



**BRUSSELS 09-10/12/2013**

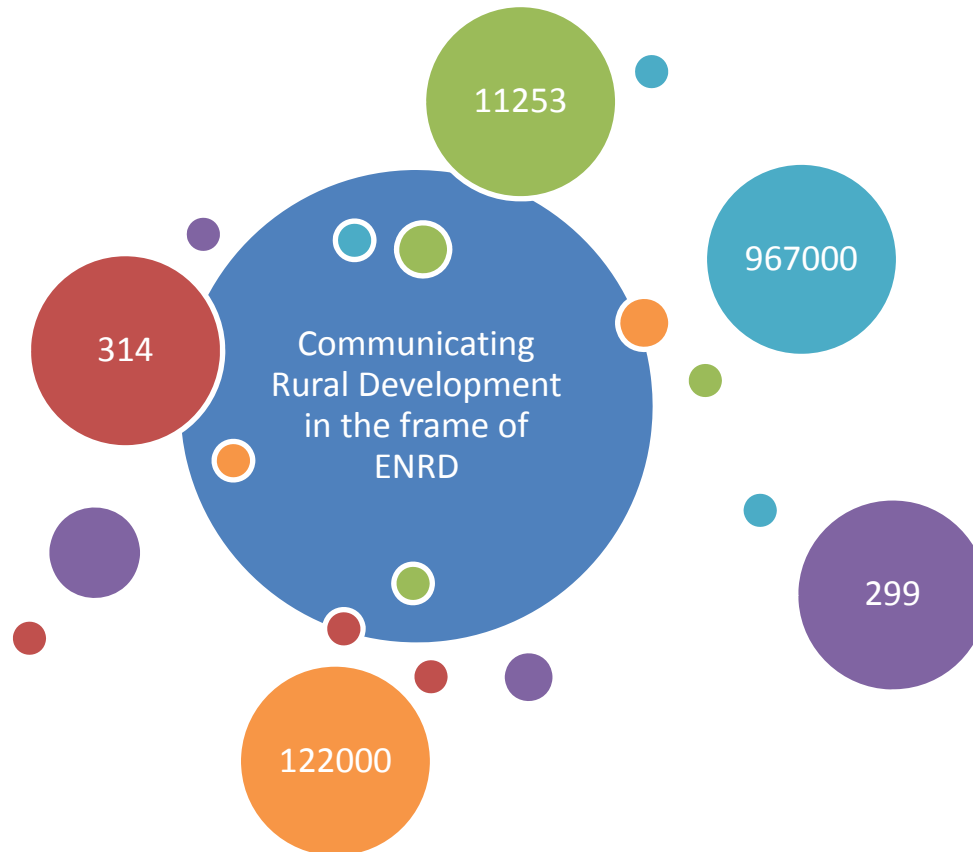
Communicating European Structural  
and Investment Funds 2014-2020



