COMMUNICATION for Rural Development and Networking

THE EU POLICY FRAMEWORK

20th NRN meeting

Dijon, 28 November 2013

Antonella Zona, DG AGRI G3

- **Better communicate Europe**

- **Communicating rural development: the EU policy framework**

- **Why communicate and the added value of rural networks**

- **Communication and NRN objectives/activities**

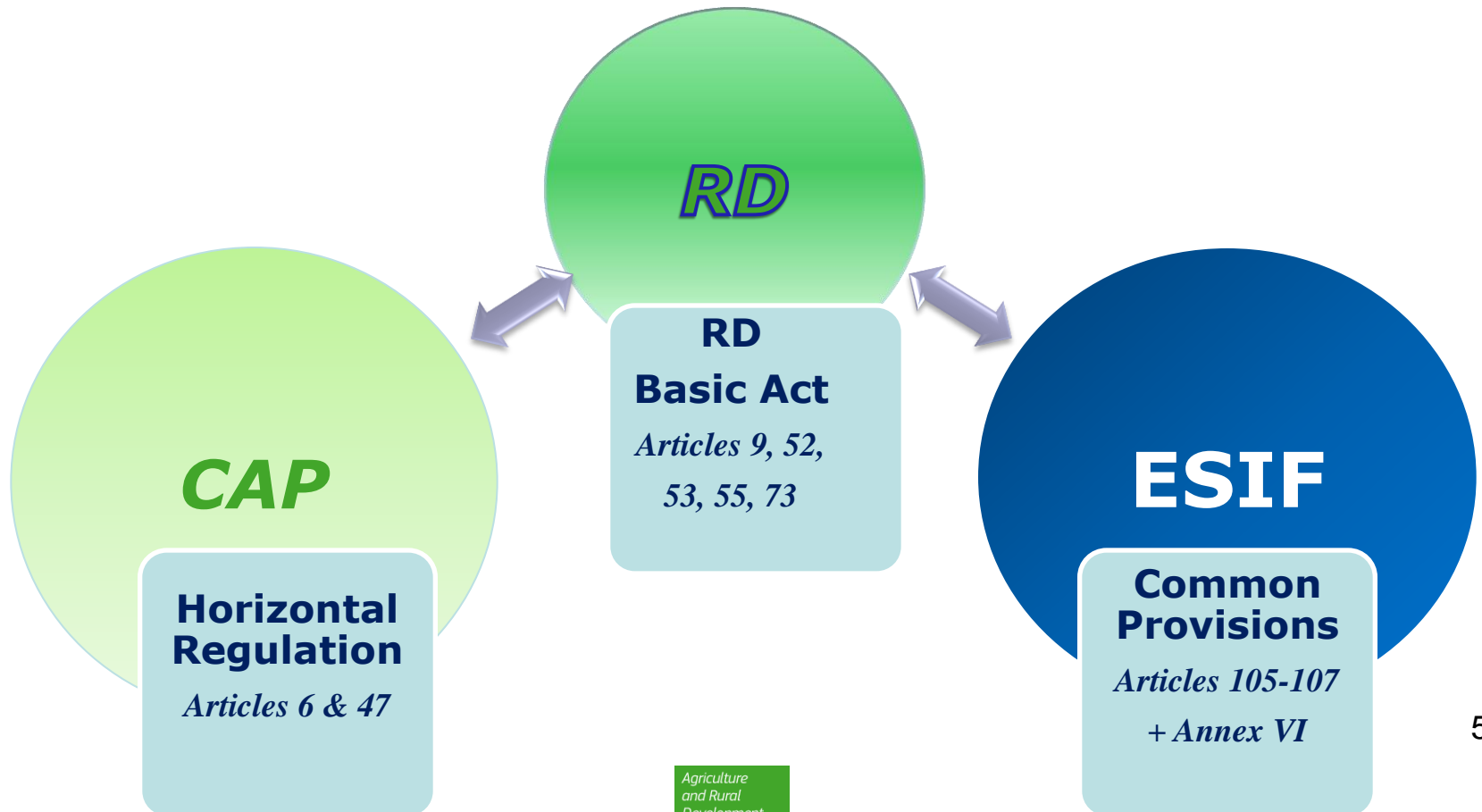- **Who communicates what? Interaction MA-NRN**

Improve communicating Europe

LISTEN

EXPLAIN

CONNECT TO LOCAL

Agriculture
and Rural
Development

WERE YOU IN PORTUGAL ON 6 JUNE?

Agriculture
and Rural
Development

Information and communication provisions 2014-2020

RD

RD
Basic Act
Articles 9, 52, 53, 55, 73

CAP

Horizontal Regulation
Articles 6 & 47

ESIF

Common Provisions
Articles 105-107 + Annex VI

Agriculture and Rural Development

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Communicating Rural Development

Communicating about the CAP

Communicating about Cohesion Policy

Communicating about Rural Development Policy

Agriculture and Rural Development

WHY COMMUNICATE?

PROMOTE POLICY OBJECTIVES
e.g. maintain "EU model" of rural areas

BETTER RESULTS
Wider audience = better projects selected

TRANSPARENCY
Who is being funded and for what purpose?

MORE REASONS TO COMMUNICATE?

LISTEN

EXPLAIN

CONNECT TO LOCAL

European Network for Rural Development

EIP Network

31 National Rural Networks

Agriculture and Rural Development

NRN Objectives	Is communication relevant?
1. **Increase the involvement of stakeholders in RD implementation**	• Training and Networking activities for LAGs • Facilitate thematic and analytical exchanges, share and disseminate findings • Participate in and contribute to ENRd and EIP
2. **Improve the quality of implementation of RDP**	• Sharing and disseminate monitoring and evaluation findings • Facilitate analytical exchanges, share and disseminate findings • Collect examples of relevant projects covering all RD priorities • Participate in and contribute to ENRd and EIP
3. **Inform the broader public AND potential beneficiairies on RD policy and funding**	• Communication plan • Participate in and contribute to ENRd and EIP
4. **Foster innovation in agriculture, food production, forestry and rural areas**	• Networking activities for advisors and innovation services • Collect examples of relevant projects covering all RD priorities

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Who communicates what?

Managing Authority

Overall Responsibility

Communication Strategy

Involve partnership

Define clear roles, also for NRN

Realistic timetable

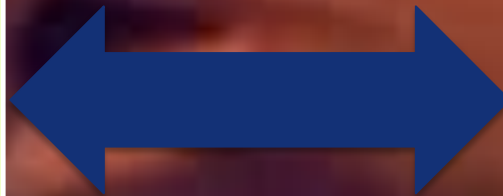Monitor and evaluate

NRN

Communication Plan as a tool to implement the strategy

Proactive approach vis-à-vis MA

Exploit the full potential offered by the network

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Thank you
for your attention