

Communicating Rural Development

SPEAKERS PROFILES

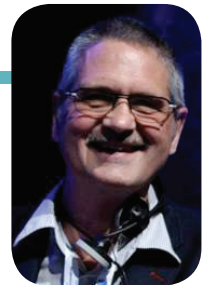


Plenary

Hans-Olof Stålgren

Hans-Olof Stålgren was the manager of the Swedish Leader+ network between 2000-2006. He is a member of the Swedish NSU (Network Support Unit) as international coordinator and a project leader for a flagship project within the Baltic Sea Strategy targeting rural youth.

Focus of the intervention: The initiation and development of the cooperation between the NSUs in the Baltic Sea area from an informal network cooperation towards a more stable cluster of NSUs that get involved in joint projects and organise TNC (transnational cooperation) project competitions and awards.



Pam Warhurst is the Royal Society of Arts & Manufacturing regional chair and chairs Pennine Prospects, a regeneration company for the South Pennines, and Incredible Edible Todmorden, a local food partnership. She is also a director of Outta Place Ltd.

Pam Warhurst

Focus of the intervention: The “power of small actions”. Regeneration and resilience building in rural areas on a human scale. Work with LEADER funded projects such as Incredible Edible and Redacre growing demonstrating this approach.

Patricia Libert

Patricia Libert started her career in the marketing department of Siemens AG in Brussels where she mainly dealt with communication for industrial products.

She joined the European Commission in 1996 in DG RTD, where she dealt with the mobility of researchers and communication aspects for fusion energy. She joined the Communication unit of DG AGRI in 2012 and is now in charge of the communication to the general public, mainly campaigns, fairs and events.

In 2013, DG AGRI launched an EU communication campaign to promote the importance of the CAP among EU citizens, not only for the supply of healthy food, but also for the environment, countryside and economy.

Focus of the presentation: Presenting the various steps undertaken in the development of the campaign “Taking care of our roots” and how rural development is tackled with various campaign tools.



Workshop 1 Communicating rural development with the broader public



Arūnas Svitojus

Arūnas Svitojus is a board member of the Lithuanian Rural Network.

He has published more than 85 publications, scientific papers and technical articles in local and international journals.

Focus of the presentation: The Baltic Foundation experience in the implementation of Lithuanian Rural Network projects.

Ave Bremse

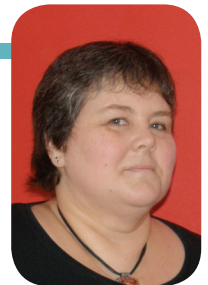
Ave Bremse has work experiences in the field of heritage protection, ecumenical movement, vocational education and youth work.

She was the co-chair of Focus Group 3 “Implementation of the measure ‘cooperation’ in LEADER” of the ENRD LEADER Subcommittee.

She has also published handbooks, several articles and made interviews for international

newspapers about LEADER and the Rural Network in Estonia.

Focus of the intervention: The story of the Nordic-Baltic LEADER Cooperation Award initiated by the Nordic-Baltic Regions Rural Network Support Units – Denmark, Estonia, Finland, Latvia, Lithuania, Poland and Sweden.



Cécile Schalenbourg

Cécile Schalenbourg has managed communication and cooperation within the Walloon Rural Network. Active in Rural Development for 14 years (Leader II, Leader + and RDP), where she collected numerous case studies, interesting experiences and shared them as stories (articles, videos, pictures, etc.). Cécile is convinced that social media and ICT are very useful tools to bring people together and make them more connected.

Focus of the presentation: Communicating to the broader public or how can we make people aware of what types of projects are financed by EU Funds? How can we explain the achievements, the added value for rural and urban citizens?

Luís Chaves

Luís Chaves has a degree in agricultural engineering, with a specialty in tropical agronomy, from the Agronomical Institute of Lisbon.

Since 2002, he has been the coordinator of Minha Terra (Portuguese Federation of Local Development Associations) responsible for the coordination of training projects, communication and animation within the network of local development associations.

Previously, he participated in networking and rural development projects in Portugal and other Southern countries.

Focus of the presentation: The “Living Land” project – which consisted in producing and broadcasting 30 short radio programmes, each one presenting a LEADER project to raise awareness about LEADER approach in the framework of a broader communication strategy.



