



## **Report of the Outcomes of the 12<sup>th</sup> NRN Meeting**

28 June, 2011  
Brussels, Belgium

Compiled by the ENRD Contact Point



*Connecting Rural Europe*

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## Agenda Item **Opening of the Meeting**

### Discussion points

Mr. Rob Peters (DG AGRI) and Mr. Adrian Neal (ENRD Contact Point) welcomed participants to the 12<sup>th</sup> NRN meeting at the Crown Plaza hotel in Brussels. Mr. Peters stressed that communications is the 'lifeblood' of networking and so the meeting was to serve a dual purpose: preparation for the upcoming communications event in Milan, Italy and also a look ahead at the next year's work programme. He continued to say it was vital that due attention is given to how both policies and programmes are communicated: "By looking at our experiences so far, we can draw some lessons on how to organise this for the next generation of programmes".

## Agenda Item **DG AGRI Communication Strategy and Tools towards the CAP 50th anniversary**

### Presentation

[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F43552E7-94BD-E464-0059-CF540A4FCD06](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F43552E7-94BD-E464-0059-CF540A4FCD06)

### Discussion Points

**The following were the main discussion points from the presentation of Ms Brigitte Arbelot (DG AGRI) who spoke about 'DG AGRI communication strategy and tools towards the CAP 50<sup>th</sup> anniversary':**

The external communication strategy of DG AGRI is in line with both the overall strategy and political agenda of the European Commission (as well as certain legal requirements). The main issues for 2010 - 2015 are CAP reform and the 50<sup>th</sup> anniversary of the CAP. There are 3 key objectives and 3 main target groups:

- Gain the support from **opinion leaders** and **decision makers** in view of the discussions on the CAP post 2013 reform;
- Strengthen the relation with **multipliers** (media, national authorities in MS, opinion leaders and non-agricultural NGOs);
- Raise **public** awareness on the CAP to show that it concerns the whole society and how CAP promotes agriculture and contributes to the "EU 2020" strategy.

The timeline is arranged over two distinct periods:

- November 2010 to end 2012 – Main audience - I.e. media, key decision makers and stakeholders. Secondary audience – general public;
- From Autumn 2012 – multipliers and general public.

The main message is that the CAP needs to be reformed to better address the challenges ahead and to be more equitable . The reform will benefit farmers, rural areas and all EU citizens. The CAP concerns society as a whole and a common policy funded by the EU budget is needed.

Action Points n/a

## Agenda Items

### **Presentation on the Role of Communication in RDPs and Highlights of the Mid-term Evaluation Findings on Communications**

#### Presentations

[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F43555D6-F2EF-1E95-9C1E-B28479EFF724](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F43555D6-F2EF-1E95-9C1E-B28479EFF724)

#### Discussion Points

The main RDP information and publicity rules stemming from the EAFRD regulations were presented and the 3 main issues for RDP communication were highlighted: i) inform potential beneficiaries about funding opportunities; ii) inform beneficiaries about EU contribution and publicity obligations, and; iii) inform the general public about EU RDP policy and the outcomes. According to the EAFRD regulations each RDP must have a Communication Plan that a) is implemented under the technical assistance component of RDP; b) involves appropriate intermediate bodies at local level, and; c) is subject to evaluation. Regarding reference to RDP Communication Plans in the 2010 mid-term evaluation (MTE) assessment, a few selected comments from evaluators were presented:

- need to adapt to each specific target audience
- importance of local networking to spread information and develop joint projects
- communication should be timely and user friendly
- dissemination of good practices an inspiring factor for project development and
- need to consider communication not as a mere obligation for RDPs
- Important to engage local multipliers more and more.

#### Action Points

n/a

## Agenda Item

### **Presentations on Relevant Examples of EAFRD-funded Communications Campaigns and Specific Tools Aimed at Promoting RDPs**

#### Presentation

1. Innovative online tools and social media -  
[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F45E7BB4-C48A-562C-2400-66EE943B3803](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F45E7BB4-C48A-562C-2400-66EE943B3803)
2. Innovative tools addressed to RDP beneficiaries -  
[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4355862-DDA3-626C-02D3-0B12D0511D3A](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4355862-DDA3-626C-02D3-0B12D0511D3A)
3. Communication tools to reach out to the citizen -  
[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4355AF8-E9F7-B183-03D8-2A24CAC17A54](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4355AF8-E9F7-B183-03D8-2A24CAC17A54)

