

# ENRD Seminar on Communicating Rural Development

Practical details



## Output languages for interpretation - reminder

- ✓ English - 1
- ✓ Lithuanian - 2
- ✓ German - 3
- ✓ French - 4



## Participants – all of us, together

- **Countries:** 25 countries represented

(Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK-England, UK-Scotland, Estonia)

**Please wear your badge at all times.**

- **Types of RD stakeholders:**

- EU institutions (DG AGRI), EU Organisations,
- more than 20 local action group representatives,
- 28 NRN representatives,
- 28 Managing Authority representatives,
- representatives of various NGOs, communication experts, winners of the ENRD Youth Video competition.



## Your event pack

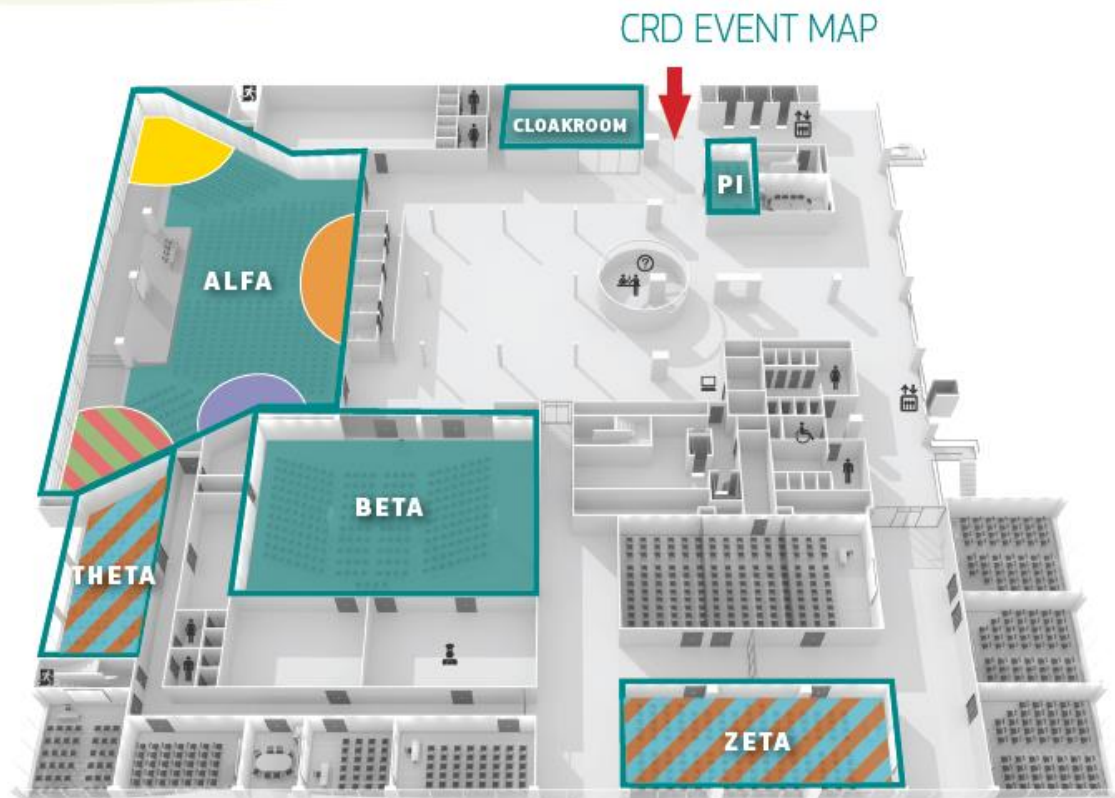
- Practical information fiche
- Map and agenda of the event
- Speakers` profiles
- `Communicating Rural Development` notepad
- List of participants
- Participant harvesting sheet
- Event evaluation sheet



# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## Finding our way



### Legend

#### ALFA

- NRN Exhibition
- Session 1: Intercultural communication /TNC
- Session 2: Telling rural stories
- Session 3: Using digital media
- Session 4: Networks and rural parliaments

#### BETA

LUNCH / COFFEE

#### PI

EVENT SECRETARIAT

#### THETA

- MORNING  
Workshop 2: Effectiveness of communication tools
- AFTERNOON  
Workshop 1: Communicating RD with the broader public

