

# Added Value of Networking



## Village of the Year - The Orange Ribbon Award

Basic information	
<b>NRN:</b>	<b>Czech Republic</b>
Theme:	Agricultural Municipality - Good practice
Coordinator:	Managing Authority Department for RDP Ministry of Agriculture of the Czech Republic
Partners:	Ministry of Regional Development, Association for the rehabilitation of the countryside, Towns and Municipalities Union of the Czech Republic
Beneficiaries:	Rural municipalities and their inhabitants, agricultural bodies
Resources:	8 000 €
Period:	Annual activity
<b>Main element of networking:</b>	<b>Effective stakeholder engagement</b>
Other elements of networking:	Exchange of relevant experience and know-how amongst stakeholders

### Background

The Village of the Year competition is organised within the remit of the Rural Renewal Programme by the Association for the Rehabilitation of the Countryside, the Towns and Municipalities Union of the Czech Republic, the Ministry of Regional Development and, since 2007, by the Ministry of Agriculture. The general aim of this competition is to try and motivate communities in rural areas to actively participate in the development of the municipality in which they live. It is about becoming involved in and maintaining the village's social life, building on traditions in the region and also informing the general public about the importance of rural areas. In 2007 the Village of the Year competition was expanded to include an Orange Ribbon category, which is awarded to a project involving exemplary cooperation between a municipality and an agricultural body.

### Main activities

The competition is organised at both a regional and national level with the aim of identifying, recognising and publishing examples of good practice partnerships between municipalities and



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agricultural, forestry, game keeping, beekeeping or fisheries organisations in the renewal and development of rural areas - municipalities can also be involved in these partnerships as either voluntary associations of municipalities or Local Action Groups.

This project also includes meetings with representatives of the municipalities involved and tours of selected areas and their specific projects. Seminars are also organised including study trips to share experience and good practice on the renewal of rural areas, exploring projects supported by pre-accession funds or the Rural Development Programme. Some of the winning areas also organise seminars to meet mayors from other areas, and exchange information and their experiences of the Orange Ribbon Award.

## Main results/benefits

The project enabled rural development stakeholders to network and to meet independent experts involved in agriculture and rural development and representatives from state administration. The field trips to winning municipalities with best practice rural development examples have inspired other municipalities. The project has also increased awareness of the opportunities available to villages and has enabled the collection and sharing of good practice examples of RDP and other funded projects.

## Success factors

Thanks to this award there has been sharing of good practice in rural areas and support for encouraging rural stakeholders to engage in new activities which lead to the enhancement of their communities.

## Added value of networking

Thanks to the involvement of the Czech National Rural Network, experts from various fields participated in the evaluation of these multifaceted awards. Networking also plays an important role during the seminars, where participants as well as partners from abroad, share their experiences with people interested in the competition.

## Contribution of the NSU

The NRN organises experts to support the evaluation of the awards. Agricultural agencies who are members of the regional evaluation committees participate in the awards as well as two members of the national committee. We also cooperate with the Ministry to assist with the award preparations.



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## Contribution of the partners

The competition is mainly promoted by the Ministry of Regional Development, and Agricultural agencies participate in the evaluation process.

## Additional information

n.a.

## Pictures



Photograph from the Orange Ribbon award ceremony





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Photograph from the winning municipality in 2012

Source: Czech Republic National Rural Network

## Last Update

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