4. Use of audiovisual tools when communicating RDPs -  
[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4355CD6-F406-B4AE-9A7F-F9DF5FA6BFE7](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4355CD6-F406-B4AE-9A7F-F9DF5FA6BFE7)
5. Communication activities targeting youth -  
[http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4355EFB-B233-40D2-1E82-9FDF34DF4C6E](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4355EFB-B233-40D2-1E82-9FDF34DF4C6E)
6. Presentation of the Conference "Communicating rural development to European citizens" - [http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F43560DE-FC20-D5D2-6E9C-9105837DD5DE](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F43560DE-FC20-D5D2-6E9C-9105837DD5DE)

## Discussion Points

### **1. Innovative online tools and social media**

Several initiatives taken were co-financed. The discussion was aimed at identifying the right target groups to reach through social media. It emerged that no evaluation as such has been completed. Therefore it emerged as a clear need to monitor and gauge numbers using social media.

With respect to target groups: aim at encouraging people to use social media. Farmers may be very active, especially LAGs, but also policy makers only to an extent and researchers have been a lot less active.

The main advantage of social media is to facilitate a dialogue with stakeholders which are no more consumer of information but become also co-author of information.

### **2. Innovative tools addressed to RDP beneficiaries**

Questions were raised as to social media should be part of PR campaigns. It was noted by the speaker that in his MS the approach taken was a people to people approach (organization of local information events) rather than to use internet tools.

### **3. Communication tools to reach out to the citizen**

The speaker - in response to a question on their use of social media- stressed that social media is not currently part of their suite of tools.. They are currently working to improve website and to reach a wider audience.

### **4. Use of audiovisual tools when communicating RDPs**

Several communication channels used by the Swedish NRN were discussed. In particular the speaker presented a couple of videos that had been produced to target a wider audience and a rural gala contest for RDP examples. Finally a few tips & ideas for good communication

### **5. Communication activities targeting youth**

The activities were presented with respect to the three specific internet projects:

- Rural4kids – for children ([www.rural4kids.it](http://www.rural4kids.it))

- Rural4teens – for teen agers (www.rural4teens.it)
- Rural4youth – for young adults (www.rural4youth.it)

The overarching objective was to raise awareness on the conscious use of rural resources and environment in society. Some statistics on the impact of the project were presented.

## **6. Presentation of the Conference “Communicating rural development to European citizens”**

The objectives of the IT NRN communication strategy were briefly presented. In particular these are the following:

- Raising public awareness on rural development policies Supporting Regions to provide potential beneficiaries with information on rural development opportunities
- Providing stakeholders with knowledge and management instruments

The International meeting on RD communication to take place in Milan, 17<sup>th</sup>-18<sup>th</sup> Nov. 2011 was presented with the key message “why the taxpayer should support the NRN”.

Action Points n/a

### **Agenda Item Facilitated Discussion on Communication Approaches and Methods, Lessons Learnt etc.**

Presentation [http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F43562DF-0685-457A-90FC-38037A7B54A4](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F43562DF-0685-457A-90FC-38037A7B54A4)

Discussion Points The following discussion points were debated:

- How do you define and select the target groups?
- How specific must target groups be?
- Videos and their budget feasible for the resources which an NRN has?
- Value for money for effective communication.
- Division of labour between NRN and MA in terms of communication?
- ‘RDP Coordination Plan’ including communications.
- Potential for joint communications strategy between PA/MA and NRN.

- Coordination for multi-RDP countries
- Conservative approaches to social media: what are the problems for public authorities when starting a Facebook page? Safety of information, with caution these can be prepared securely.
- Role of paper publications for offline community – how are their effectiveness measured? Are they directly influencing innovation?

