

Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



The ENRD Seminar on Communicating Rural Development

Evaluation Summary
March 2014



Funded by the



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Contents

Introduction.....	3
General evaluation.....	4
Evaluation of the specific parts of the event.....	5
Evaluation of Day 1: city tour and social event.....	5
Evaluation of Day 2: Rating of the sessions.....	5
General aspects: rating.....	6
Suggestions and comments.....	7
Conclusion.....	8
Supplementary data.....	8



Communicating Rural Development

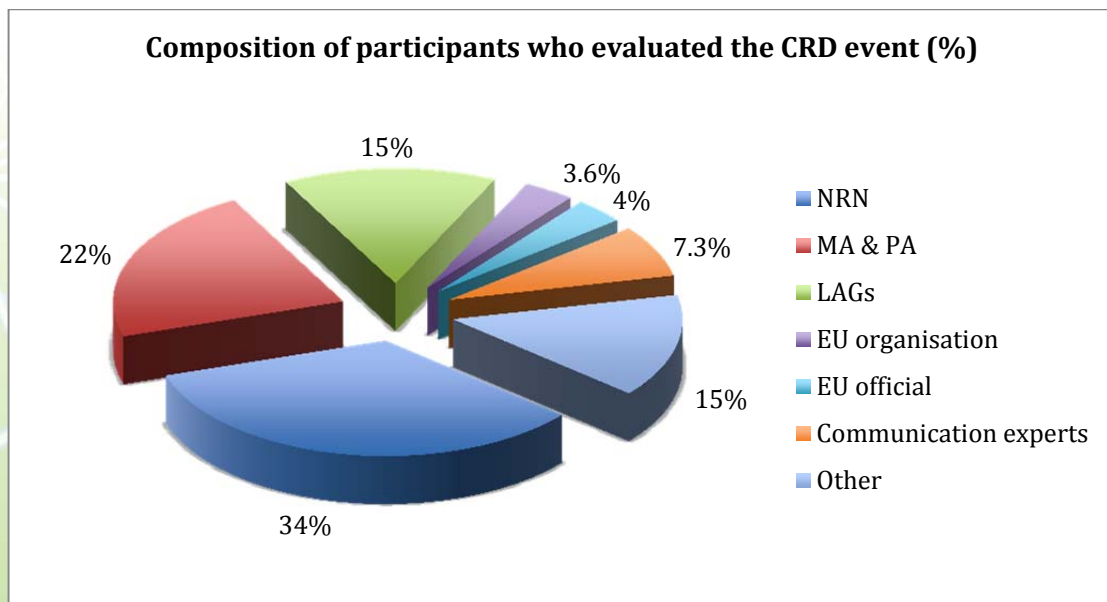
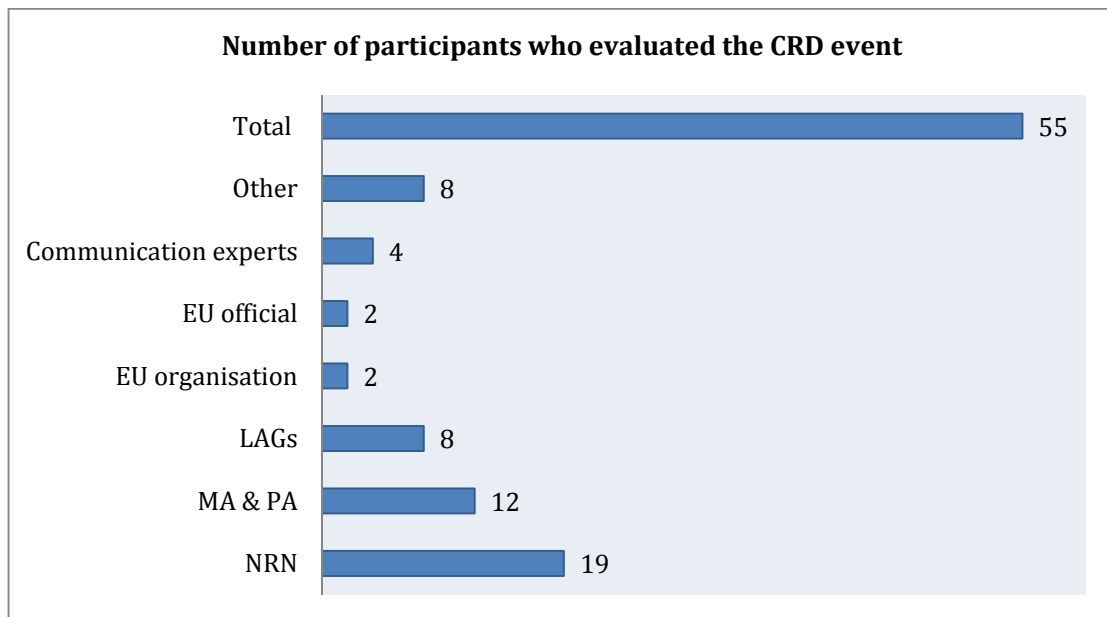
PEOPLE. PROJECTS. IDEAS.



