



Name of the company/organisation: Frontløberne

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Short information on the company/organisation:

Frontløberne is an arts and culture project organisation for youth in Århus. Youth is defined as a state of mind rather than specific age groups. They can create and realize their own and each others projects from Frontløberne, utilizing the office facilities, and network, where they can find goodwill, getting feedback and advice from other strong and creative Frontløbere.

Frontløberne has existed for more than 20 years and has a proud history of innovative cultural and entrepreneurial projects.

For a few years Frontløberne turned inwards in order to sort out a debt that went back a long time. Today that debt is payed and Frontløberne is ready to look ahead and start getting back to the front. Due to the inward focus, Frontløberne seems to have disappeared from the concience of the young project makers and creators in Århus – and those who are aware of our existance are unsure of the Frontløber identity.

We are currently working hard at redefining this Frontløberne identity and are open to the many possibilities in having a group of KaosPilot students challenge and improve our ideas.

Description on the assignment:

We want the students to explore and define the Frontløberne identity in 2006 and onwards. We welcome the students as the 'outsiders' who can look into the organisation with new eyes with no fear of terminating 'we used to'. We encourage the students to look into the following:

What makes Frontløberne unique?

What are our core competencies?

Why should Frontløberne exist in Århus?

Is Frontløberne still the right name?

Does our logo have the right message?

What is the future profile of Frontløberne?

Who are the main target/interest groups and users of Frontløberne in he future?

How can Frontløberne attract the future users - and constantly keep doing so?

How can we keep Frontløberne alive in the concience of Århus citizens?

Description on the outcome:

We expect the students to deliver a description of the ideal Frontløberne in the future with a detailed action plan for implementation in order to create and market the New Frontløberne Profile. The action plan should include a budget taking into consideration that Frontløberne has limited economical resources at hand. I.e. if the budget succeeds a kr. 15.000 investment we need argumentation on the economical return on investment.

We would like the students to do an oral presentation of the outcome in order to discuss the result. The marketing 'specialist' and the chairman of the board will participate in this presentation along with the daily management of Frontløberne.

Resources available to the students:

The students are encouraged to have and utilize their own office facilities at Frontløberne under the same terms as any other in-house project. This would help the students understand the environment and 'soul' of Frontløberne.

The staff, board, users, and hang-arounds at Frontløberne are available with knowlegde, visions, ideas, and preferences. As well there will be inspirators coming from a Copenhagen youth organisation in early december who could help develop new ideas.

The students will have a budget frame of kr. 3.000,- at their disposal. Other investments in the students' work can be discussed with he management.