



PIME AWARD 2009 Candidate



URENCO

URENCO's *Youth Fund* campaign includes a number of projects relating to young people that focus primarily on health, education and the environment. **The main element of the campaign is the "Science Workshops" that targeted 8 -10 year olds and promoted greater understanding and interest in science in general.** This was done thanks to a practical, hands-on approach that focused on electricity, nuclear energy and science in general and to the introduction of Richie Enrichment – an engaging cartoon figure who articulates simple, clear and entertaining messages aimed at a younger audience.

The accent is very much on learning in a fun and participative way and communicating core messages that a younger audience can understand. An extensive range of written materials in support of the workshops, web-based and audio-visual teaching aids and promotional materials supported the campaign.

The Science Workshops were first organised in the UK and were then adapted for the Netherlands and the US. Next year the campaign will be launched in Germany.