Introduction

The ENRD Seminar on Communicating Rural Development was organised by the ENRD in co-operation with the Lithuanian National Rural Network support unit in Vilnius, Lithuania on 3-4 March 2014. The event had 128 participants representing 25 EU Member States. A city tour and social evening, organised by the Lithuanian NRN on 3 March, preceded the successful main event held the following day.

The evaluation of the event is based on the results collected using feedback forms. The number and composition of participants who submitted evaluation forms is shown below:



Communicating Rural Development

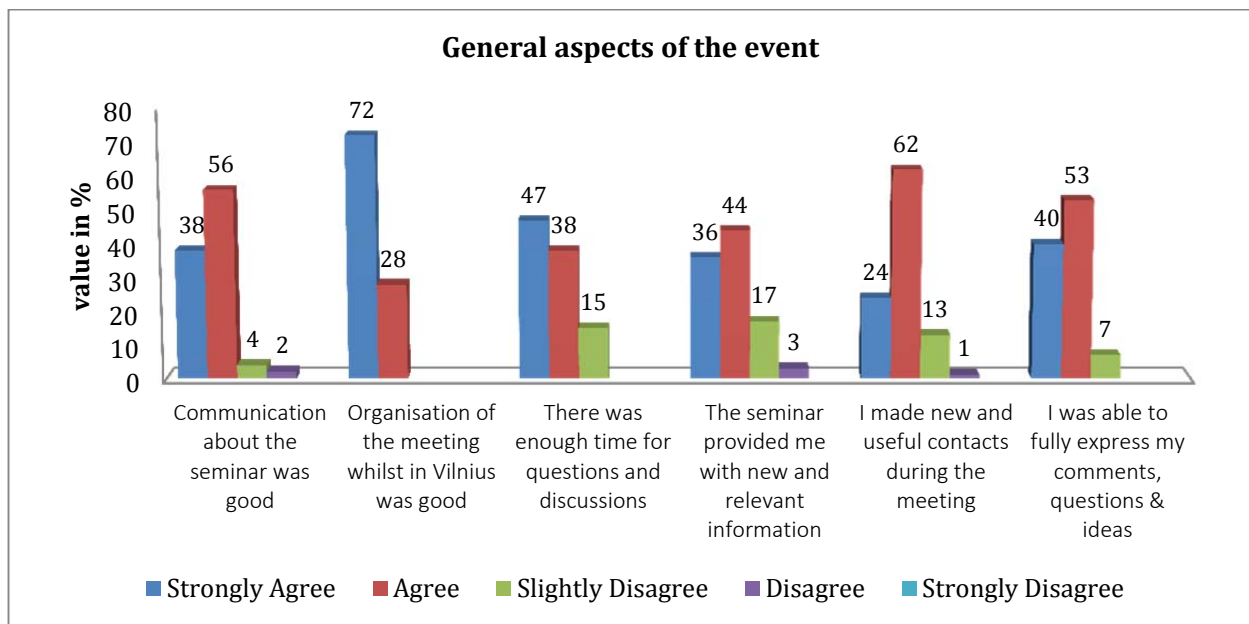
PEOPLE. PROJECTS. IDEAS.

The majority of evaluations have been received from National Rural Networks (34%), Managing authorities, and Paying Agencies (22%), and Local Action Groups (LAG).



General evaluation

This section presents answers to the first question from the feedback form: Please indicate whether you agree or disagree with the following statements.



The number of responses for these questions varied. For the statements “Communication about the seminar was good”, “The seminar provided me with new and relevant information”, and “Organisation of the meeting whilst in Vilnius was good” 54,54 and 3 responses were received respectively.

The data shows high satisfaction regarding preparatory actions for the event: 92% “strongly agree” or “agree” that communication about the seminar was good. With regard to opinion of the organisation of the meeting whilst in Vilnius, 72% of participants strongly agree with the statement that “Organisation of the meeting whilst in Vilnius was good”. 85% of the participants either “strongly agree” or “agree” with statement that there was enough time for questions and discussions.

