



European Network for Rural Development

20th NRN Meeting and Peer to Peer Exchange

28-29 November 2013, France

Funded by the



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Programme

Dear NRN colleagues,

As you already know, the next NRN meeting will be hosted by the French NRN in Dijon, France on the 28 November 2013; and will be organised back-to-back with the peer-to-peer training on the 29 November 2013. The overarching theme for the event will be '*Communication as a Horizontal NSU Activity*'. Communication has been one of the most important tasks of NSUs during the current programming period, and the NRN role in communicating about rural development will be reinforced in the 2014-2020 programming period.

The NRN meeting held in Tomar (Portugal) in June 2013 addressed the communication aspect in the wider context of CAP, while the peer-to-peer training had a strong focus on designing communication plans of NRNs. The 20th NRN meeting and peer-to-peer training aims to build on this experience, but will approach communication from a more 'bottom-up' perspective, and will focus on communication as a cross-cutting/horizontal NRN tool. On the one hand, NSU communication will be assessed through the lenses of various rural development stakeholders that NSUs are in regular contact with. On the other hand, communication will be seen as cutting across several other tasks (rather than a stand-alone activity) that NSUs are expected to carry out during the next programming period. NRNs will also be invited to participate in the "communication summit" on the ESI Funds to be held in Brussels on 9 and 10 December 2013.

As with previous NRN meetings, the success of this meeting will very much depend on your active participation. During this meeting 'communication' between participants will have even more important role than before. For this event, we are going to invite some of the representatives of LAGs, MAs and other rural organisations (including NGOs). Exchanging ideas with participants of these organisations will be an important part of the agenda. Among others, the 'panel discussion with rural stakeholders' will create the opportunity for such discussion.

During the afternoon's Open Space Discussions you will have the opportunity to bring your own communication challenges and ideas that you would like to discuss with other participants. Therefore, please think about possible topics in advance that you would like to 'bring to the table'.

The peer-to-peer training, which will bring forward some of the outcomes of the Open Space discussions, primarily aims to address some of the challenges of NSU communication and provide practical solutions bringing in much of the communication findings and experience that rural stakeholders (including NSUs) accumulated to date.

We are very much looking forward to meeting you in Dijon.

All the best,

ENRD Contact Point

28th November, 2013 - 20th NRN meeting

8:30-8:45 **Registration**

8:45-10:00 **Session I: NRN Governance & state-of-play of NRN planning for the next programming**

- **Welcome address** – Catherine Marcellin, Ministry of Agriculture, Food and Forestry and Nathalie Prouhèze, Interministerial Delegation for territorial planning and regional attractiveness
- **Introduction of participants** – Michael Gregory, ENRD CP
- **Context, Governance and Functioning of French NRN**– Séverine Bressaud , NSU France
 - Questions and Answers

10:00-10:30 **Coffee Break**

10:30-13:00 **Session II: Communication for Networking: debating the challenges**

10:30-11:00

- **Communication for rural development and Networking: EU Policy Framework**– Antonella Zona, DG AGRI

11:00-12:45

- Questions and Answers
- **Short presentations and panel discussion with rural stakeholders** – Catherine Marcellin, Ministry of Agriculture, Food and Forestry (FR); Kirsten Birke Lund, ELARD; Geza Gelencser, LAG Koppányvölgye (HU); Jane Howells, PLANED; David Wilford, Department for Environment, Food and Rural Affairs (UK)

12:45-13:00

- **Afternoon session introduction: Open Space methodology**– Ines Jordana, ENRD CP

13:00-14:00 **Lunch Break**

14:00-16:00 **Session III: Open Space - specific communication topics brought by participants**

14:00-15:30

- **Discussions in Open Space Format**

15:30-16:00

- **Feedback from Open Space**

16:00-16:45 **Session IV: Other Networking activities**

- **Strengthening links with DG AGRI Desk Officers**– Fabio Cossu, ENRD CP
- **Introducing next NRN meeting**– David Wilford, UK-England NRN
- **Upcoming networking events: CLLD cluster update, 2007-2013 celebration event, NRN activities- ENRD CP and participants**

–End of Day 1 meeting –

17:00 **Field Visit Departure and Networking event**

29th November: MODULE 5 – Communication as a horizontal NSU activity

Getting Started

- 08:30 - 09:00
- Welcome and introduction (French NRN / ENRD CP)
 - Ice-breaker & interactive exchange: 'Who are we & what do we expect?'
 - Lead-in to the training topic (including introduction to the agenda and objectives of the day)
 - Presentation about,, the key communication tasks envisaged for NSUs by the regulation for the 2014-2020 programming period, and some of the key findings and outcomes of the 'open space discussions' (from 20th NRN meeting)
 - Breaking into groups

Group Work (Stage 1) Key communication challenges: Building on the past experience - planning for future communication actions

- 09:00 - 10:00
- The aim of this phase is to identify some of the key communication challenges that NSUs have been facing during this programming period, at the same time linking these to the NSU tasks for the next programming period. Participants will participate in practically-focused exchanges that will be stimulated through 'statements' (presented on cards in a concise form) that build on concrete challenges brought to the table by NSUs during the Open Space discussions (the day before) and communication challenges identified through other sources (such as the AVN stories & the CRD Gateway).

10:00 – 10:30 Coffee break

Group Work (Stage 2): Identifying practical solutions – building on existing experiences

- 10:30 – 11:30
- The aim of this phase is to discuss practical solutions for the specific challenges selected by participants during Stage 1. The discussion will be stimulated by solution statements (offered on the cards and/or practical examples). The solution statements and examples will largely build on existing projects and initiatives from NSUs and other practical communication methods and tools of relevance.

Group Work (Stage 3): Taking action – Considering the implementation aspects of solutions chosen

- 11:30 – 13:00
- The aim of this phase is to think strategically about the possible solutions that have been identified to address the key challenges, i.e. to define which solutions may suit better the needs identified. During this session the 'solutions' will be assessed listing 'pros & cons', i.e. participants will debate the possible limitations, scope of applicability and key advantages of certain solutions in their own communication contexts.

13:00 - 14:00 Lunch

Reporting back and harvesting: How can NSUs best address main challenges within their communication planning?

- 14:00 - 15:30
- Feedback from group work (in an interactive way ; through bringing in more details about the 'most preferred' case studies/actions of NSUs).
 - Harvesting: challenges – solutions - actions
 - Feedback round: 'How was it and what will we take home?'
 - Conclusions

Finish time: 15.30