#### ZETA (interpretation)

- MORNING  
Workshop 1: Communicating RD with the broader public
- AFTERNOON  
Workshop 2: Effectiveness of communication tools



## Activities

### AGENDA

Building on the experience gained over 2007-2013, the ENRD Seminar on Communicating Rural Development focuses on the contribution of communications to improving rural development policy implementation at the EU, Member State and local level. The event provides representatives of Managing Authorities, Paying Agencies, National Rural Networks, Local Action Groups and other rural stakeholders with the opportunity to share their experience and engage in discussions about the best and most effective ways of communicating rural development.

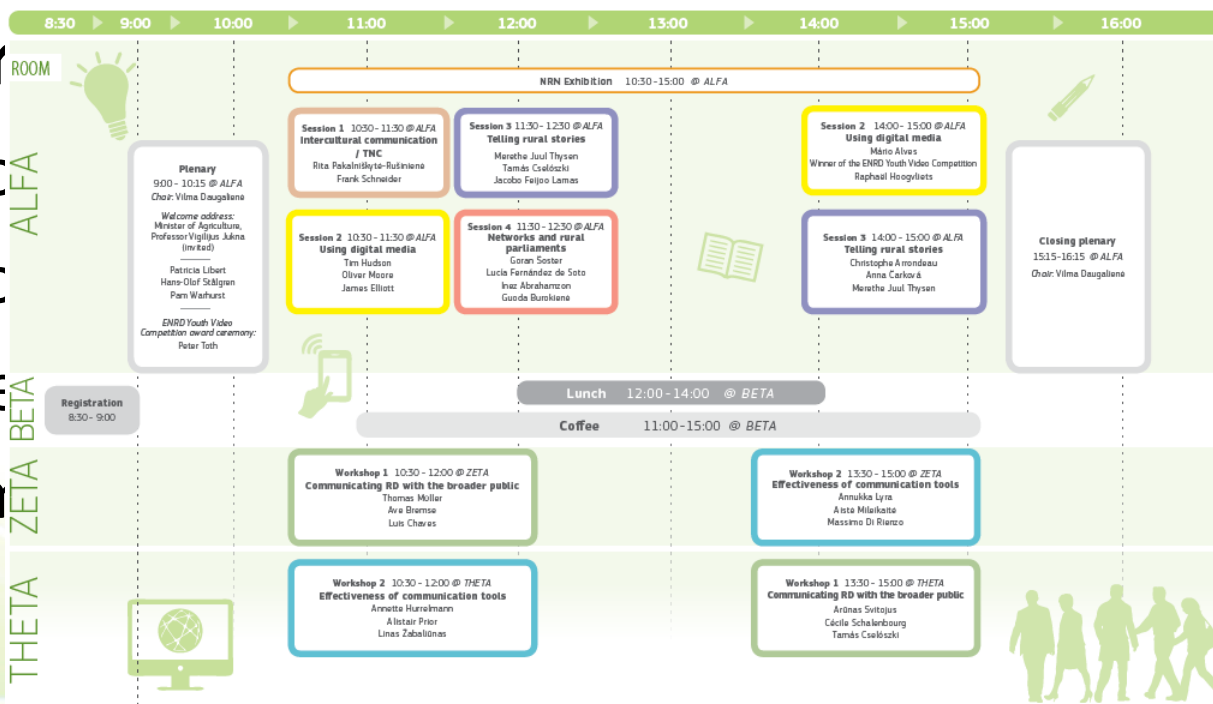
## Video r

– Wc

– Wc

– EvE

– 2 n



## The NRN exhibition and exchange space

**13 NRNs + ENRD (Belgium-FL, Belgium-WAL, Czech Republic, Estonia, Finland, France, Hungary, Italy, Lithuania, Poland, Portugal, Slovenia, Sweden)**

