NRN Communication and Dissemination Methods and Tools

Judit Torok, ENRD Contact Point

11 November, 2010
Status of NRN Communication and Dissemination in May/June 2010

Based on 25 survey replies
Communication Plan on NRN Activities

All NRNs have some type of communication plan – although:

• in 10 cases it is part of the Annual Work Plan of the NRN (BE-FL, CY, DE, FI, IE, MT, PL, ES, SI), and

• in UK-WAL it is part of the RDP Communication Plan
Communication Plan on RDP

- In all cases the responsibility of the national/ regional MA, though in BE-WAL under the responsibility of a different structure, with an assigned communication expert
- 3 MS have separate websites for the RDP (BE-FL, HU, NL)
- 12 MS chose to provide information on the RDP via the MA’s website
- 2 provide RDP info on the NRN’s website (CY, IE)
- In 7 MS the MAs host both the NRNs and the RDP websites
Communication Tools used by NRNs

Connecting Rural Europe
Websites: Central to communication & dissemination of relevant RDP content

Different web applications: Social networking (Facebook, Twitter, etc), Intranet forum, E-Bridge, News and RSS feed etc. (FI, IE, NL, LT, UK-ENG)

Publications:
- Newsletters/magazines/guides/studies/good practice etc.
- Brochure on the implementation of certain measures (SK, NL)
- **Events**: Conferences, workshops etc.

- **Other media**:
  - Press, TV, radio programmes (CY, EE, FI, HU, ES, SE, SK)
  - Videos (SE)
  - DVDs

- **Training for officers etc. on**:
  - Using web 2.0 for blogging, social reporting, twitter, RSS feeds & teleconferencing (NL)
  - Communication skills (SE)
Forthcoming International Events organised by NRNs/MAs

- 19 Nov. 2010, “Rural Entrepreneurship as a driving force for rural development“, Netherlands
- 22-24 Nov. 2010, Leader seminar “Planning Europe“, Estonia
- 16 Dec. 2010, “New approaches to rural areas, new public policies“, France
Communication and Dissemination via Trans-National Co-operation (TNC)

- Co-operation fairs and similar events
- Partner search facilities
- Guides and other support documents
- Training for LAGs
THANK YOU FOR YOUR ATTENTION