The score related to the statements “The seminar provided me with new and relevant information”, “I made new and useful contacts during the meeting” and “I was able to fully express my comments, questions & ideas” is also very high – ranging from 80% to 93% (“agree” and “strongly agree” answers together). There were three statements that received “disagree” responses. These include “Communication about the seminar was good”, “The seminar provided me with new and relevant information”, and “I made new and useful contact during the meeting” . In all cases the ratio of “disagree” responses was lower than 3%.

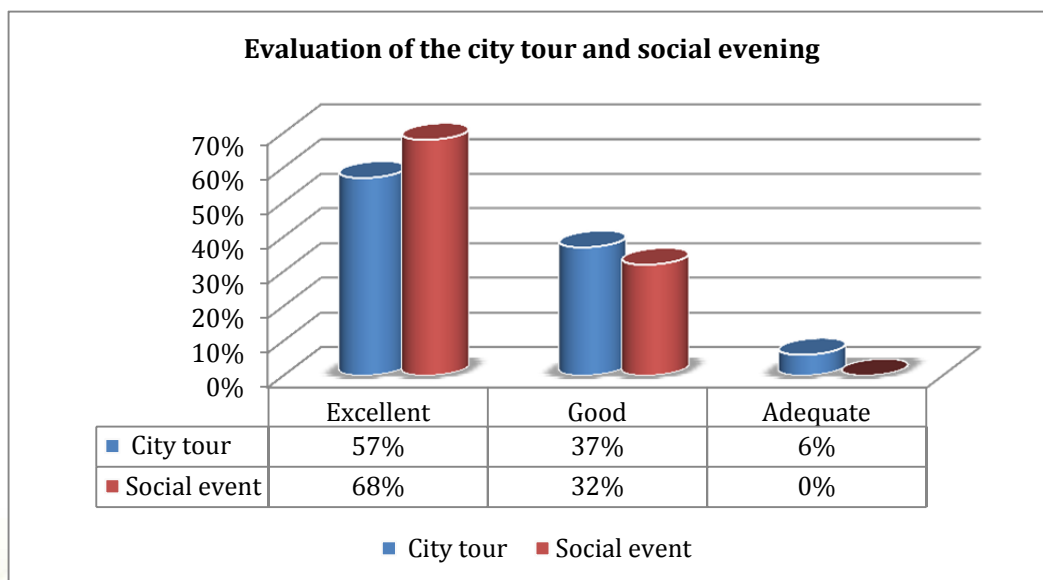


Evaluation of the specific parts of the event

The evaluation of the specific components of the two-day programme included feedback on the City tour and Social event organized during Day 1, and on the Day 2 seminar including key elements such as workshops, market place sessions, and the NRN exhibition.

Evaluation of Day 1: city tour and social event

The participants were asked to rate their degree of satisfaction with City tour and Social event (possible answers were: excellent, good, poor, very poor). 35 participants provided answers to the question regarding the city tour and 44 responses were received regarding the social event.



The figure indicates that 68% of respondents scored the social event as excellent and 57% considered the same about city tour. Only 6% of respondents considered the city tour as adequate. Neither of the event components received “poor” feedback.

Evaluation of Day 2: Rating of the sessions

The level of satisfaction with the seminar day (Day 2) is presented below.

The total number of responses for each session are provided in the list below. The data in the figure are presented as % of the total number of responses received.

