

PICYBU

Participation in Rural Communities by Young Broadband Users

Many Northern Periphery areas are characterised by high youth out-migration and often it is those that are highly educated that leave. Coupled with this is a lack of services in rural areas, particularly e-services designed for young people and based on their needs. The objective of the PICYBU project is to test, pilot and evaluate how different media and ICT applications, and tools can contribute to the social participation of young people in rural communities. As young people become more aware of the possibilities that exist in their region, it is envisaged that they will have a renewed interest in their home region and a greater willingness to stay there. The vision is of an “attractive rural life style”. In order to achieve this, four main pilots will be run: media as a tool for young people’s participation, 24-hour society (services) for young people, youth culture and eBusiness in rural areas.

Objectives

- Increasing the social participation of young people living in rural areas
- Increasing the willingness of young people to stay or return to their home region
- Increasing the intellectual livelihood enabling young people to choose to stay in their home region
- Promoting the “Attractive rural lifestyle”



Project activities

The project is organised into five work packages. Each of the work packages has a different approach to the youth and ICT question. Each work package also has objectives and activities of its own which support the project's overall objectives. They are as follows:

1. Media as a tool for participation
2. 24-hours society for young people
3. Business development in rural areas
4. ICT as a tool enabling technology for youth culture in rural areas
5. Project management and administration

Expected results

- Competence raising: Skills in e-business, abilities to produce media, increased media literacy
- Evaluated models for media education
- Trained tutor networks in the regions
- Easy-access, easy to use eServices designed specially for young people and tailored for people living in rural areas: mobile services, school portals, guidance centre, business games
- Transregional interaction between young people living in rural areas using the internet as a tool for communication
- New organisation and working models
- Best practise examples: experience exchange between regions and countries, learning from other regions
- Digital tools and methods: for production of cultural content, for human networking between young people
- Prototype people to people networks

Partners

Rovaniemi Polytechnic - Finland

City of Rovaniemi - Finland

Town of Kemijärvi - Finland

Sodankylä municipality (Sdk) - Finland

Association of local authorities in the county of Västernorrland - Kommunförbundet Västernorrland - Sweden

Menningarstovan – Faroe Islands Trade Council - Faroe Island

University of Lapland, Centre for Evaluation and Applied Studies - Finland

Norrut IT - Norway

Troms fylkeskommun - Norway

Norut Samfunn - Norway

BKT Regionråd - Norway

Nordreisa kommune - Norway

Midt-Troms regionråd - Norway

Kåfjord kommune - Norway

Project website

<http://www.picybu.org>

Measure

1.2

Total Budget

1 924 013

NPP Award

1 108 009

Project Period

1/10/2004 –31/12/2006

Countries Involved

Finland, Sweden, Faroe Islands, Norway

Lead Partner

Organisation

Kemi-Tornio Polytechnic, Finland

Project leader

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