

Evaluating the past and planning the future towards Rural 2020

Annukka Lyra

Communications Officer

Ministry of Agriculture and Forestry of Finland



In this presentation

- How RDP communication is monitored
- Evaluation findings
- Lessons learnt
- Preparing for the next programming period

A well-being countryside is a national asset

Objectives for communication 2007-2013

- To present the rural development programme and its various opportunities
 - EU-background and transparency of EU-funding
- To gather rural development stakeholders into a rural network;
- To raise discussion; (*about what?*)

Vision:

"The **positive image** of Finnish rural areas and development work concerning them is reinforced during the programming period. The programme and support available under it are **well know** and **widely utilised** in different parts of the country."

Evaluating Communication 1/2

- News monitoring – only little time for it: focused; media hits during campaigns are followed.
- Straight feedback from the field and events!
- Polls and evaluations: NRN evaluation 2012:
 - Communication is one of the strongest assets;
 - Should be more targeted and clear;
 - **Awareness** outside the inner circle;
- **Evaluation about RDP communication:**
 - Defining the leadership of the RDP programme and defining the leadership of its communication - stronger coordination is needed;
 - Targeted communication to different target audiences;
 - One webpage for all information.



Evaluating Communication 2/2

- Many challenges in communications derive from Programme process: leadership, monitoring, indicators... The Big Picture > How fast communications can answer the current needs of the Programme?
- Difficult to sort out the effects of **RDP communications** as all publicity for countryside is good.
- How to measure the dissemination of good practices?
- Non-precised goals set in the beginning > becoming more precised every year.
- More and more pressure on how the effectiveness is made visible > communication is under pressure.



Developing communication 1/2

- Implementation of an evaluation in 2011: SWOT, what to sustain, what to develop, what to abandon > towards 2020
- STRENGTHS:
 - Resources (heads and Euros);
 - Experienced and motivated communication officers;
 - **Communication network:**
web contents, events, peer support = synergies.
- WEAKNESSES:
 - *Awareness; (of who? about what?)*
 - Too weak connection between communications and the programme process; prioritizing;
 - Communication officers can't always dedicate themselves to communication;
 - More communication within NRN needed in the beginning > stronger coordination, more synergies;
 - Too few people updating the web page. Web system created bottleneck;
 - More effective ways to tell about good practices and the results of the development work.



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.

Developing communication 2/2

- OPPORTUNITIES:

- More cooperation with areas; (*meaning sectors or local areas?*)
- More cooperation with other funds;
- More cooperation with stakeholders within the rural network;
- Improving service with the help of web;
- Theme years/campaigns as easy way to cooperate with stakeholders. Helps to give structure to the wide programme;
- Trends: Environment, green growth, homing...



- THREATS:

- Information blogs within rural network;
- Who does what? Clarifying the roles, who's responsible for what?
- Tricky databases > not easy to get information concerning how the programme runs;
- Public discussion and legitimacy: How public money is spent;
- Bureaucracy for beneficiaries, especially in the beginning of the programme period.



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Lessons learnt

- Intense cooperation within administration is essential;
- Meetings with programme executive on a regular basis > monitoring communications and setting goals;
- Shorter campaigns are recommended: Easier to set goals, easier to measure the effects;
 - Prioritizing: All demands can't be fulfilled > concentrate to most effective ways to gain the wanted results (communication plan!);
 - Budget actions precisely: helps to prioritize and to set goals;
 - Communication network worth its weight in gold. Still we have to increase synergies: common guidelines, work distribution, better coordination!
 - Less is more: clear and understandable messages. Everybody doesn't need to know the EU-jargon.



4/3/2014

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Towards Rural 2020: Boosting communication

- Continuing the good cooperation: Ministry leads a communications group of four communication officers.
- Strengthening regional communications:
 - Longer communication projects all over the country;
 - Four regional communication officers in different part of the country.
- Two full time communication officers in National Support Unit
- Renewing the webpage Maaseutu.fi (Rural.fi):
 - Voice and perspective from the grass roots;
 - More people creating content and updating;
 - More interaction;
 - More project stories.
- New website tailored more clearly to (potential) beneficiaries. > Administrative information to extranet.