## **ENRD – the story of a rural development policy network.**

Peter Toth  
ENRD Contact Point

# Communication – numbers and statistics



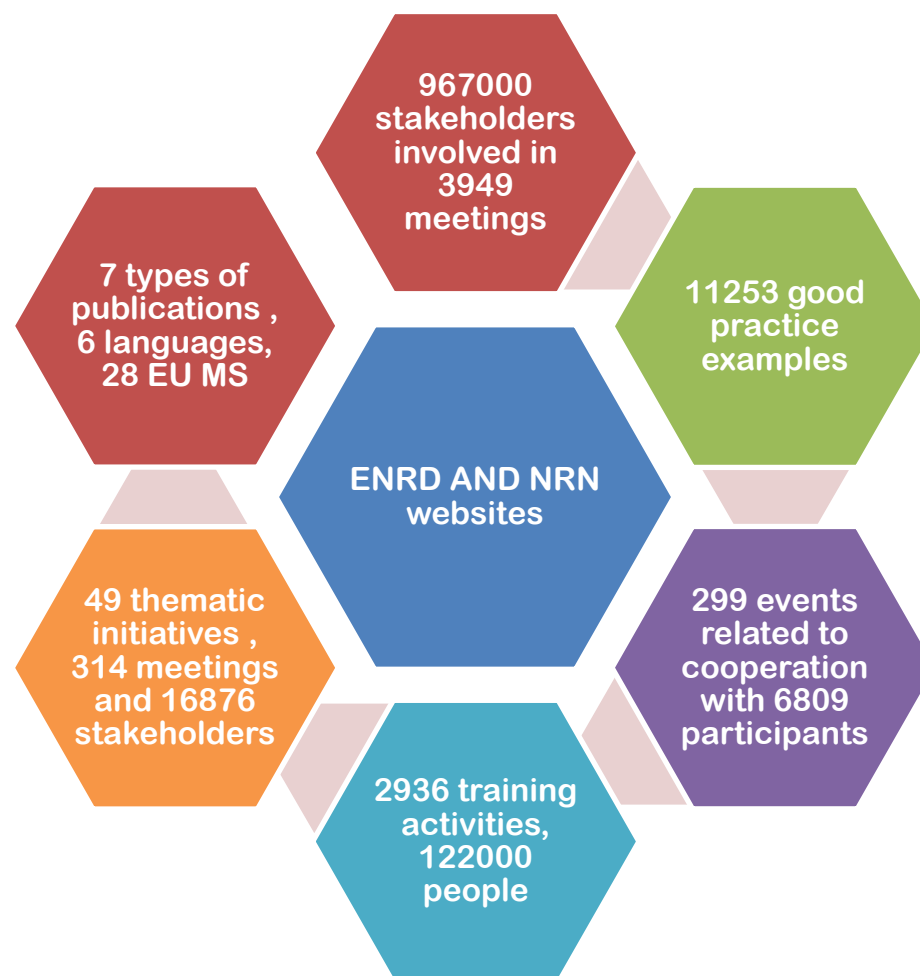
“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted”

Albert Einstein

Brussels, 9-10 December



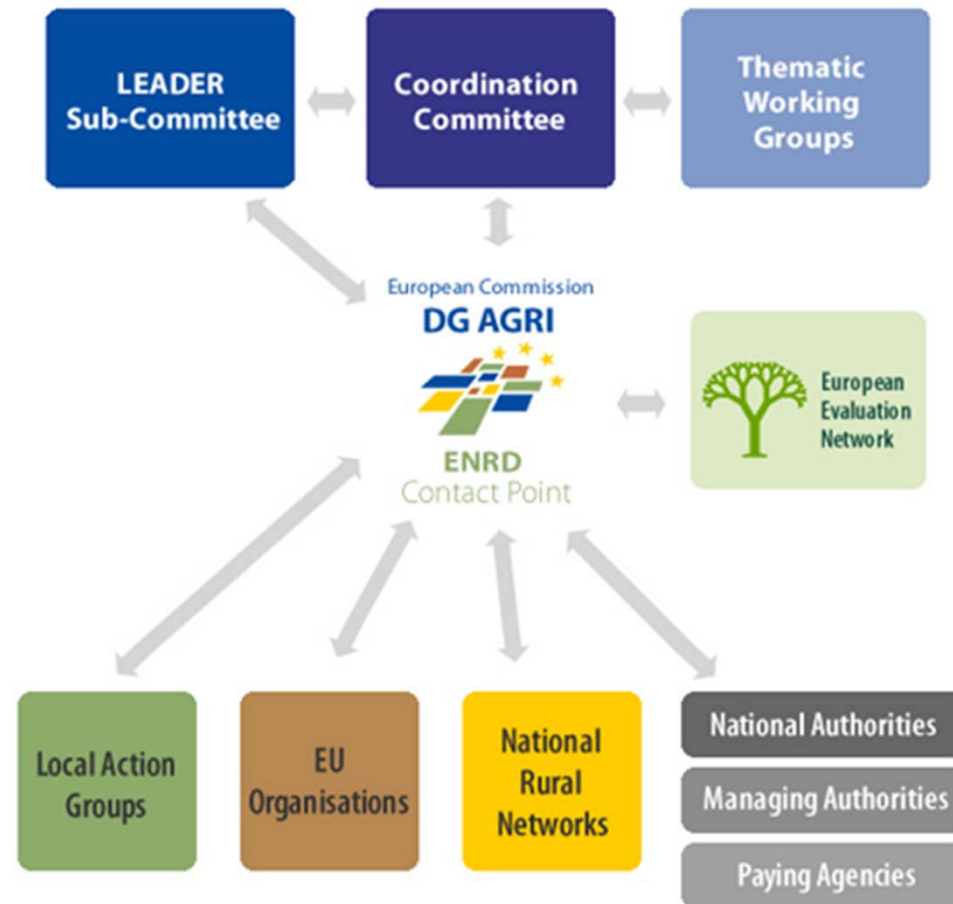
# RD communication – looking behind the numbers



