Finnish Rural Network and Rural Network Unit

October 2010
Network Coordinator Juha-Matti Markkola,
juha-matti.markkola@maaseutu.fi
Rural Network in Finland

• All actors under the Rural Development Programme for Mainland of Finland and
• Actors under the Rural Development Programme for the Province of Åland

…form the Finnish Rural Network
### The Actors of Rural Network

<table>
<thead>
<tr>
<th>Rural development organisations</th>
<th>Benefits to the rural areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official bodies</strong>&lt;br&gt;(e.g. Ministry of Agriculture and Forestry, Agency for Rural Affairs, T&amp;E Centres, municipalities)</td>
<td>Legislation&lt;br&gt;Instructions, implementation, training&lt;br&gt;Funding, administration of supports, communication</td>
</tr>
<tr>
<td><strong>Rural advisory organisations</strong></td>
<td>Advice, training, influence</td>
</tr>
<tr>
<td><strong>Research and training organisations in different axes</strong></td>
<td>Producing research information&lt;br&gt;Influencing the society&lt;br&gt;Training</td>
</tr>
<tr>
<td><strong>Local action groups</strong></td>
<td>Funding, activators</td>
</tr>
<tr>
<td><strong>Associations</strong></td>
<td>Project implementation, activators</td>
</tr>
</tbody>
</table>
The Objectives of Rural Network:

- To increase information about the opportunities and results of the Rural Development Programmes among the actors, potential beneficiaries and the public at large.
- To improve the flow of information between the authorities and interest groups implementing the programmes.
- To increase human capacity and skills through exchange of experiences
Vision of the Rural Network

In 2013 the Rural Network is

a firm and flexible network of rural developers that brings benefits to the countryside.

Vision of the Rural Network Unit

In 2013 the Rural network Unit is

a nationally and internationally recognised and valued partner and active pioneer in rural development.
## Rural Development Program
### Financial plan by axes

<table>
<thead>
<tr>
<th>Axis</th>
<th>Total public funding (mill. euros)</th>
<th>EAFRD contribution (%)</th>
<th>EAFRD funding (mill. euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Axis 1</td>
<td>504,2</td>
<td>45</td>
<td>226,8</td>
</tr>
<tr>
<td>Axis 2</td>
<td>5 406,0</td>
<td>28</td>
<td>1 513,8</td>
</tr>
<tr>
<td>Axis 3</td>
<td>433,0</td>
<td>45</td>
<td>194,8</td>
</tr>
<tr>
<td>Axis 4 (Leader)</td>
<td>242,0</td>
<td>45</td>
<td>108,9</td>
</tr>
<tr>
<td>Technical assistance</td>
<td>40,0</td>
<td>45</td>
<td>18,0</td>
</tr>
<tr>
<td>- Rural Network</td>
<td>(12,0 M€)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6 625,6</td>
<td>31</td>
<td>2 062,4</td>
</tr>
</tbody>
</table>
Steering Group and Working Groups

- **Steering Group of the Rural Network**
  - is set by Ministry of Agriculture and Forestry
  - 19 members + secretary
  - Meets four times a year
  - Approves the annual action plan
  - Steers and supervises the implementation of the action plan

- **Five Working Groups**
  Working Groups on different themes function as background animators and discussion forums for new ideas
  - Innovation
  - Inter-territorial cooperation
  - Leader Working Group
  - Working Group for annual RDP theme

- **Rural Network Unit**
  - Operational activities
  - Implementation of action plan
Rural Network Unit

• started its activity in October 2007.
• operates as a unit of the Ministry of Agriculture and Forestry.
• is located in Seinäjoki, 350 kilometres north of Helsinki.
• has seven employees
• The Rural Network Unit coordinates the activity of the Rural Network and implements the tasks established for the network
• Rural Network operates in the years 2007-2013 and the total budget is the 12 million euros
Responsibilities

Ministry of Agriculture and Forestry (Helsinki)
- National development programmes
- Legislation
- Follow-up of programme implementation

Agency for Rural Affairs (Helsinki and Seinäjoki)
- Implementation
  - planning, development, follow-up
- Payment of funds and control

Rural Network Unit (Seinäjoki)
- Communicates
- Trains
- Constructs cooperation

ELY Centre (15 regional centres)
- Regional development plan
- Granting of support
- Payment
- Control

Local action group (56 groups)
- Local development plan
- Programme implementation
- Activation
- Processing of project proposals

Municipalities (342)
- Programme implementation (LFA, environmental support)
- Activation
- Financier of local projects
## Budget

