

Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Connected realities in the process of change.



What has the ERP experience meant for me?

1. A **participative experience** with high potential in the long term.
2. A **space** for exchange and create cooperation bounds.
3. An **opportunity** to strengthen rural communities by providing a common voice.



Which reflection was extracted from ERP?

- Rural realities are connected: facing the same challenges even if isolated. ERP: join forces
- If we are living the same processes of change, it is necessary to get to know each other. Networks are essential.
- To assure continuity and get deeper in the participatory process, communication strategy should work on:
 - Inclusiveness
 - Common understanding and mutual empathy.



To continue and enrich the process, with a long term vision it is crucial that the ideas discussed within the ERP come from the local realities. To reach this, it is necessary to work in different and interconnected dimensions:

Local dimension \longleftrightarrow European dimension

ROLE OF COMMUNICATION AND NETWORKS



From all this process, what is going on in my rural community?

1. There is concern about the future.
2. Participative process are new.
3. Our group is working in two directions:
 - Education and animation, specially between young people.
 - Future scenarios workshops, stimulating creativity and inclusiveness.
4. The main goal to achieve is to take our future into our hands, joining forces with the rest of rural Europe.



CONCLUSIONS

- ERP is a powerful concept and the process has already started.
- ERP needs networks to communicate and involve rural communities.
- Rural communities are facing similar challenges, but some are more ready than others for the future and changes. There is some work to be done to assure inclusiveness.
- Joining forces is the only way to make powerful the rural voice.

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THANK YOU!

