

16th NRN meeting – Communications Gateway Session

Report on the information provided by participants on “Campaigns and Events as examples of communications products”

The majority of the EAFRD communication tools seem to be developed using the mainstream approach: such as printing media, TV and website. Much of Europe still relies on conventional media that are capable of reaching out the target audiences. Thus, when comparing with publications or website based tools, the campaigns or events are still lagging behind in terms of communication tools utilised. Even though, the participants provided interesting and diverse types of events organized as standing alone communication activities:

Title of example	Member State / Region / Organisation	Comments
Good and relevant practices		
Exhibition (mobile roll-up stands) about 30 examples of Village renewable measure results in 2007-2012	Estonian NRN	
Seminar on Rural Development – LDS	Portuguese NRN	
Seminar on Challenges of Rural Tourism	Portuguese NRN	
Interactive and Information tour “Well farmed. A portion of agriculture on your plate ”	Belgium – Flanders NRN	
Seminar for presenting the innovative experience’s results	Spanish NRN	

Events organized by Finish NRN	Finish NRN	The Finish NRN has in forecast a long list of events – they promised to assess and send t, the ENRD relevant information
Agricultural exhibition – AGROKOMPLEX – NRDN SR had international exhibition (HU, AU, CZ) with LAGS (craftsmen, regional products, folk. Costumes)	NRDN SR	
Variety of events organised by the Romanian NRN		As the case of Finish NRN, the Romanian representatives have to assess internally their rich calendar of events and provide us information about the most interesting topics.
On-going Swedish Rural GALA – (an integrated campaign, implementing a mass press campaign, including regional authorities and LEADER groups, and the production of video clips.	Swedish NRN	The summary of the campaign has been already uploaded on the CRD Gateway.