Tamás Cselószki



Tamás Cselószki has been working for a local environmental NGO since 1997.

A former participant of inter-ministerial committees as an NGO delegate, Tamás is active in rural development projects since 2003, with a focus on flood plain land management and environmentally-friendly land management projects.

Focus of the presentation: The consistency between the communicated goals of rural development and the reality; the dynamics of acceptance and participation of the public in rural development projects.



Thomas Müller

After his studies in music and computer-science, Thomas Müller started working as a music teacher and software engineer. Since 1999 he has been involved with LEADER.

Currently, Thomas Müller is a LAG manager,

advisor and rural development consultant in many European countries and for the European Commission.

Focus of the intervention: The need of a new language to explain LEADER (and other EU programmes) in an understandable and enjoyable way.

Workshop 2 **The effectiveness of communication tools**

Aistė Mileikaitė



Aistė Mileikaitė is the Head of Public Relations Sub-unit of the Lithuanian National Paying Agency. Her responsibilities include planning and delivering public relations campaigns on rural development implemented by the National Paying Agency.

Focus of the presentation: The experience of the Lithuanian National Paying Agency in measuring the effectiveness of public information campaign on the 2007-2013 Rural Development Programme, methods used and lessons learned.



Alistair Prior

Alistair Prior has led the rural communities team in the Scottish Government for almost three years with responsibility for driving rural communities policy, leading the Scottish National Rural Network and managing the Scottish LEADER programme. He previously worked on a range of related rural development themes in

government including: short supply chains, organics, seafood, aquaculture, land use planning.

Focus of the presentation: Overview of the lessons learnt from the evaluation of the Scottish National Rural Network and Scottish Rural Development Programme's Communications Plan.

Annette Hurrelmann

Annette Hurrelmann has been working in the European Commission, DG AGRI, since 2006. She started in the Agricultural Policy Analysis and Perspectives Unit and currently works as evaluation officer in the Evaluation and Studies Unit. She holds a PhD in agricultural economics from Humboldt University of Berlin.

Focus of the presentation: The key concepts of the evaluations prepared and managed by DG AGRI, focusing, in particular, on the elements that need to be addressed when evaluating information/communication actions on the CAP. Examples will be provided from the last evaluation of the information policy on the CAP, published in 2006.



Annukka Lyra

Annukka Lyra has been working for the Ministry of Agriculture and Forestry since 2008. Her field of expertise is communicating rural development. She has worked as communication officer at Finnish Rural Policy Committee. She is head of communication team which coordinates the communication of RDP for Mainland Finland.

Focus of the presentation: The evaluation of RDP communication in Finland started in 2011. It identified the strengths and pointed out areas where communication needed to improve. Some of the results were adopted immediately, while some are being taken into account now when planning the communication for 2014-2020.

Linas Zabaliunas

Linas Zabaliunas holds a Masters Degree in International Agriculture Economics from the Lithuanian University of Agriculture. He has 10 years of practical experience in inbound tourism and is the President of the Lithuanian Countryside tourism Association, an independent organisation of over 400 members involved in rural tourism.

Focus of the presentation: An overview of the development and current situation of the rural tourism sector in Lithuania; identifying the importance of ICT in communicating rural tourism.



Massimo Di Rienzo

Massimo Di Rienzo is a policy expert, trainer and consultant. His work relates to transparency in the public sector, communication, human relations and participation of people to social life. Part of his work at the moment involves promoting openness in Italian public administration and in European funds spending, principally through the National Rural Network - Task Force LEADER (www.reterurale.it/leader).

Focus of the presentation: The strategy of the NRN in supporting local action group (LAG) capacities to deliver transparency and communication on LEADER, illustrated by an analysis of a LAG website and geo-tagging method.

Communications Market Sessions

Session 1 Intercultural communication/TNC

Frank Schneider

For over 10 years, Frank Schneider has worked in the fields of public relations, public affairs and journalism for both profit and non-profit organisations in various European countries. Before joining the CENTRAL EUROPE Programme he advised a high-level EU project (EU Advisory Group) and the Prime Minister's office in Armenia on communications and led the communication unit of the European Railway Association (CER)

in Brussels. His educational background includes a Master's degree in International Relations and Communications obtained in Germany and Great Britain.

