

Informing the broader public & NRN communication plans

“Informing the broader public and potential beneficiaries on rural development policy and funding opportunities” is one of the four mandatory objectives of National Rural Networks. At the same time, *“a communication plan including publicity and information concerning rural development programme in agreement with the Managing Authorities and those aimed at the broader public”* is one of the seven mandatory tasks of National Rural Networks.

A number of resources has been identified from the current work of the ENRD Contact Point that can help networks in fulfilling this objective & task. You can find useful information developed and/or shared by the ENRD CP, displayed in chronological order (from 2014 onwards) in the table below.

Title of resource	Source	Type of resource	MS	Date	Summary	Link
Chapter on 'Preparation and implementation of a communication plan' of the 'NRN Guidebook - Networks in transition'	ENRD archive website	Reports & Guidance	All	1/07/2014	This chapter of the NRN Guidebook summarises experience accumulated during the 2007-2013 programming period with regard to the development and implementation of NRN Communication Plans.	http://enrd.ec.europa.eu/enrd-static/app_templates/enrd_assets/pdf/guidebook/3.7.pdf
Using communication to inform and engage	EU Rural Review 19 - Improving Stakeholder Involvement, page 37	Article	All	1/04/2015	An article on how communication can be used as a strategic tool to support and improve stakeholder engagement. The use of new and social media is also explored.	https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-rr-19-2015-en.pdf
2nd Meeting of Thematic Group - RDP communication, ENRD CP	Events webpage	Presentation	All	7/05/2015	This presentation from the ENRD CP offered an overview of how communication is key to ensure good RDP roll out.	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/1.tg_150507_rdp_communication_et.pdf

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New ways of communicating and re-connecting to rural stakeholders	Events webpage	Presentation	FI	11/05/2015	The presentation of the Finnish NSU during the 5th NRN meeting in Amsterdam presents innovative ways of communication about rural development.	https://enrd.ec.europa.eu/sites/enrd/files/nrn5_finnish-example_torssonen.pdf
Coordination of communication activities with NGO's when launching the RDP 2014+	Events webpage	Presentation	CZ	12/05/2015	The upcoming launch of the new RDP, the Ministry of Agriculture of the Czech Republic implemented communications activities at national and regional levels. Other communication activities were planned for the first quarter of the year 2015.	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/nrn2_cz-nsu_stavova.pdf
Communicating the Estonian RDP	Events webpage	Presentation	EE	12/05/2015	A presentation by the Estonian NRN on a travelling roll-up exhibition as a method for involvement of partners and for reaching stakeholders and broader public.	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/nrn2_ee-nsu_lambur.pdf
Campaign to launch new RDP	Events webpage	Presentation	FI	12/05/2015	Presentation by the Finnish NRN on their communication plan to launch the new RDP.	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/nrn2_fi-nrn_karlsson.pdf
Information sessions on the new CAP	Events webpage	Presentation	LV	12/05/2015	Presentation by the Latvian NRN on information session to farmers to explain the new Common Agricultural Policy.	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/nrn2_lv-nrn_steen.pdf

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Grass is greener than gold - communicating RDP role and effects	Events webpage	Presentation	SE	12/05/2015	The Swedish Rural network launched a thematic group on "Green Industries" and practical network activities for improving competitiveness and for improved environmental protection in green industries	https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/nrn2_se-nrn_ohlsson.pdf
Exchange fora on core elements of NRN tasks and Action Plans: Communication activities	Events webpage	Event session	All	13/05/2015	During the 2nd NRN meeting in Jurmala (Latvia), NRNs discussed how to roll out their action plans. During the Exchange Fora NRN exchanged about practices with regard to their Communication Plans.	https://enrd.ec.europa.eu/en/enrd.ec.europa.eu/en/en-rd-events-and-meetings/2nd-NRN-meeting-20150512
The RDP launch campaign in Finland	Rural Connections - Autumn 2015, page 26	Article	FI	1/10/2015	Report on a dedicated communications strategy that accompanied the launch of the Rural Development Programme (RDP) in Finland. It emerged from effective cooperation between key delivery stakeholders and the use of external communications expertise.	https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-magazine03-2015-en.pdf
Developing the new website of the Scottish Rural Network 2014-2020	Rural Connections - Autumn 2015, page 30	Article	UK	1/10/2015	Interview with Christopher Bathgate from the Scottish NSU, on developing a new website for the network.	https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-magazine03-2015-en.pdf

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The French rural network updates its communication plan (France)	Rural Connections - Autumn 2015, page 32	Article	FR	1/10/2015	Report on the updated communications for 2014-2020 of the French Rural Network. It now aims at greater and wider participation with increased use of digital communications and a more European outlook. The main challenge is to join up its actions with those of the 27 French regional networks.	https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-magazine03-2015-en.pdf
Informing the Austrian people about the benefits of the RDP	Rural Connections - Autumn 2015, page 36	Article	AT	1/10/2015	Interview with Wolfgang Wisek, from the Federal Ministry of Agriculture, Forestry, Environment and Water Management in Austria. He led the team that developed the Liveable Austria campaign in 2014 to communicate the new RDP to the Austrian population. In January 2015, the campaign won CAP Communication Awards in two categories.	https://enrd.ec.europa.eu/sites/enrd/files/publi-enrd-magazine03-2015-en.pdf
Promoting Rural Development on the TV (Estonia)	Good practice webpage	Good practice	EE	31/10/2015	Introducing Rural Development Programme (RDP) projects through TV programmes aims to encourage people to form a more positive image and understand the value of living and working in the countryside.	https://enrd.ec.europa.eu/sites/enrd/files/gp_web_template_ee_tv.pdf
Communication' section of NRN Profiles	Networking webpage	NRN Profile	All	15/07/2016	All NRN profiles include a section on NRN communication plan and activities.	https://enrd.ec.europa.eu/en/networking/nrn-profiles