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# ENRD and NRNs - the vehicles of RD communication



Brussels, 9-10 December





# ENRD and NRNs – the vehicles of RD communication

## MANDATE

- collect, analyse and disseminate information on Community rural development measures;
- collect, disseminate and consolidate at Community level good rural development practice;
- provide information on developments in the Community's rural areas and in third countries;
- organise meetings and seminars at Community level for those actively involved in rural development;
- set up and run expert networks and transnational cooperation initiatives.

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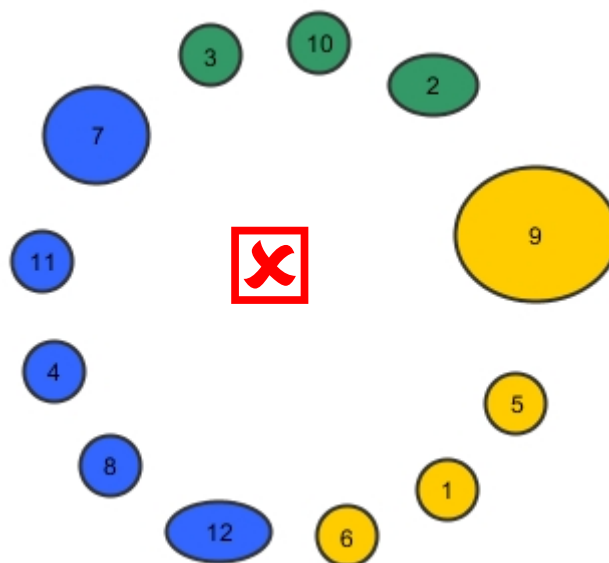
# ENRD and NRNs – the vehicles of RD communication

- Based on EAFRD regulation (Council Regulation (EC) n°1698/2005 Article 68 for the 2007-2013 period)
- Policy networks with top-down and bottom-up features
- Around 500 million euro has been committed to supporting national and European networking during the 2007-2013 period
- Aim to engage actors and stakeholders in the formulation and implementation of a policy in a given sector
- Tools of governance that aim to extend the reach and influence of public administrations as well as encourage bottom-up participation
- Aim to build common understanding and common ownership of common policies

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# Networks that can tell stories...

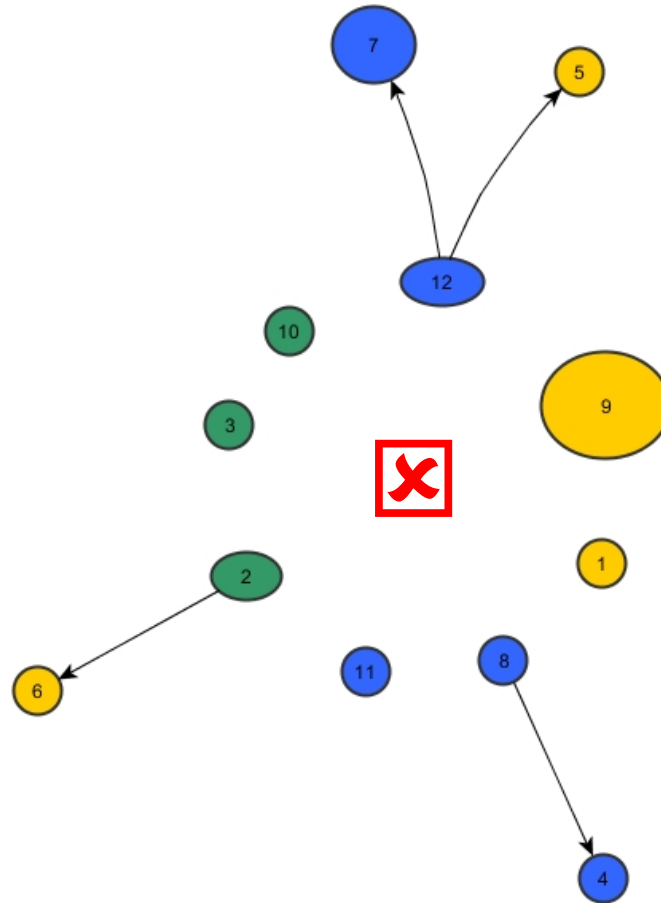


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# Networks that can tell stories...

