The outreach company I was talking about is in reality set up as a non-profit organisation with 33% support from the Government. There is a secretariat led by Mikkel Bohm, whom you may know from earlier (e.g. Physics on Stage 1). I believe that he is also the originator of the concept. Their main activity is still the yearly Science Festival, but they also run things like a career contact, which lets young people get in contact with students and young scientists in the field they are considering entering, setting up contacts between educators and companies and an "Ask the scientist" homepage with a Q&A database that has grown quite large (maybe an idea for CERN? I could provide more details if you are interested).

Their home page is www.formidling.dk ("formidling" roughly means outreach). It is mainly in Danish, but has a link to "information in English". I am sure Mikkel or his collaborators will be willing to answer any questions you may have.