#### Action Points

n/a

#### Agenda Items

##### **Parallel Discussions Facilitated by the ENRD CP**

#### Presentations

Three parallel workshops on the specific themes were organised:

1. Measuring the impact of communication campaigns and web-based tools
2. The use of social media and media in general: pros and cons from practical experience
3. Effective coordination amongst EAFRD implementing bodies and possible synergies with other EU funds

#### Discussion Points

##### **WS1. Measuring the impact of communication campaigns and web-based tools**

1. *Evaluation strategy and tools used to assess/evaluate the impact of RDP communication activities: what works best?*
  - Qualitative technics through Multi Criteria questionnaires and the use of ASPO (?) methodology
  - Annual accessibility plus customer satisfaction questionnaires and surveys
  - NRN member targeted emailing and phone surveys
  - External Communication consultants used to provide evaluation ideas and approaches
  - Web blogs used to get feedback from different type of stakeholders and beneficiaries
2. *Evaluating online and offline communication tools: what difference in approach and tools used?*
  - More difficult to evaluate offline than online communications means because of the lack of evident connection/feedback
  - Useful consumption after evaluation is that events and publications are the most

appreciated and popular tools apart from websites

- Advertisement in magazines and newspapers, combined with links to online tools can provide better evaluation results
- All communication means, offline and online are important and should be used even if there are difficulties in getting good evaluation results for some of them. Only with the use of all tools provided there is the certainty that we can reach the majority of different stakeholders, beneficiaries and all the types of target groups

*3. Adapting strategy and communication tools to respond to the results of evaluation: any examples?*

- Evaluation strategy plan implemented for pilot magazine led to efficient focus on its content and structure
- Main evaluation outcomes and follow up actions: a) Evaluation reporting, b) creation of Focus Groups, c) creation of structured and efficient annual work plans
- Identification of the right communication means and tools to pass the message to the expected target groups and beneficiaries

*4. Cost-efficiency: how evaluation can contribute to ensuring the best value for money and more targeted communication tools and media?*

- Low budget and/or open source evaluation tools are commonly used and are implemented in the evaluation strategy plan of most of the NRNs.
- The evaluation tools used vary depending on the budget provided and the range of communication activities of the NRNs
- Examples of some of the best value for money tools used: Web blogs (provide immediate feedback and can reach a great range of stakeholders with different characteristics such as younger citizens), Survey Monkey (an open source evaluation tool that can be used for the creation of targeted survey campaigns with a vast range of possibilities to collect data via web-links, email, Social Media, or through websites and blogs.

**WS2. The use of social media and media in general: pros and cons from practical experience**

**Which tools worked best?** Facebook was the clear winner, there are others but people are used to using Facebook. There is an issue with social networking tools such as Facebook being perceived as something for leisure and not an appropriate communication tool for the workplace. Attendees would like to see this challenged. Facebook can be very useful - but perhaps not for all audiences (e.g. elderly). The Italian representatives spoke about their Leader Book and said it's working very well with 300 profiles uploaded from 192 LAGs, however they stressed the need to consider the time and staff resources necessary to properly manage a social networking page. In addition, they recommend using a design similar to Facebook - or indeed Facebook itself - as people are generally

quite reluctant to try anything new. All participants would appreciate further training on effectively using social media.

**My ENRD:** The vast majority of participants had not used My ENRD but those that had logged in saw it as having immense potential for the sharing of information. They would like to see a more 'forward planning' element to it. In general, participants said they would be more likely to use My ENRD if it resembled 'Facebook' more closely, had a less complicated login and if further training was available on how to use it. The ENRD CP needs to do more to promote My ENRD as many participants were not really aware of it.

**General Media:** The majority of participants had not used the media at all -due to fear of costs or lack of confidence. Those that did use the media (Romania, Poland, Hungary) used it extensively and found it the ideal communication tool for those on limited budgets. It's potential for reaching a much wider, yet targeted audience was also highlighted. There is a definite need for media training as only 1 participant had ever received it, in particular how to approach the media and 'sell' a story.

### **WS3. Effective coordination amongst EAFRD implementing bodies and possible synergies with other EU funds**

**Responsibilities for communications strategies, campaigns and services:** the Network Support Units (NSUs) represented in the workshop were all (with the exception of one) situated within the Managing Authority. A variety of contrasting relationships and experiences with the Managing Authority and Paying Agency were described, some positive and some negative. For example, there was one description of a very close working relationship between NSU and Paying Agency on communication issues, but this was in contrast to another case where the Paying Agency and NSU worked completely separately.

**Different 'cultures' and modes of communication amongst the agencies:** it was pointed out that a key obstacle to improving the interaction and synergy between NRNs and different implementing agencies can be the contrasting institutional cultures that commonly exist. For example, one Managing Authority was described as having a very administrative perspective (promoting the absorption of funds) on a communication tool such as a projects database, whereas the NSU within the same Managing Authority had a completely different perspective (exchange of relevant experience) on the same tool.