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Towards Rural 2020: Raising awareness

- **Awareness survey** in 2013: 60 % on Finns **relate** us to our **logo**.
- **Logo** refreshed but still quite the same.
- **New Leader-brand strengthening the local development:**
 - It has been hard for “outsiders” to get a good and right picture about Leader;
 - Leader-groups wanted to specify the essence of Leader and how we tell about it;
 - Pilot project in South Western Finland in 2013;
 - Common appearance, slogans and core message give the frame for local communication;
 - > Is action, advice and funding for the benefit of your locality.



LEADER

- NRN and Finnish Village Action Association support the national spreading of the brand;
- Leader -Open days 9-15/6/2014: projects and entrepreneurs on stage - preparing for the beginning of the new Programme.

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Finnish Leader before...



AKTION ÖSTERBOTTEN R.F.



ykkösakseli



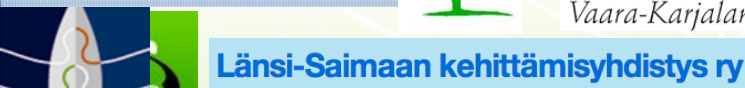
Suupohjan Kehittämisyhdistys ry

Varsin Hyvä ry



Vaara-Karjalan Leader ry

Varsinais-Suomen jokivarsikumpanit



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LEADER
Varsin Hyvä

LEADER
EMO

LEADER
YHYRES

LEADER
Sepra

LEADER
Aktion
Österbotten

LEADER
Suupohja

LEADER
Karhuseutu

LEADER
ETPÄHÄ

LEADER
I samma båt
samassa veneessä

LEADER
Viisari

LEADER
Liiveri

LEADER
Ravakka

LEADER
Linnaseutu

LEADER
Joutsenten Reitti

LEADER
Länsi-Saimaa

LEADER
Nouseva
Rannikkoseutu

LEADER
Pohjois-Satakunta

LEADER
Outokaira
tuottamhan

LEADER
Rieska

LEADER
Keskipiste

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Ykkösakseli

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Piällysmies

LEADER
Pohjois-Kymen
Kasvu

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Pirityiset

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Åland

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Joensuun Seutu

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Pyhäjärvisseutu

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Veej'jakaja

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Kuudestaan

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Kyläkuultuuria
tuntureitten maassa

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Peräpohjolan
Kehitys

LEADER
Etelä-Karjalan
Kärki

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Pomoväst

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Kantri

LEADER
Varsinais-Suomen
Jokivarsikumppanit

LEADER
Keski-Karjalan Jetina

LEADER
Kalakukko

LEADER
Ylä-Savon
Veturi

LEADER
Myötäle

LEADER
Päijänne

LEADER
Oulujärvi

LEADER
Pirkan Helmi

LEADER
Pomoottori

LEADER
Vaara-Karjala

LEADER
PoKo

LEADER
Jyväsräihi

LEADER
Elävä Kainuu

LEADER
Vesuri-Ryhmä

LEADER
Aisapari

LEADER
Oulun Seutu

...and now.



Summary

- Important to set clear goals and think how to measure effectiveness of actions
- Prioritize to most important
- Cooperation is synergy
- Clear and tailored messages to different audiences
- Consistent communication: visual appearance, slogans etc.



Thank you!

Contacts

- **Annikka Lyra**, Information Officer, Ministry of Agriculture and Forestry, Rural Development Unit
annukka.lyra@mmm.fi tel. +358 400 707 577
- **Kirsi Hakoniemi**, Information Officer, Rural Network Unit
kirsi.hakoniemi@mavi.fi tel. +358 40 550 5085
- **Sinikka Torssonen**, Information Officer, Agency for Rural Affairs, sinikka.torssonen@mavi.fi tel. +358 20 772 5643