

Added Value of Networking



Added Value of Networking:

Demonstrating the added value of networking

Story name: Sharing experience Newsletter

Basic information	
NRN:	Rural Network for Northern Ireland
Keywords:	Networking, sharing, newsletter
Coordinator:	Joyce McMullan
Partners:	n.a.
Resources:	n.a.
Period:	2010-2014

Background to the demonstrating the added value of networking activity

There was a need amongst stakeholders to share knowledge, experience and activities across the various elements of the Northern Ireland Rural Development Programme. Limited opportunity existed to provide information both on Programme activity and networking at an overall programme level.

Purpose and description of the demonstrating the added value of networking activity

One method adopted to share experience of programme and networking activity was the development of a biannual newsletter, entitled Rural Report. This newsletter is published by the Rural Network for Northern Ireland and distributed to contacts operating across all strands of the Northern Ireland Rural Development Programme. Key contacts were identified and personal contacts were made with representatives from across the Programme which aided the rollout of the newsletter.



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Who did the NRN target with the demonstrating the added value of networking activity

Anticipated beneficiaries included representatives from across all aspects of the Programme, membership of the Rural Network for Northern Ireland, rural stakeholders. Regular updated information on networking was shared. Simultaneously, the beneficiaries would use the newsletter as a means of sharing any information across the Programme.

Main results of the demonstrating the added value of networking activity & added value of the chosen delivery approach

To date 7 newsletters have issued since 2010 to over 200 contacts. Personal contacts with some stakeholders in the Programme were developed over time which has increased participation and understanding. A targeting approach to key representatives is important.

Success factors and challenges

The structure of the newsletter remained constant throughout with dedicated space for Programme activity and networking.

One of the main challenges centred on securing initial engagement from those across the Programme.

Description of NSU and other partners contribution

Articles were submitted for editing by representatives across the Programme along with other Rural Networks beyond the Rural Network for Northern Ireland.

Additional information and useful resources

www.ruralnetworkni.org.uk/PUBLICATIONS/Rural-Report

Pictures

n.a.

Last Update

March 2014

