



European  
Commission

## INNOVATIVE COMMUNICATION FINALISTS 2014

### Objectives:

To create new goals for the future of agriculture by creating analyses and policy proposals that can be used by researchers, students, NGOs, farmers' organisations and policy makers.

### Main organiser:

Det Økologiske Råd – The Danish Ecological Council

### Project partners:

University of Aarhus, University of Copenhagen

### Contact person:

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### Website:

[www.fremtidenslandbrug.dk](http://www.fremtidenslandbrug.dk)

### Country:

Denmark

### Target audience:

Students at high schools and agricultural schools

### Communication tools:

Press event, press coverage, printed articles in educational and agricultural journals, social and traditional media channels

## Future of farming *Fremtidens Landbrug*

### Quote from the Jury

*'This communication project shows high potential in the use of technology to help people envision the future of farming. It gives a clearly defined target audience an active role and represents a very innovative way to engage them.'*

### What is the project about?

This project is about getting young people interested and engaged in EU and national farming policies by involving them in discussions on creating a productive and sustainable agricultural sector. It is an educational role play computer game for students aimed at teaching players about the role of agriculture in society, the impacts of farming practices on nature, the environment, food production and the economy, as well as encouraging discussion on Danish and EU agriculture policy. The game is played in groups of four – a farmer, an environmentalist, a politician and a managing director from agri-business – who must negotiate policy recommendations on the use of fertilisers, pesticides, the total farming area, nature protection and the ratio of free-range animals. At the end of the game, a report is generated showing the impacts of the players' decisions on biodiversity, climate, the aquatic environment, food production and the economy.

### How was the project implemented?

The game was officially launched on 18 November 2014 at a press event at a school in Copenhagen. The game was tested at many schools in cooperation with hundreds of students while it was still in the process of design and development. A network of teachers who are interested in using the game has already been established. The project is expected to be integrated into the curriculum in many Danish schools and, as the game is free of charge, many teachers could use it.

### Why should it get your vote?

This game will spark much needed and lively debate among young farmers and consumers on the future of farming and the environment. The agricultural sector in Denmark is currently facing huge economic and environmental challenges such as farm debt, protecting the environment and the demands of the global food market – young people need to be involved in understanding and shaping farming's future. The game will help students acquire essential skills including learning about democratic decision-making processes, how national and EU politics affect farming and the environment, how different interest groups can influence decision-making and how to understand different points of view.



Agriculture  
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