**Communication Plans:** the EAFRD Implementing Regulation requires all RDPs to include a Communication Plan. However, although the content of these plans is clearly defined there is no consistent approach to their implementation. It was pointed out that although the Communication Plans exist, they are not always fully and effectively operationalized. During discussion it was stressed that Communication Plans are important tools, but they must be revised frequently in consultation with the stakeholders - and they must be straightforward and easy to put in practice. Communication Plans should also be on-going – they should avoid focusing only upon big information campaigns at the start of a programme.

**Role of NRN in communicating RDPs:** during discussion it was clearly highlighted that the NRNs: i) often have a broad communications remit, and; ii) frequently play a large key in communicating RDPs. However, a clearer definition of the responsibility and function of

NRNs regarding communication is needed – maybe the NRNs should be given specific responsibilities for communication in the next programming period.

**Co-ordination with external contractors/consultants:** out-sourcing of communication products/activities (e.g. the maintenance of a website) was considered to be an important and commonly used approach. However, it was also recognized that the management of external contracts can be very time-consuming.

**Co-ordination of communications campaigns for different EU funds:** the communication campaigns for different EU funds (EAFRD, EFRD, ESF etc.) appear to be poorly co-ordinated in several Member States. Notable exceptions discussed were France (where all funds are linked through a common web portal: "l'Europe s'engage en France" [www.leuropesengage.eu](http://www.leuropesengage.eu)) and Denmark (where a new initiative presenting all EU funds to schools and young people was very successful).

Action points n/a

### Agenda Item **Update on ENRD Activities including NRN Initiatives**

Presentations [http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4354C5D-CD2E-5CC9-FB37-390F9617B6BF](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4354C5D-CD2E-5CC9-FB37-390F9617B6BF)

Discussion Points Pascale Van Doren (ENRD CP) gave a brief overview and update of the on-going NRN Thematic Initiatives and Joint Actions (See **Annex 2**). These groups maintain a flexible format and membership is open to any NRNs who would like to actively participate in the work of the group. NRNs were invited to express interest in joining Rural Entrepreneurship on-going activities by the 8<sup>th</sup> July.

The three leading NRNs of the launched joint actions gave a summary of their group activities:

1. **Social aspects of rural entrepreneurship/ Video for young farmers** – Cécile Schalenbourg (BE-WAL):

Participating NRNs as of June 2011: BE-WAL, IT, BE-FL, ES, HU, LV, NL.

Depending on the number of NRNs who express interest, there is a possibility to launch a 2<sup>nd</sup> season of short films.

Season 1: Each participant will prepare a short movie which highlights the challenges young farmers have to face with the deadline of end of September. Compilation of 12 short videos is planned by the end of November/December.

2. **Local food/ Short supply chains (SSC)**– Christophe Buffet (FR NRN):

Participating NRNs as of June 2011: FR, FI, DK, PT, IT, EE, HU, LU, BE-FL, SE, ES, NIE, Euromontana

A survey was circulated amongst members, 10 replies were received to date. Based on the survey results a Handbook on SSC definitions and regulations has been suggested.

### 3. **Local financing**– Hans-Olof Stålgren (SE NRN):

Participating NRNs as of June 2011: SE, IT, LV, FI, HU, DE, FR

A survey on financial engineering tools/instruments/good practices was circulated amongst members, and 11 examples were received from 7 MS.

Participants were reminded of the 'Local financing meeting' on the 29/06/2011 and invited to join. Follow up on the meeting to be circulated later.

Juha-Matti Markkola (FI NRN) informed the participants about the preparation of:

- a 'Small Scale use of Forestry Biomass' seminar on 25-28 October 2011;
- 'Demonstrating added value of networking' Event in May 2012.

Mark Redman (ENRD CP) gave a brief overview of the NRN Self-assessment Tool-kit and invited all the NRNs to contribute with materials in order to populate the tool-kit.

#### Action Points

- NRNs to express interest to the leading NRNs in joining specific Rural Entrepreneurship sub-initiatives by the 08/07/2011.
- NRNs are invited to contribute to the NRN survey on short supply chain definition even if they don't plan to get involved in the initiative.
- NRNs to provide input to populate the Rural Entrepreneurship Gateway by 08/07/2011.
- NRNs to contribute with materials in order to populate the NRN Self-assessment Tool-kit.

