

Session 3. Telling Rural stories

Summary report



Rationale – why the topic is important

Story-telling is one of the oldest communication methods that is regaining its position among modern communication approaches. Stories have real impacts on the public. The impact is bigger when the audience is targeted. Stories can present the process of communication using different tools and thus increase its effectiveness.

Speakers and contributions

The session focused mainly on presenting stories on communication to the broader public and on communication at the local level based on the following objectives:

- To present "stories" of projects,
- To present "stories" of communication tools and their impact.

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: "Cultural heritage promotion using ICT" – demonstrating the use of ICT in LEADER projects aimed at preserving and promoting traditions and interpretation of local heritage.

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.



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Focus of the presentation: "Once upon a time in a far away LAG" - 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 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 Thyssen 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.

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.

Participants

The average number of participants was about 15 per session (morning and afternoon), including representatives of Managing Authorities, Paying Agencies, National Rural Networks and LAGs.

Concept questions and key points discussed

- Organisation of a LAG day at the national level – rationale, challenges
- The most difficult aspects of organising an informative campaign addressed to the broader public
- Managing media relations
- The crucial components of a good communication strategy
- Things to avoid when making a video
- The most efficient communication tool to promote the local cultural heritage
- The importance of adequate budgeting for a cultural heritage project



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Conclusions

The general conclusion from the sessions is: in order to establish a good story and ensure its impact on the public the story should use simple language, clear messages and consider the targeted audience. To make all this successful, an adequate budget, skills and human resources are needed.

Key lessons learned from participants

The key lessons learnt are the following:

- In order to get a successful information campaign, it is necessary to create a symbol (e.g. a pat, mascot) and display it everywhere: fair, events, open days, seminars, universities.
- In order to have successful communication, it is necessary to have skills, time and also a budget – think in terms of local development,
- Good communication of a story should include individual advertising, such as a logo, local media, websites, Facebook, emails, video after the event.
- Video is a good tool to tell a story – it is also the memory of the job done.
- There are a number of ways to ensure that a story/project has an impact, including:
 - involve stakeholders with an interest in the story/project (e.g. for a cultural heritage project this can be various interest groups, young people, parents with children, staff of cultural institutions, experts in the field of ethnography);
 - use modern technology (transfer of know-how, inspiration elsewhere, acquisition of technology);
 - media campaigns (TV, radio, regional cable television, information channels);
 - launch educational programs (schools, educational events, seminars);
 - publish promotional and informational documents and to disseminate on different occasions for examples during festivals, exhibitions, tourism fairs as well as use them for schools, municipalities, libraries, museums, tourist information centres, you tube, websites.

Download link for presentations and videos

All presentations can be found [here](#). Other session and workshop reports are also available under the section "[Outcomes](#)".



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Links to learn more about stories presented during sessions:

Czech Republic:

- www.paletafilm.cz
- www.kyjovske-slovacko.com

Denmark:

- www.udviklingnordvest.dk
- <http://www.youtube.com/watch?v=ULjRfinS39g>
- <http://www.youtube.com/watch?v=7O7Kro6q0-o>

France:

- <http://leader.lurraldea.net/fr/vie-du-programme/videos-en-ligne.html>
- http://www.dailymotion.com/video/xvwx5p_les-projets-accompagnes-par-le-leader-haut-bearn_news
- http://www.dailymotion.com/video/x11cbfn_rencontre-des-porteurs-de-projets-leader-haut-bearn_news
- <http://www.aquitaine-pqa.fr/index.php/actualites/item/1430-les-territoires-leader-aquitains-en-video->
- <http://www.dailymotion.com/embed/video/x15wjcm>

Spain:

- www.unionsagrarias.org

Hungary:

- <http://www.polyan.hu/> (in Hungarian)
- <http://www.mikohaza.hu/en/node/177> (about the Polyan Association in English)



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