- **A video loop** featuring various videos : EAFRD Compilation video, Conference on Communicating Rural Development 2011, ICT video, The Principles of LEADER, LEADER event 2013, EAFRD project postcard: “Zethoven” children’s choir 2012, Herb Garden, Youth and young farmers seminar video,
- **Exhibition material:** Brochures, magazines, DVDs, videos (CZ, EE, FI,IT, LT, PL,SL), presentations, Estonia - exhibition material on LEADER, young farmers, village renewal, Lithuania – exhibition material, Posters and project descriptions, Snacks from FI
- **ENRD information on upcoming events** and CRD cards examples and ENRD video
- **Drawnalism**



## Learning from each other

- **Maximising learning through**
  - Listening to presentations
  - Active participation in sessions
  - Participating in a more informal discussion in the NRN Exhibition space
  - Recording the lessons learnt in the participant harvesting sheets and sharing them with other participants
  - Giving an interview to the event video crew





# Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

## Learning from each other

### HARVESTING FORM FOR PARTICIPANTS

Thank you for your participation at the ENRD Seminar on Communicating Rural Development in Vilnius, Lithuania!

We hope that the event has contributed to your knowledge about communicating rural development in the EU.

This form helps you record the most important lessons learnt. By filling it in after each session, you contribute to the successful sharing of lessons learnt during the closing plenary.

Your comments and suggestions will also enable us to collect and share the seminar's outcomes with those rural development stakeholders who have not been present at the event.

Thank you for your kind contribution!

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Please state which stakeholder group you belong to (please tick only one box):

- |                            |                          |                                   |                          |
|----------------------------|--------------------------|-----------------------------------|--------------------------|
| Network Support Unit (NRN) | <input type="checkbox"/> | Managing Authority, Paying Agency | <input type="checkbox"/> |
| Communications expert      | <input type="checkbox"/> | Local Action Group (LEADER)       | <input type="checkbox"/> |
| European Organisation      | <input type="checkbox"/> | EU official                       | <input type="checkbox"/> |
| Other                      | <input type="checkbox"/> |                                   |                          |

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| Please select the 1 <sup>st</sup> session/workshop you participated in        |   |   |                                   |                                     |  |                          |
|---|---|---|-----------------------------------|-------------------------------------|--|--------------------------|
| Workshop 1:<br>Communicating RD with the broader public                       | Workshop 2:<br>The effectiveness of communication tools | Session 1:<br>Intercultural communication/TVC | Session 2:<br>Using digital media | Session 3:<br>Telling rural stories | Session 4:<br>Networks and rural parliaments | NRN exhibition           |
| <input type="checkbox"/>  | <input type="checkbox"/>                                | <input type="checkbox"/>                      | <input type="checkbox"/>          | <input type="checkbox"/>            | <input type="checkbox"/>                     | <input type="checkbox"/> |
| Please write down the most important lessons learnt from the session/workshop |   |   |                                   |                                     |  |                          |
| 1.  |   |   |                                   |                                     |  |                          |
| 2.  |   |   |                                   |                                     |  |                          |
| 3.  |   |   |                                   |                                     |  |                          |

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### FEEDBACK FORM

Thank you for your participation in the ENRD Seminar on Communicating Rural Development in Vilnius, Lithuania!

We hope that the event has contributed to your knowledge about communicating rural development in the EU. We aim to improve the organisation and the quality of our events. You can contribute to this by kindly sharing your views through this short feedback form.

Please state which stakeholder group you belong to (please tick only one box):

- |                                   |                          |
|-----------------------------------|--------------------------|
| Network Support Unit (NRN)        | <input type="checkbox"/> |
| Managing Authority, Paying Agency | <input type="checkbox"/> |
| Local Action Group (LEADER)       | <input type="checkbox"/> |
| European Organisation             | <input type="checkbox"/> |
| EU official                       | <input type="checkbox"/> |
| Communications expert             | <input type="checkbox"/> |
| Other                             | <input type="checkbox"/> |

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1. Please indicate whether you agree or disagree with the following statements:

(Please tick ONLY ONE box per statement)

- |  | Strongly Agree             | Agree                      | Slightly Disagree          | Disagree                   | Strongly Disagree          |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| • Communication about the seminar was good                   | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| • Organisation of the meeting whilst in Vilnius was good     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| • There was enough time for questions and discussions        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| • The seminar provided me with new and relevant information  | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| • I made new and useful contacts during the meeting          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| • I was able to fully express my comments, questions & ideas | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> |

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## Thank you for your attention

