

16th NRN meeting – Communications Gateway Session

Report on the information provided by participants on “audio-visual materials as examples of communications products”

Participants outlined different audio-visual products, some of which comprise of a suite of several videos. Proposals ranged from an integrated TV/radio/newsletter campaign to documentary films to YouTube channels, where the channel as a whole was put forward as an example of a successful communications product. The input from participants varied in terms of the commitment they seemed to attach to having put it forward during the session. The session highlighted the need for clear guidance as to how a good example can be identified among a much larger set of existing audio-visual products.

‘List of audio-visual products as examples of communications products’

Example	Member State
Programme about LEADER projects	Portugal
Film on municipal planning in rural areas	Sweden
YouTube channel with 200+ videos	Estonia
Integrated TV/radio/newsletter campaign on farmers (cross-promoted on website and in magazine)	Cyprus
Video suite on RDP best-practice examples	Romania
Documentaries on young farmers and rural families	Italy
“Amaze me LEADER” YouTube clips	Finland
“Rural van (Landepaku)” YouTube clips	Finland
Web-based film on best support to entrepreneurs	Sweden
Film series on young farmers (www.youngandfarmer.blogspot.be)	Proposed by Wallonia, Belgium Produced by 8 NRNs collaborating on the topic of young farmers
Web-based video clips for the “European day with LEADER”	Estonia
8 short films about different successful RDP projects	Slovakia