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rural Network</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wages</strong></td>
<td>100 000</td>
<td>335 000</td>
<td>349 000</td>
<td>363 000</td>
<td>378 000</td>
<td>393 000</td>
<td>408 000</td>
<td>2 326 000</td>
</tr>
<tr>
<td><strong>Travelling</strong></td>
<td>50 000</td>
<td>110 000</td>
<td>115 000</td>
<td>120 000</td>
<td>120 000</td>
<td>120 000</td>
<td>120 000</td>
<td>755 000</td>
</tr>
<tr>
<td><strong>Outsourcing services</strong></td>
<td>50 000</td>
<td>405 000</td>
<td>405 000</td>
<td>405 000</td>
<td>405 000</td>
<td>405 000</td>
<td>390 000</td>
<td>2 465 000</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>200 000</td>
<td>485 000</td>
<td>480 000</td>
<td>370 000</td>
<td>322 000</td>
<td>320 000</td>
<td>290 000</td>
<td>2 467 000</td>
</tr>
<tr>
<td><strong>Training</strong></td>
<td>130 000</td>
<td>450 000</td>
<td>380 000</td>
<td>360 000</td>
<td>360 000</td>
<td>347 000</td>
<td>242 000</td>
<td>2 269 000</td>
</tr>
<tr>
<td><strong>Good Practices</strong></td>
<td>40 000</td>
<td>40 000</td>
<td>50 000</td>
<td>60 000</td>
<td>70 000</td>
<td>80 000</td>
<td>90 000</td>
<td>430 000</td>
</tr>
<tr>
<td><strong>Promoting internationalisation</strong></td>
<td>30 000</td>
<td>60 000</td>
<td>140 000</td>
<td>157 000</td>
<td>140 000</td>
<td>140 000</td>
<td>115 000</td>
<td>782 000</td>
</tr>
<tr>
<td><strong>Others (rents, it-services, etc.)</strong></td>
<td>114 000</td>
<td>236 000</td>
<td>236 000</td>
<td>230 000</td>
<td>230 000</td>
<td>230 000</td>
<td>230 000</td>
<td>1 506 000</td>
</tr>
<tr>
<td><strong>TOGETHER</strong></td>
<td>714 000</td>
<td>2 121 000</td>
<td>2 155 000</td>
<td>2 065 000</td>
<td>2 025 000</td>
<td>2 035 000</td>
<td>1 885 000</td>
<td>13 000 000</td>
</tr>
</tbody>
</table>
Rural Network Unit

• **Producer of services**
  - Tells about the opportunities and achievements of the Rural Development Programmes for Mainland Finland and Province of Åland:
    » sales promoter of the programmes
  - all four axes taken into account

• **Tasks:**
  » communication
  » training
  » dissemination of good practices
  » promotion of internationalisation
Communication

• Organises meetings on themes relating to rural development (e.g. national seminars).
• maaseutu.fi | landsbygd.fi | rural.fi website on the Internet
  - web pages in Finnish and Swedish, some in English and Sami language
  - database of experts, database of good practices
  - training material available on the web pages
• Press releases on current issues
• Media campaigns on the opportunities offered by the Rural Development Programmes
• Participation in different kind of fairs
• Producing printed material and various kinds of PR material
• Guides on background info and supplementary material e.g. for project applicants, LAG-board members
Good practices

• Compiling, analysing and disseminating information on rural development and good practices both nationally and internationally
• Collecting good practices: good projects and models of development, good administration practices
• Transmitting good practices as models to the Finnish and European Network and e.g. for training of authorities.
• Creating a register of good practices on the maaseutu.fi website.
• Good practices as part of publications and other communication.
• **Best Practices 2010 - competition**
Training

- Training events – extensive annual training package
  - by axes
  - regionally and nationally
- Implementation
  - organize by ourselves
    - trainers from the Ministry of Agriculture and Forestry, Agency for Rural Affairs, ELY Centres and other partner groups
  - in cooperation
  - purchase training services (also planning of the training)
- Training and events calendar
  - maaseutu.fi and landsbygd.fi websites
  - producing various kinds of training material
Promoting internationalisation

• Internationalisation should be daily routine in rural development
• Active cooperation with Rural Network Units of other Member States and the European Rural Network Unit
• Organisation of systematic international cooperation between stakeholders by searching for peer groups in other countries
• Help in finding project partners
• Organizing study trips abroad
• Hosting study trips in Finland
Yearly statistics

- Rural Network Unit organizes 50-60 events
- 3000-4000 persons participates in events
- Several inserts in different magazines
- Participation in different fairs
- 4-5 Study trips to abroad
Thank you!