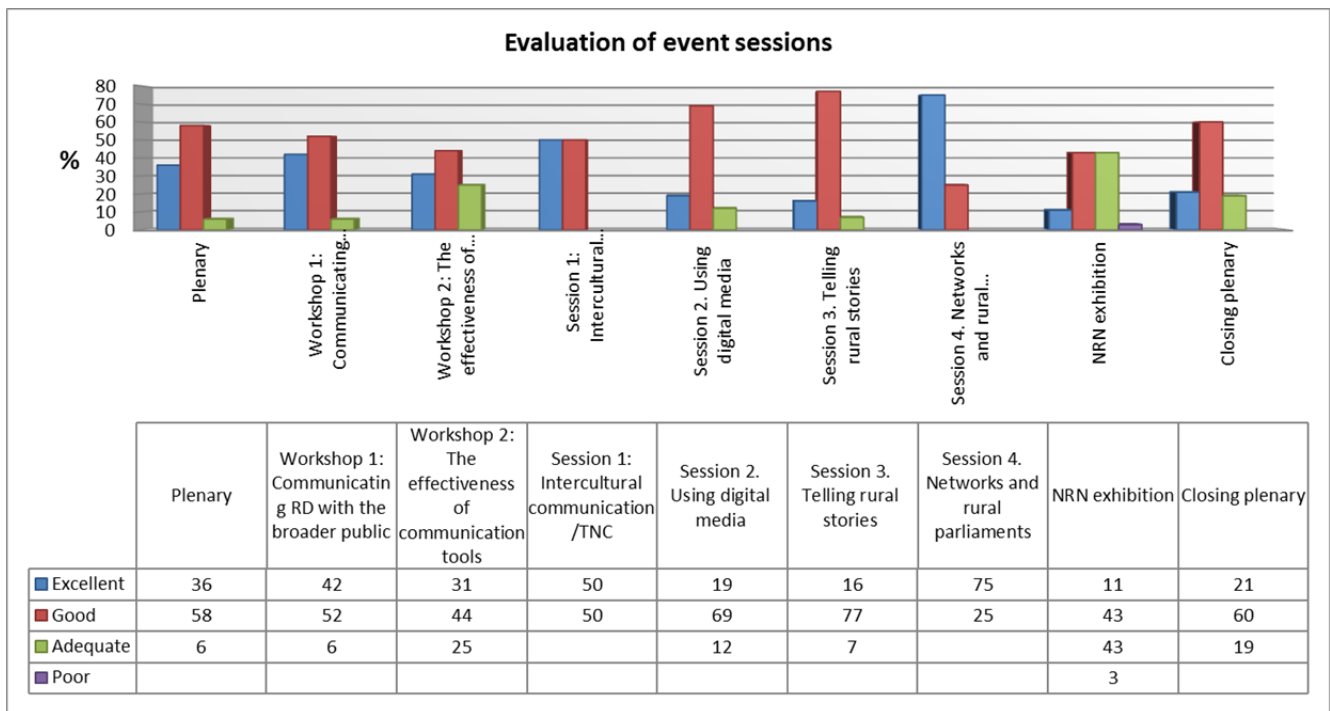
- Plenary 53
- Workshop 1: Communicating RD with the broader public 33
- Workshop 2: The effectiveness of communication tools 32
- Session 1: Intercultural communication/TNC 8
- Session 2. Using digital media 16

Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



- Session 3. Telling rural stories 13
- Session 4. Networks and rural parliaments 8
- NRN exhibition 35
- Closing plenary 42



In terms of “excellent” and “good” feedback received, seven out of nine sessions have been rated “excellent” and/or “good”, and for two sessions the ratio of “excellent” ratings was 50% or higher. Seven sessions received “adequate” ratings as well with ratios ranging from 6% (plenary, Workshop 1) to 43% (NRN exhibition). Only one session (the NRN exhibition) received “poor” ratings constituting only 3% of the responses in relation to the session (54% of responses were either “excellent” or “good”).

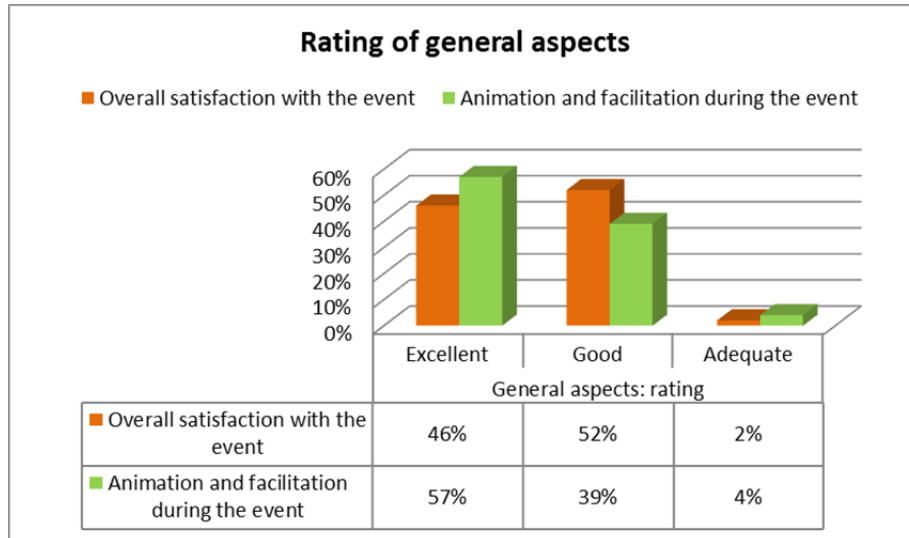
General aspects: rating

General aspects of the event refer to the overall satisfaction with the event and animation during the event. We have received 54 responses for both questions. The data (in % of total number of responses) is included in the figure below. Satisfaction with the event and animation has been high, because about 50 % of the respondents rated it as “excellent”. “Adequate” ratings constitute only 2% and 4% of the total responses.



