetite for young people to drive positive change at community, regional and national levels.

The project has won awards and gained international credibility for its creativity, using Ideas Festivals, workshops, story seeking and telling and sharing the voices of young people. It also fosters international relationships and understanding via learning journeys and joint events with other nations.

Ultimately the project wants to build stronger, youth inclusive communities based on intergenerational links, creating a culture of listening and involving young people and building youth skills. It is also about understanding the power of 'cool businesses' in rural places in attracting and developing talent and improved local economies.





Vision

To work with young rural people (aged 18 - 28) to develop their leadership, business and enterprise skills, whilst encouraging proactive activism to help them to play a part in making rural places attractive and viable for young people to build their lives and their futures.

Letter from Us

Young people have the ideas and energy to create real and lasting change in rural communities."

- Jane Craigie



Outward migration of young people is a challenge for rural areas all over the world, and is pertinent in Scotland which has a significant rural landscape. We've been involved with various leadership programmes from Institute of Agricultural Management, Scottish Enterprise Rural Leadership and Windsor Leadership, and we are driven by a passion and commitment to develop leadership and a sense of 'can-do' amongst young people in rural places, in order to support them to enact change in their own communities.

Our belief is that when young people make vibrant lives in rural places, they become the life blood of that area, and this will help rural economies to thrive. We have been overwhelmed by the response to the project from the industry and those with a vested interest in rural politics and look forward to empowering young people to create positive change in their community.

Jane Craigie and Rebecca Dawes

Rural Youth Project Directors



Project History

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Survey & First Ideas Festival

Jane Craigie and Rebecca Dawes launched a survey in January 2018 which ran for six months to find out more about young people living rurally and their challenges, aspirations and needs. With funding from Rural Perth and Kinross LEADER and support from project partners, the first Rural Youth Project Ideas Festival was held in August on a farm in Kinross that brought together 100 young people for three days to hear the survey results and be challenged to think different.

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LEADER Funding & Second Ideas Festival

In September 2019, the Rural Youth Project was awarded funding from the LEADER Programme 2014-2020: The European Agricultural Fund for Rural Development: Europe investing in rural areas. The funding will support two free-lance staff members, new website, and a majority of activities listed in the next section. The cooperation project is supported by five areas – Angus, Lanarkshire, Outer Hebrides, Rural Perth and Kinross and the Scottish Borders. In November the Rural Youth Project hosted the second Ideas Festival at Wiston Lodge, Lanarkshire which gathered 50 rural young people (venue maximum capacity) together to share ideas, network, develop new skills and discuss how to make life better for themselves and their peers.

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Big Ideas Workshops & Third Ideas Festival

In 2020 the Rural Youth Project will be supporting skills development to empower young people to invest their energy and talent into making rural places more attractive and vibrant to current and future generations. Five Big Ideas Workshops will be hosted in the LAG funding areas to help young people kickstart a business idea or project, and the 2020 Ideas Festival to be held in the Scottish Borders in July.



How We Do It

The Rural Youth Project is a creative, multi-pronged project that utilises digital and traditional media to engage with a demographic that rural communities have traditionally struggled to - young people.



2018 Survey

The survey, which can be viewed here, ran from January-June 2018 and received responses from 755 young people aged 18-28, living or working rurally.



Story Seeking & Telling

Championing the rich and diverse stories of young people in rural areas through film, podcasts and case studies.



Ideas Festival

The Rural Youth Project Ideas Festival brings together young people from rural areas to share ideas, network, and develop new skills.



Vlogging

Following the lives of 15 young people, Rural Youth Project Vloggers provide a rich insight into what it's like being young in the countryside, all over the world.



Big Ideas Workshops

With an aim to help young people launch or action a business, social or community project or idea, the Big Ideas Workshops will focus on leadership, enterprise, community and communication.



Podcast

The Rural Youth Podcast is an award winning podcast that features compelling stories of rural youth across the globe.

To listen to our podcast, sponsored by <u>Interagro</u>, please click <u>here</u>.





Learning Journeys

The Rural Youth Project facilitiates learning journeys, which are trips, local and international, that aim to challenge participants to 'think different' about their rural community and businesses.



Qualitative Report

The Qualitative Report utilises free text responses from 2019 survey to contextualise many of the issues facing rural young people. To be released in 2020.



International Outreach

An important part of the Rural Youth Project is creating real and lasting connections with organisations and young people across the globe. Countries include Australia, USA, Canada, and Europe.



Rural Hack-a-thons

Hack-a-thons will engage local business to challenge young people to develop solutions to rural issues.



RBS Pre-Accelerator

The Rural Youth Project partnered with the Royal Bank of Scotland, NFUS Next Gen and Scottish Association of Young Farmer Clubs to help young agricultural entrepreneurs in rural Scotland who want to improve their business skills.



Mentorship Programme

The Rural Youth Project will be developing a formal mentorship programme that will pair experienced business leaders with young entrepenuers delivering a social and economic impact.

I'm excited to be part of a project that I've seen, first-hand, inspire and empower young people to step-up and make change in their community."

- Alana Black

Our Team



Jane Craigie

Director

Jane is a Chartered Marketer with over 25 years' experience in marketing within the agri-food sector. She is a member of the executive board of the International Federation of Agricultural Journalists and the council of the British Guild of Agricultural Journalists. Jane is a graduate of the IAgrM and Scottish Enterprise Rural Leadership Programmes, is a Windsor Leadership Alumna and a Waitangi Scholar.



Rebecca Dawes

Director

Rebecca has a First Class Honours degree in Events Management and is a graduate of the Scottish Enterprise Rural Leadership Programme. She is a trustee and Next Generation Facilitator for the Royal Agricultural Society of the Commonwealth, Judge for Lantra Scotland Landbased and Aquaculture Learner of the Year Awards and Scottish Coordinator for LEAF Open Farm Sunday.





Alana Black

Project & Communications Officer

Alana has a Bachelor of Communication – Public Relations from Charles Sturt University and in 2018 was announced as an Australian Broadcasting Corporation (ABC) Trailblazer for her work on communication and succession planning in family farming businesses. Alana, who recently moved from Australia to Aberdeenshire, is a freelance agricultural communicator, a Rural Youth Project vlogger, and cricket tragic.



Helen Cameron

Admin & Bookkeeping Officer

Helen is a farmer's daughter who followed her roots and married a farmer. She helps run the 760 acres mainly arable enterpirse and is building up her own herd of breeding sheep. A background in banking and working for the local NFU office, her skills are put to good use assisting with the business accounts at both the farm and the Rural Youth Project.

Engage with Us

With a strong emphasis on digital, there are a variety of ways for organisations and individuals to engage with the Rural Youth Project.



Rural Youth Project



@RYP2018



@RYP2018



@RYP2018



Rural Youth Podcast



hello@ruralyouthproject.com



www.ruralyouthproject.com



Partners

The Rural Youth Project parnters with organisations who are passionate about young people and supporting them in rural areas. Our partnerships are collaborative and crafted to engage audiences, communities and, most importantly, rural young people.

In 2019 The Rural Youth Project was awarded funding from the LEADER Programme 2014-2020: The European Agricultural Fund for Rural Development: Europe investing in rural areas in August 2019. The cooperation grant is supported by five areas – Angus, Lanarkshire, Outer Hebrides, Rural Perth and Kinross and the Scottish Borders.

Current partners of the Rural Youth Project:



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