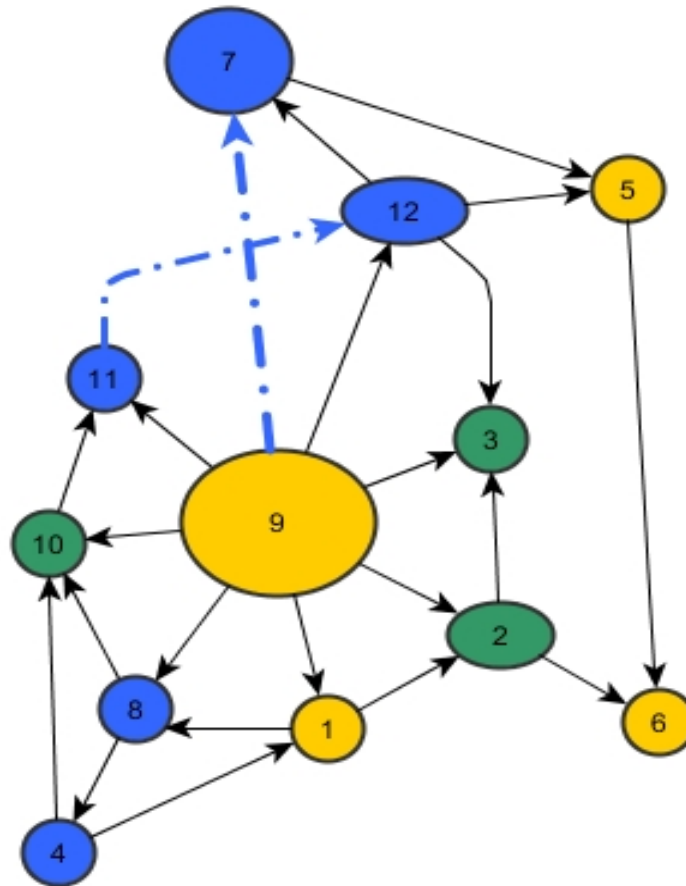


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# Networks that can tell stories...