Focus of the presentation: An overview of the CENTRAL EUROPE Programme and the intercultural challenges it involves, such as language and culture.



Rita Pakalniškytė–Rušiniienė

Rita Pakalniškytė–Rušiniienė joined the Northwest Lithuania LAG as senior administrator in 2010. She is in charge of helping applicants to prepare, develop and implement LEADER- based projects as a part of the 2007-2013 Local Development Strategy. In addition, she is the coordinator of the TNC project 'Mobile Art Exhibition in the Baltic States' which was successfully implemented in 2013.

Focus of the presentation: The main challenges faced by Lithuanian LAGs to find partners, develop ideas, approve agreements and implement projects. How Lithuanian LAGs managed to overcome cultural differences and succeeded in project implementation.

Session 2 Using digital media for communicating rural development

James Elliott

James Elliott is working for the English National Rural Network. His roles include managing the RDPE Network website, social media tools and dealing with day-to-day enquiries about programme. James Elliott has a degree in Land Management from the University of Reading.

Focus of the presentation: Exploring the landscape, decision-making process and rationale for joining social media, finding out about the benefits, drawbacks, successes and pitfalls of social media engagement.



Mário Alves

Mário Alves is a Portuguese journalist and sociocultural animator working on migration, intercultural dialogue cooperation and development issues. Currently he is responsible for Media and International Relations at ANIMAR, for whose board he was elected in 2012 on behalf of ACI, a community-oriented organisation valuing cultural diversity as a tool for social inclusion of migrants and for intercultural citizenship.

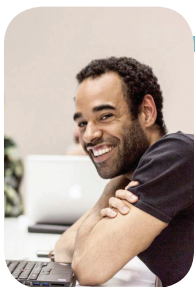
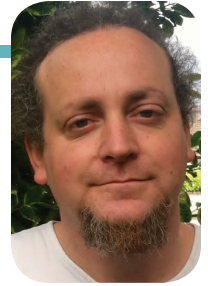
Focus of the presentation: For 20 years, ANIMAR has been connecting people, initiatives and organisations committed to local development throughout the country, with a particular focus on rural-based and/or rural-oriented projects. Digital media and web solutions are playing an increasingly significant role in the network's strategy.

Oliver Moore

Oliver Moore is an EU Correspondent & Communications Manager with ARC2020, a platform for 150+ NGOs working towards better food farming rural and environmental policies in Europe. He is also a journalist/feature writer; consultant; research associate with UCC's Centre for Co-operative Studies, and an active blogger.

The latter is primarily in the organic farming and food sector.

Focus of the presentation: How Oliver Moore uses a multi-platform approach to communicate specific messages on organic farming and food, as well as on broader agri-food, rural and environmental issues.



Raphaël Hoogvliets was the project manager for the 'Future of our Food' project which was organised by partnering organisations of the Youth Food Movement, the Dutch Young Farmers Council and the Dutch Rural Network.

He works as a business developer for the Youth Food Movement, a network organisation for young agro and food professionals who want to make a change with food.

Raphaël Hoogvliets

Focus of the presentation: In the project 'The Future of our Food' young farmers and young people from diverse backgrounds engaged in both online and offline dialogue on the Common Agricultural Policy and the multiple roles that farming plays in Europe.



Saengerstadt Gymnasium Finsterwalde Class 11

The video "The Eternal Cycle" made by the students of the Saengerstadt Gymnasium Finsterwalde Class 11 from Germany was voted the Winner of the ENRD Rural Youth Video Competition.

Focus of the presentation: Philipp Jasmin and Hannes Schmidt, two of the young people who contributed to the making of the video, will be present at the ENRD seminar to tell us the story of their film.



Tim Hudson has worked in the EU rural development sector since 1995 at project, programme and policy levels throughout Europe. Qualified in photography, audio-visual technology and sustainable development studies, he has managed the production of many ENRD publications and now concentrates on producing material for the ENRD's growing video library.

Focus of the presentation: The process of preparing the ENRD's new EAFRD compilation film collection. It will describe how the film was designed to provide strategic messages for different target audiences and how it has been used for multiple communications purposes.

