

## PARTNER SEARCH

Name of the LAG	Leader Meetjesland, Leie en Schelde
Title of the project	Transnational Collaboration – 'A young look on the countryside'
Goal of the project	<p>We want the youth to know the opportunities/chances of their own region to stop the 'brain drain' to bigger cities.</p> <p>We want to create an awareness of the potential of their rural region by letting them map their region and promote the region towards externals.</p> <p>They use hereby the tools of their era: social media, telecommunication, film,...</p> <p>Last year we worked together with 11 students of a school in Maldegem. They worked in 3 groups and each group made a movie about a part of the Leader area. We exchanged our findings with the Northeast of Friesland (the Netherlands): they visited our region and we went to visit theirs.</p> <p>This was very instructive, but also very intensive. This is why we searched for a new interpretation of the second part of the project.</p>
Description of the idea	<p>Local youth are region reporters to promote their area by film.</p> <p>The LEADERregion Meetjesland, Leie en Schelde exists out of 15 municipalities.</p> <p>For the project 'a young look on the countryside', we search for young region reporters -between the age of 16 and 24- to promote their municipality.</p> <p>The region reporter works around 6 themes:</p> <ol style="list-style-type: none"> <li>1. Tourism</li> <li>2. Economics/work/entrepreneurship</li> <li>3. Culture/ leisure time</li> <li>4. Education</li> <li>5. Landscape</li> <li>6. The life (to live) on the countryside</li> </ol> <p>The youth gets a training on how to write a scenario. They have 1 day each to make their film.</p> <p>The films are promoted by social media, regional websites or websites of the specific municipalities,...</p>
Joint actions that could be developed	<ul style="list-style-type: none"> <li>* organizing an exchange between the two regions to see the similarities and differences between the two.</li> <li>* Exchanging best practices about promoting the rural regions so that young people stay -or return.</li> <li>* Exchanging experiences, movies, cases,... with youth in rural regions.</li> </ul>
Partners searched	LAG's of Europe
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