#### Agenda Item

**Report on main points/outcomes from the parallel workshops**

#### Presentations

No presentation

#### Discussion Points

The summaries of the three parallel workshop sessions ('Measuring the impact of communication campaigns and Internet tools', 'The use of social media: pros and cons from practical experience' and 'Effective coordination amongst EAFRD implementing bodies and possible synergies with other EU funds') were reported back to all participants.

The main discussion points of all workshops can be viewed above.

#### Action Points

n/a

### Agenda Item Discussion on follow-up activities and steps

Presentations [http://enrd.ec.europa.eu/app\\_templates/filedownload.cfm?id=F4355001-95C7-0372-AD11-E44786832110](http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=F4355001-95C7-0372-AD11-E44786832110)

Discussion Points Angelo Strano introduced the launch of the new NRN initiative on communication. This new initiative proposes to enhance the partnership with NRNs and to focus on local level activities with respect to communication and dissemination tools and initiatives under the Rural Development Programmes across Europe (See **Annex 3**).

Furthermore, it was mentioned that the Italian NRN is planning to host an International meeting on RD communication, in Milan, 17-18 November 2011, which will be organised with the support of the ENRD Contact point. This conference will represent a “showcase” of information and communication campaigns on rural development carried out in the framework of the Rural Development Programmes. As a preparatory step of this event, NRNs were/are invited to submit via MY ENRD examples of communication and information product, as well as any existing materials on evaluation and/or assessment work carried out on the impact of their communication strategy and tools. All the received materials will be reviewed and will feed into the Communication Gateway. The importance that each MS contributes was highlighted, in order to have a better knowledge on European level, especially that results could be feed into the next programming period.

**Remark from the floor:** The core theme of the day was the dissemination of information, but it is important to mention how social media could be used to collect information and engage different target groups, beneficiaries in a dialogue and in a process of improving RD jointly. Social media could feed into the formulation of RD.

- Action Points
- All NRNs to continue contributing with examples of communication and information product, as well as any existing materials on evaluation and/or assessment work carried out on the impact of their communication strategy and tools via My ENRD.
  - Interested NRNs are invited to comment on the work plan of the new thematic initiative by 15/07/2011.

### Agenda Item Closing of the Meeting

Presentation

## **ANNEX 1<sup>1</sup>: Updated Overview Table Product Categories / simplified scheme by Country**

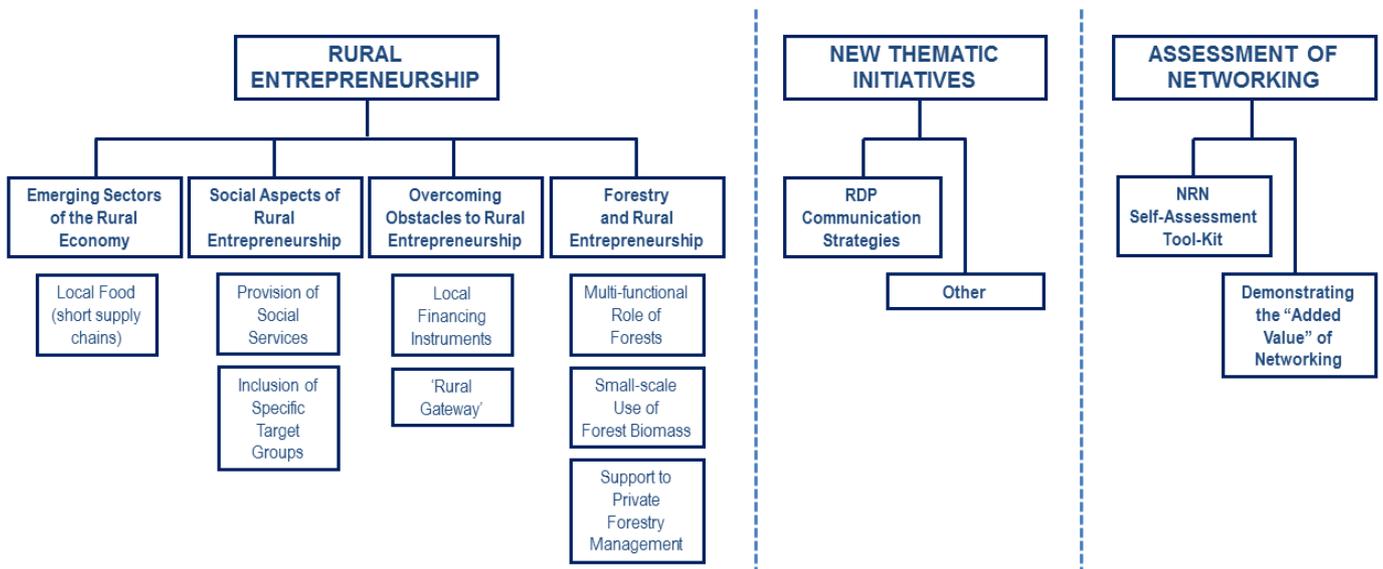
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<sup>1</sup> Please find this annex attached as PDF file.