... ABOUT NETWORKING AND REAL INVOLVEMENT OF RURAL DEVELOPMENT STAKEHOLDERS



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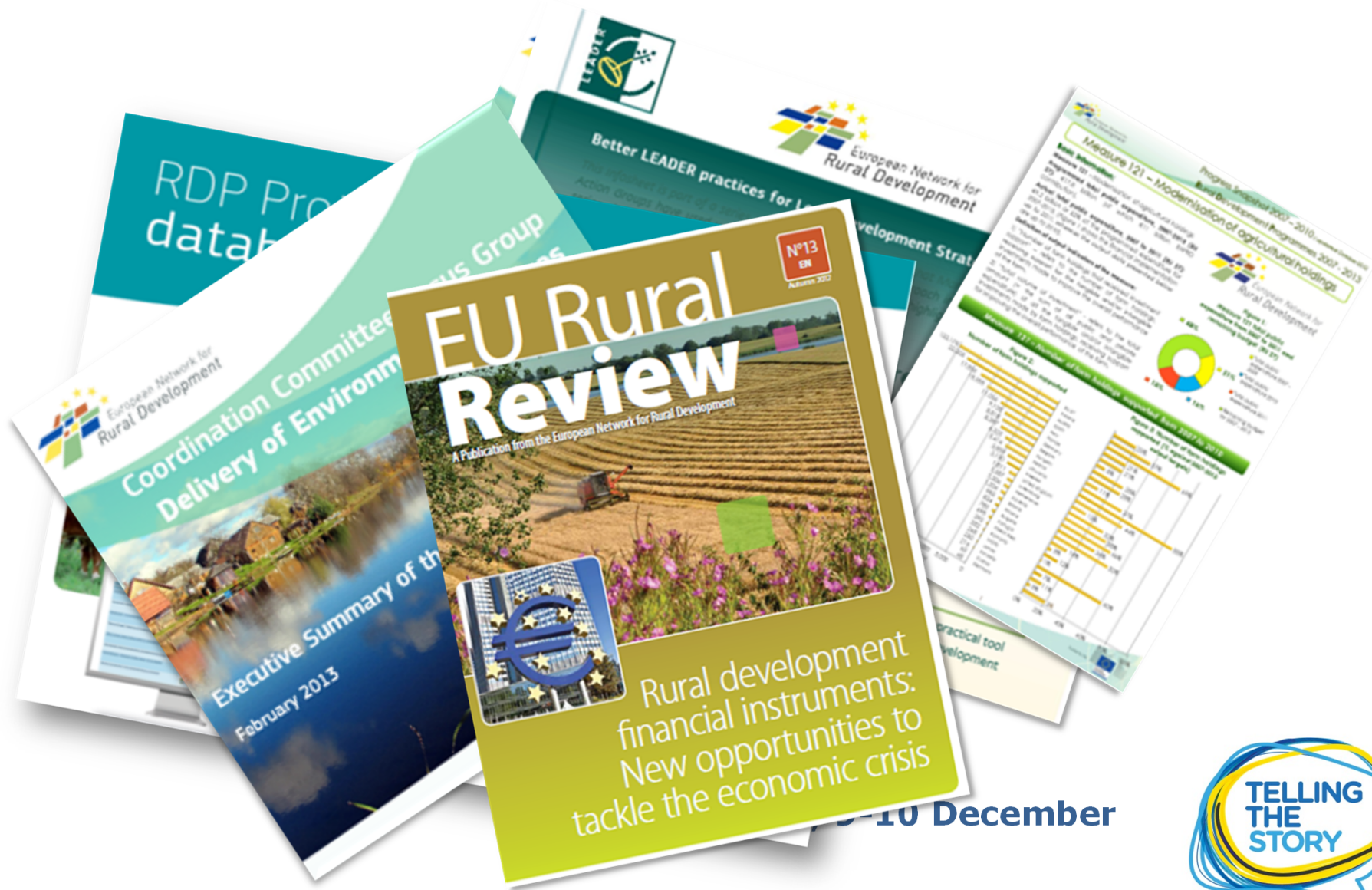
# Focus – What is the story?

- ✓ Stories of networking and networks
- ✓ Successful RD projects
- ✓ Exchange of experience
- ✓ Thematic initiatives and focus groups
- ✓ Trainings and events
- ✓ Committee meetings
- ✓ and much more...

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# Focus – How do we tell the story?



# Lessons that we learnt...

- ✓ Balance top-down and bottom-up,
- ✓ Do not forget who your target groups are,
- ✓ Create ownership for themes you introduce,
- ✓ Consider dissemination when planning your communication,
- ✓ Acknowledge that the strength of your network and communications activities is in your stakeholders,
- ✓ Think about synergies,
- ✓ Have an intervention logic,
- ✓ Have a plan,
- ✓ Build on existing experience,
- ✓ Follow-up on your activities.

Based on the ENRD self-evaluation results

Brussels, 9-10 December



# Lesson that we learnt ...

- ✓ Develop `relevance and usefulness` indicators
- ✓ Self-assessment is essential
- ✓ Unexpected results may emerge – be prepared and flexible
- ✓ Quantitative indicators often do not reflect the nature of networks and communication
- ✓ Build on lessons learnt

Based on the ENRD self-evaluation results

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# The NRN action plans for 2014-2020

## Action plan for national rural networks in 2014-2020



Based on Article 55 of the new EAFRD regulation  
(Proposal for a  
REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL  
on support for rural development by the European Agricultural Fund for Rural  
Development (EAFRD))

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# Can we tell the whole story?



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# Can we tell the whole story?

**Applepress, Narracott**

LAG: LEADER 4 Torrridge and  
North Devon



**Beating on the water**  
LAG: Kyjovské Slovácko in  
motion



**Monastery in Valle Umbra**  
(LAG Valle Umbra e Sibillini)

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**Thank you for your kind  
attention.**

**For more information, please visit:  
[www.enrd.eu](http://www.enrd.eu)**

**Brussels, 9-10 December**

