

Workshop 1

Communicating Rural Development with the broader public

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Workshop 1 - The Speakers



Arunas Svitojus



Ave Bremse



Cecile Schalenbourg



Patricia Libert



Luís Chaves



Tamás Cselóski



Thomas Müller

Thank You!



Workshop 1 – The Questions

Planning and implementing communication campaigns – are there systematic differences when the target is a broader public?

Are the ‘best’ communication tools to reach the broader public different for different types of organisations?

...and what are they?

How is **your** communication approach coordinated with other institutions and organisations?

The role for Networks (NRNs and others)...



Communicating rural development to the **broader public**

- *Communication as a Policy instrument*
- *Communicating as part of the getting the job ('rural development') done*
- *As an integral and essential part of local, community level projects*

*There are differences
but also similarities*

Communicating rural development to the **broader public 1.**

- *Keep it real and relevant:*
 - The need for the message to match reality / Real and true rural stories
 - Livelihoods in focus
- *Start from values* and move towards strategies and do not lose the link between them – values that communities share
- *Keep the vocabulary simple:* match the message to the target group
- *Multipliers:* give journalists a good story and a good lunch
- *Timeliness* of information distribution; better coordination between different actors
- *For results:* time and more time for planning
- *Consistency between policy and action:* Communication cannot counteract the contradiction between policy statements and implementation practice



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Communicating rural development to the **broader public 2.**

- *Tools:* Using new tools (e.g. Storify) + Using the web, social media, and videos more
- *Testing your tools:* e.g. the qualitative studies in the CAP campaign
- *Not losing sight of some misconceptions communicated through the media*
- *Targeting:* in the CAP campaign (urban dwellers under age 40 – disconnected from RD, farmers, teachers) to delivery or targeting children through educational programs or targeting families and communities
- *Four levels where communication is essential (LT):* family, community, society, transnational networking + establish good communication between NGOs and government organisations



Communication rural development to the **broader public**

- *What tools for what organisations*
Social media more practicable
for local organisations going wider
- *Invest in content that can be multipurpose*
- *Time, more time for planning*
for results



Communicating rural development to the **broader public**

Institutional policy networks

- *Now formally mandated*
- *Networks – best multipliers, good means of `reality-check` of messages*
- *New ways of working are being worked out (e.g. NRN with Communications contractor). The NRNs are very well placed – they have the ‘content’ and the ‘contacts’*



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Institutional policy networks

- *More integrated approaches are emerging (meaning not just using different media and tools – but actually for the same ‘stories’ and info-pieces using several media (often SM) that are mutually reinforcing.*
- *Time and resources*
- *Capacity to coordinate*



Communicating rural development to the **broader public**

And finally...

To be successful communication needs to be two way

- *not just 'informing the broader public of the benefits' but also providing a practical feedback loop to policy makers and implementing bodies and project holders.*
- *Thus exchange is a must – which puts rural networks in an unique position to successfully communicate rural development to the broader public.*