**ANNEX 2: Update and follow-up actions on NRN Activities**

During Year 4 of the ENRD work programme, all NRNs will continue to be encouraged and supported to pursue and develop their thematic interests by working together in groups on “joint actions” of common interest and/or concern. This will build upon the NRN joint activities developed in previous years, plus new thematic initiatives may also be established where there is a clear need and justification.

The framework currently proposed (June 2011) for the NRN joint actions during Year 4 is as follows :



Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
<b>RURAL ENTREPRENEURSHIP</b>						
<b>EMERGING SECTORS OF THE RURAL ECONOMY</b>						
Local Food / Short Supply Chains	<p>Proposed scope and approach</p> <p>NRN survey on NRN survey on short supply chains definition in MS</p> <p>Workshop (survey and results and further actions) with 9 NRNs</p>	<p>Minutes of 11th NRN meeting (ENRD website)</p> <p>May 2011</p> <p>Brussels, 8 June 2011</p>	<ul style="list-style-type: none"> <li>- Synthesis of NRN survey</li> <li>- SSC Handbook</li> <li>- Exchange of experts between NRNs/study visits</li> <li>- European Day of Local Products e.g. in the framework of planned events such as the LINC 2012 and 2013 Conferences</li> <li>- Knowledge on SSC: review of approaches to adapting national legislation to support short supply chains</li> <li>- Supply Structure</li> <li>(i) Consultation with, and input to, DG AGRI policy makers regarding any proposals for a regulatory framework regarding local food/SSC and specific support to SSC in the post-2013 CAP</li> <li>(ii) Collection of examples of relevant experience/good practice regarding use of RDP support for SSC and development of local food</li> </ul>	TBD	<p><u>Lead:</u> FR NRN</p> <p><u>Other NRNs:</u> FI, DK, PT, IT, EE, HU, LU, BE-FL, SE, ES, NIE, EUROMONTANA</p>	<p><b>Please confirm your interest</b></p> <p><b>by 8 July to FR NRN</b></p> <p><a href="mailto:c.buffet@rct-territoires.com">c.buffet@rct-territoires.com</a></p>

Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
			economies  (iii) Review of different short supply chains models to develop a clear understanding of their structure/function according to various criteria  - Governance: survey on SSC models of governance in EU countries and workshop			
<b>SOCIAL ASPECTS OF RURAL ENTREPRENEURSHIP</b>						
Video for young farmers       Video for young farmers .... CONTINUED	Proposed scope and approach    NRN survey for topics of interest / commitment	Minutes of 11th NRN meeting   May-June 2011	Briefing meeting to all contributor NRNs    Draft   Final version	12th NRN meeting (lunch tbc)   October 2011   December 2011	<u>Lead:</u> BE WAL NRN  <u>Other NRNs:</u> IT, BE-FL, ES, HU, LV, NL	<b>Please confirm your interest by 8 July to BE-WAL NRN to</b>  c.schalenbourg@skynet.be
Questionnaire on how rural areas are perceived by young people	Proposed scope and approach	Minutes of 11th NRN meeting	Field Survey and data entry	September 2011- January 2012	<u>Lead:</u> IT NRN <u>Other NRNs:</u> ES, FI, LV, MT, SE	<b>Please confirm your interest by 8 July to IT NRN</b>

