

“I buy my goods at home”

Location

Austria

Project promoter

Landjugend Österreich-
Rural Youth Austria

Project duration

Nov. 2016 – Nov. 2017

Funding

€ 32 000

Source: Federal Ministry for Family and Youth and
Federal Ministry for Sustainability and Tourism

Website

www.landjugend.at

Rural Youth Austria is with 90 000 members the biggest youth organisation in the rural area of Austria. With the project “I buy my goods at home” we created awareness in the organisation and population on the positive impact from regional shopping.

Context

In summer 2017 the initiative “I buy my goods at home” was on tour through the nine federal states of Austria. As part of this tour, we distributed 26 000 cotton bags, filled with info-folders, local food and products, at public events.

Our youth organisations from every federal state planned these different public events like visiting a weekly market, thanksgiving parade or a flash mob action.



Main achievements

- ▶ To keep the purchasing-power in our area helps creating new workplaces.
- ▶ Educating young teenagers → our future-consumer.
- ▶ Value added and strengthening the rural area.



Lessons learned

- ▶ How important our rural areas are.
- ▶ How to be a more conscious consumer.
- ▶ Why it is important to act environmentally-friendly.
- ▶ Team spirit.



“We want to show what advantages it brings to choose regional products and services. Because we improve our climate and protect the environment, we influence the quality of the products, secure jobs in the region and thus also create more quality of life and attractiveness in rural areas!”

Julia Saurwein
Chairwoman Rural Youth Austria