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Suggestions and comments

The last aspect of the feedback form refers to suggestions and comments including in the 4 open questions below:

- The most useful lesson(s) you learnt during the Seminar about communicating rural development,
- Your opinion about the usefulness of the communications “market place” approach (thematic sessions and NRN exhibition organised in the same room),
- Your view on how we can better organise similar events in the future,
- Any other comments.

The key lesson was: keep messages simple and clear and targeted to your audience. Most participants’ comments were very satisfactory and encouraging. They found the seminar very well organized and appreciated the ENRD CP and the Lithuanian NRN’s professionalism. Even if the itinerary sheet was somewhat complex and therefore confusing for a few participants, the ‘marketplace’ concept was well accepted and considered appropriate for such an event on communication.

The one-hour thematic sessions created an interactive environment and stimulated detailed discussions in an informal setting. Only 4 out of 55 observers mentioned the noise level in the marketplace. Some participants commented that the seminar was too short, and that there was not enough time to take part in all the proposed activities and start constructive/practical discussions during the workshops. Three participants suggested more focused workshops, targeting the different types of stakeholders (NRNs, NGOs, PAs, etc.) and recommended more contribution from communication professionals.



Conclusion

Based on the evaluation the event was successful (on average more than 50% of the ratings are “good” or “excellent”). The communications market place with short, interactive sessions proved to be effective in stimulating exchanges with strong focus on specific themes. The part of the event for which `adequate` and `poor` ratings constituted almost 50% (46%) of the responses was the NRN exhibition. This rating is not linked to the quality of the material exhibited, rather it is due to the fact that the time for visiting the NRN exhibition was very limited for participants as many other activities have been competing for their attention simultaneously (workshops, communications market place sessions). In the future, if such an NRN exhibition is considered, it is advisable to focus more on stimulating participation, as well as better locating and scheduling the exhibition (possibly in a room dedicated to it).

Supplementary data

Data included in the graphs of this summary, present information in percentage (%). For more information we also present the data below in real number of answers received for each question. This data was used to establish the calculation of percentages.

Composition of participants who evaluated the CRD event

	No	%
NRN	19	35%
MA & PA	12	22%
LAGs	8	15%
EU organisation	2	3,6%
EU official	2	3,6%
Communication experts	4	7,3%
Other	8	14,5%
Total	55	100%

Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



General aspects of the seminar: Do you agree or disagree with the following statements (number of responses)

	Strongly Agree	Agree	Slightly Disagree	Disagree	Strongly Disagree	Total nr answers
Communication about the seminar was good	21	30	2	1		54
Organisation of the meeting whilst in Vilnius was good	38	15				53
There was enough time for questions and discussions	26	21	8			55
The seminar provided me with new and relevant information	19	24	9	2		54
I made new and useful contacts during the meeting	13	34	7	1		55
I was able to fully express my comments, questions & ideas	22	29	4			55

Specific aspects of the seminar: What is your satisfaction with the following parts of the seminar?

Day 1/rating

	Excellent	Good	Adequate	Poor	Very Poor	Total nr answers
City tour	20	13	2	0	0	35
Social event	30	14		0	0	44

Day 2/ rating

	Excellent	Good	Adequate	Poor	Very Poor	Total number of answers
Plenary	19	31	3			53
Workshop 1: Communicating RD with the broader public	14	17	2			33
Workshop 2: The effectiveness of communication tools	10	14	8			32
Session 1: Intercultural communication/TNC	4	4				8
Session 2. Using digital media	3	11	2			16
Session 3. Telling rural stories	2	10	1			13
Session 4. Networks and rural parliaments	6	2				8
NRN exhibition	4	15	15	1		35
Closing plenary	9	25	8			42



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



General rating

	Excellent	Good	Adequate	Poor	Very Poor	Total nr answers
Overall satisfaction with the event	25	28	1			54
Animation and facilitation during the event	31	21	2			54

10



Funded by the