Review of NRN/MA communication activities - 27062011

Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
	Draft EN version circulated to all NRNs for comments	May 2011  Deadline for feedback by end June 2011	Analysis and compilation	February 2012		<a href="mailto:r.passero@politicheagricole.gov.it">r.passero@politicheagricole.gov.it</a>  <a href="mailto:A.Festuccia@isMEA.it">A.Festuccia@isMEA.it</a>
Joint NRN Framework Programme on Social Aspects of Rural Entrepreneurship	Proposed scope and approach	Minutes of 11th NRN meeting	Draft working concept  Preparatory workshop by the end of 2011  Final multi-annual work programme	Mid September 2011  End of September (linked to NRN meeting)	<u>Lead:</u> IT NRN  <u>Other NRNs:</u> ES, PL	<b>Please confirm your interest by 8 July to IT NRN</b>  <a href="mailto:r.passero@politicheagricole.gov.it">r.passero@politicheagricole.gov.it</a>
<b>OVERCOMING OBSTACLES TO RURAL ENTREPRENEURSHIP</b>						
Local Financing	Proposed scope and approach	Minutes of 11th NRN meeting	Other specific topics to be discussed e.g. risk management, rating system  Training	Discussion at the workshop on 29 June 2011	<u>Lead:</u> SE NRN  <u>Task Force members:</u>  IT, LV, FI, SE  Other NRNs: HU DE,	<b>Please confirm your interest by 8 July to</b>  <a href="mailto:Mark.redman@enrd.eu">Mark.redman@enrd.eu</a>

Review of NRR/MA communication activities - 27062011

Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
	<p>Local Funding Task Force</p> <p>Survey on local financing examples (EU and non EU funds)</p> <p>Workshop (survey and results and further actions) with 6 NRNs</p>	<p>“</p> <p>Starting June 2011</p> <p>Brussels, 29 June 2011</p>	<p>Joint ENRD Publications</p>		<p>FR,</p>	<p><a href="mailto:Pascale.vandoren@enrd.eu">Pascale.vandoren@enrd.eu</a></p>
<p>Rural Gateway</p>	<p>Proposed scope and approach</p> <p>Draft</p>	<p>Minutes of 11th NRN meeting (ENRD website)</p> <p>End May 2011</p> <p>Early July 2011</p>	<p>NRNs to provide inputs to populate the Gateway and ENRD CP to update the overall tool and in particular the specific section on NRN joint actions</p>	<p>On-going 2011-2012</p>	<p>All NRNs</p>	<p><b>Please provide your comments on the draft structure by 8 July</b></p> <p><b>to ENRD CP to</b> <a href="mailto:judit.torok@enrd.eu">judit.torok@enrd.eu</a></p>

Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
	Live on ENRD website					
<b>FORESTRY AND RURAL ENTREPRENEURSHIP</b>						
Small-scale Use of Forest Biomass	Preparation for seminar on 'RDs and the Use of Forestry-based Bio-Energy'	25-28 October 2011, Lusto, Finland	Programme to be confirmed	On-going 2011-2012	<u>Lead:</u> Finnish NRN	<b>Details will be announced</b> – contact: <a href="mailto:Juha-Matti.Markkola@mmm.fi">Juha-Matti.Markkola@mmm.fi</a>
Other actions to be confirmed	Follow-up to Italian NRN forestry event?					<b>Contact:</b> <a href="mailto:fabio.cossu@enrd.eu">fabio.cossu@enrd.eu</a>
<b>NEW THEMATIC INITIATIVES</b>						
<b>RDP COMMUNICATION STRATEGIES</b>						
RD Communication Activities at Member State Level	Conference: "Communicating Rural Development to European Citizens"	17-18 November 2011	See presentation at 12 <sup>th</sup> NRN meeting by Angelo Strano	On-going 2011-2012	All NRNs	<b>Contact:</b> <a href="mailto:angelo.strano@enrd.eu">angelo.strano@enrd.eu</a>
<b>OTHER</b>						
Learning Regions			Possible discussion workshop around 13 <sup>th</sup> NRN meeting?	End-Sept 2011?	<u>Lead:</u> Austrian NRN	
<b>ASSESSMENT OF NETWORKING</b>						