Tim Hudson

Session 3 Telling rural stories

Anna Čarková



Anna Čarková lives and works in the south Moravian countryside in the southeastern part of the Czech Republic. She has been involved in rural development since 1990 when she became a mayor and later a manager and advisor to the association of villages. Since 2005 she has been working as a LAG manager.

She has a lot of experience in projects implementation at the local, national and international level.

Focus of the presentation: Demonstration of the use of ICT in LEADER projects aimed at preserving and promoting traditions and interpretation of local heritage.



Christophe Arrondeau

In 2002, in order to meet local demand, Christophe Arrondeau launched a local development agency 'Pays Adour Landes Océanes'. The function of the agency is to develop and implement a local development strategy by supporting local projects owners.

Focus of the presentation: Communicating about LEADER is not simple, but a positive « can do » approach, shared with other LAGs, is a solution. Original constraints on communication can be turned into a real opportunity to make LEADER known and also improve a local development strategy.

Jacobo Feijoo



Jacobo Feijoo is the Secretary of Rural Development in Unions Agrarias-UPA since 2006. He has backgrounds and skills on rural development, forestry sector, renewable energy, and experience on communication and PR.

Focus of the presentation: The design and implementation of the project 'The new Common Agricultural Policy and its impact on European citizens', which was rewarded in Brussels in December 2013, in the category of communication to the public.



Merethe Juul Thysen

Merethe Juul Thysen has been working with rural development projects for several years. During the 2007-2013 programming period, she has been a manager for several LAGs in Denmark. She currently lives in a small village, next to Watten Sea and Ribe, the oldest town of Denmark.

Focus of the presentation: The importance of storytelling in rural development in particular to communicate and promote projects results at national and local level by organising a LAG Day.

Session 4 Networks and rural parliaments

Goran Šoster

Goran Šoster has graduated from the Faculty of Economics and Business at the University of Maribor in Slovenia. In the late 1980s, during the time of radical political changes in Eastern Europe, he was one of the leaders of the alternative movement of civil society in Slovenia. From 1989 to 1998, he was the director of the Mikrokozmos Ltd, the pioneering group in organic agriculture in Slovenia. Since 1998, he is the director of the Prlekija Development Agency, the manager of the LAG Prlekija. He is one of the forefather of the Slovenian Rural Development Network. Since 2009 he is working as Co-ordinator of the

Pan-European Network PREPARE - Partnership for Rural Europe.

Focus of the presentation: Different bottom-up initiatives form an invisible network. National states have acquired through organized civil sector a potent social partner to consult with on the matter of strategic decisions concerning our common future.

Nongovernmental networks are gaining ground in the political arena. The voice of civil society has become stronger also due to the appearance of Rural Parliaments, bottom-up initiated events, which are trying to build the bridges between government and civil society.



Guoda Burokienė is the chairperson of the Lithuanian Rural Communities Union, member of international organizations PREPARE and ELARD working groups, member of the Lithuanian Rural Network. She has been invited to participate in workshops and summer schools.

She now oversees various rural development projects and she is an experienced guest lecturer.

Focus of the presentation: How the Lithuanian Rural Communities Union works, how networking is being implemented between communities and LAGs, and how communication tools are used to build networks and disseminate information.

Guoda Burokienė

Inez Abrahamzon

Inez Abrahamzon is the former chairperson of 'All Sweden shall live' and 'All North shall live'. She has worked as the project manager of Europe's first joint Rural Parliament.

Focus of the presentation: The first European Rural Parliament - results and next steps.



Lucía Fernández de Soto comes from Medinaceli, a town with 250 inhabitants in central Spain. She founded the association for young people in this rural area in 2006 and, committed to her LAG since 2008, she aims to explore solutions for rural areas with fewer opportunities. She joined the Romanian National Rural Network in 2012, expanding her knowledge of other European rural communities, and in 2013, back in Spain, she

started a cooperative with 5 other colleagues, dealing with sustainable farming and rural development.

Focus of the presentation: What can be transferred from the European Rural Parliament experience to the local level? Imagining future scenarios, understanding people and processes and using the same words as equals for planning our vision of the future.

Lucía Fernández de Soto

