



### Letter of intent for the project "Young Village lift"

The local Coop shop is a cornerstone in the local community in rural districts. The proximity of the Coop shop creates value for the local community and the life and development of the local community is the fundament for the local Coops' existence, sound economy and development. Coop Amba therefore support projects that strengthens local community life and development.

In project "Young Village lift" is the purpose described so *"It must be easy for the village's young people, aged 14-17 years old, to get to sports, work, pleasure and other leisure time activities — without the need of parents always having to drive for them — and without being dependent on bus and other means of public transport."*

The purposes are embodied in the project's objectives, which among other things includes

- Reduction of parents driving for teenage children
- Stop the decline of young 14-17 year olds in club life in rural areas
- Reduce CO2 emissions

With a local commitment, where a participation of 34% of adults with car in offering lifts to the local young people is achieved, the objective of the project is that three out of four youth lifts for leisure time activities, change from stressful parents' driving, to secure ridesharing lifts with other local citizens.

In terms of time and economy, this can mean a substantial burden release for families with young people in the household, and it can help to turn the depopulation of rural areas into a life creating population of resourceful families with young in the households. Measured in economy, we are talking about an annual gain of 8,205 DKK per young per year.

Project "Young Village lift" is precisely about creating the local life, which constitute the essential foundation for the existence of the Coop shops and the development in the villages, and it is therefore also a project, which Coop Amba wants to support become reality and wants to help promote in local communities across the entire country.

It is therefore also with pleasure, that COOP Amba give this declaration of intent about participating in supporting the project with marketing and activities to the extent it is agreed, both centrally and locally.

Tilkendegivelsen gives med forbehold for projektets igangsættelse, og uden bindende løfteafgivelser om konkrete forhold, men er på nuværende at betragte som en stærk opbakningstilkendegivelse fra Coop til aktiv medvirken i at realisere projektet.

The declaration of intent is given subject to the project's commencement, and is without binding pledge to specific things, but it is at present to be regarded as a strong intent of support from Coop to actively participate in the realization of the project.

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For Coop

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