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Theme	Actions launched/ on-going	Time-frame	Actions Planned	Timeframe	NRNs and EU org's committed	Other NRNs
<b>NRN SELF-ASSESSMENT TOOL-KIT</b>						
NRN Self-Assessment Tool-Kit	On-line Tool-Kit to be launched	Before 9 July 2011	All NRNs are invited to continue contributing materials to the self-assessment tool-kit	On-going 2011-2012	All NRNs	<b>Contact:</b> <a href="mailto:mark.redman@enrd.eu">mark.redman@enrd.eu</a>
<b>DEMONSTRATING THE "ADDED VALUE" OF NETWORKING</b>						
NRN Joint Action on Demonstrating the Added Value of Networking	Report and NRN meeting, Finland	May 2012	Joint approach to assessing the "added value" of networking with a common methodology for all NRNs and the ENRD – further details to be announced	On-going 2011-2012	All NRNs	<b>Contact:</b> <a href="mailto:mark.redman@enrd.eu">mark.redman@enrd.eu</a>

### **ANNEX 3: Update and follow-up actions on new NRN initiative on Communications**

#### **NRN Thematic Initiative on RD communication activities at member state level**

Concept note and Action plan (Version 3.0)

#### **Rationale**

The ENRD Year 4 activity plan proposes to enhance partnership with National Rural Networks (NRNs) and to focus on promoting activities and interaction at 'local level', with respect to communication and dissemination tools and initiatives under the Rural Development Programmes, across Europe.

In this respect it is useful to engage all the ENRD stakeholders in an exercise aimed at identifying such practices and displaying them in an EU-wide environment, so that they can be of further use to the wider rural development community, namely Managing Authorities and NRNs.

Furthermore, the Italian NRN is planning to host a conference on "Communicating rural development to citizens" on 17-18 November, which will be organised with the support of the ENRD Contact Point. This conference will represent a "showcase" of information and communication campaigns on rural development, which have been carried out within the framework of the Rural Development Programmes.

#### **Objective**

This initiative aims to:

- Identify, review and classify an extensive array of information and publicity practices, initiatives, campaigns, and tools carried out in the framework of the RDPs;
- Disseminate such information through various communication means (i.e. publications, website, etc.);
- Launch a debate amongst NRNs on how to best use funds devoted to communication activities and improve synergies with MAs and European Organisation;
- Explore the feasibility of establishing a community of RD Communication Managers from all NRNs, which could eventually be extended to MAs and European Organisations;
- Provide capacity building/training to ENRD stakeholders as regards effective communication and information sharing;

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- Pilot an EU-wide roadshow or itinerary exhibition, aimed at disseminating the information collected through selected NRNs in relevant Member states.

## Action Plan

Task	2011						2012						
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July-Dec
<b>1. Full review/analysis of communication tools</b>	NRN to request MAs/PAs materials	Upload of MAs/PAs materials to Gateway	Report presented at the 13 <sup>th</sup> NRN Meeting										
<b>2. Communications gateway</b>			Draft presented 13 <sup>th</sup> NRN Meeting			Published live on ENRD website							
<b>3. EAFRD Brochure on communication examples</b>			Published on ENRD website		Printed and distributed at Italian event								
<b>4. Italian event</b>					Event 17-18 <sup>th</sup> November Milan								
<b>5. LAG-Leader communication exhibition</b>							ENRD LAG event in Brussels						
<b>6. Possible other events (Poland, Denmark, Cyprus) linked to EU presidency</b>	Proposals to individual NRNs		To be discussed at 13 <sup>th</sup> NRN Meeting	Event in Poland (TBC)					Event in Denmark (TBC)				Event in Cyprus (TBC)
<b>7. Community of RD Communications professionals</b>	Launch of new MY ENRD forum												
<b>8. ENRD Magazine</b>			Collection of			First pilot issue		Second	Pilot issue	Third		Fourth	

			NRN contributions			published live		issue	translated /printed by NRNs?	issue		issue	
<b>9. Joint participation at International Green Week 2012</b>			To be discussed at 13 <sup>th</sup> NRN Meeting				Event Berlin 11-12 January						
<b>10. Training packages/capacity building</b>			Training materials to feed Gateway			Organisation of seminar "Effective communication"							
<b>11. NRN network assessment</b>											Added value of networking in support communication		
<b>12. ENRD/NRN joint activities</b>			Baltic sea event	Polish leader event		Workshop on Delivery of RDP measures	LAG event			Rural-Urban linkages event		Towards 2020 event	

