



Euroopan maaseudun  
kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin.



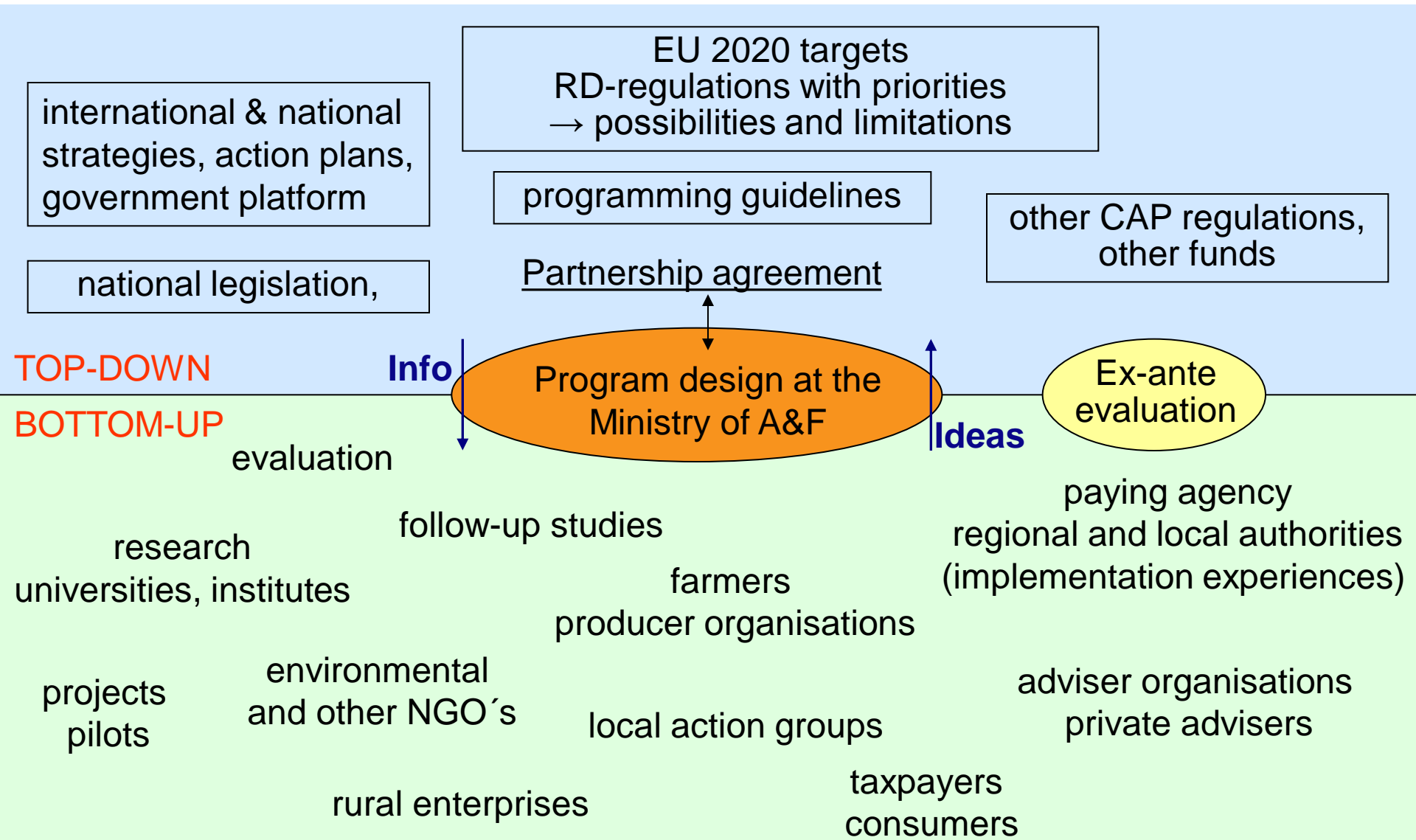
MAA- JA METSÄTALOUSMINISTERIÖ

# Raising awareness and improving RDP measures by involving stakeholders in the early stages of programme design

**4.3.2013, Brussels**

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# Bottom-up approach to top-down framework



# Official & unofficial working groups at the Ministry involving stakeholders

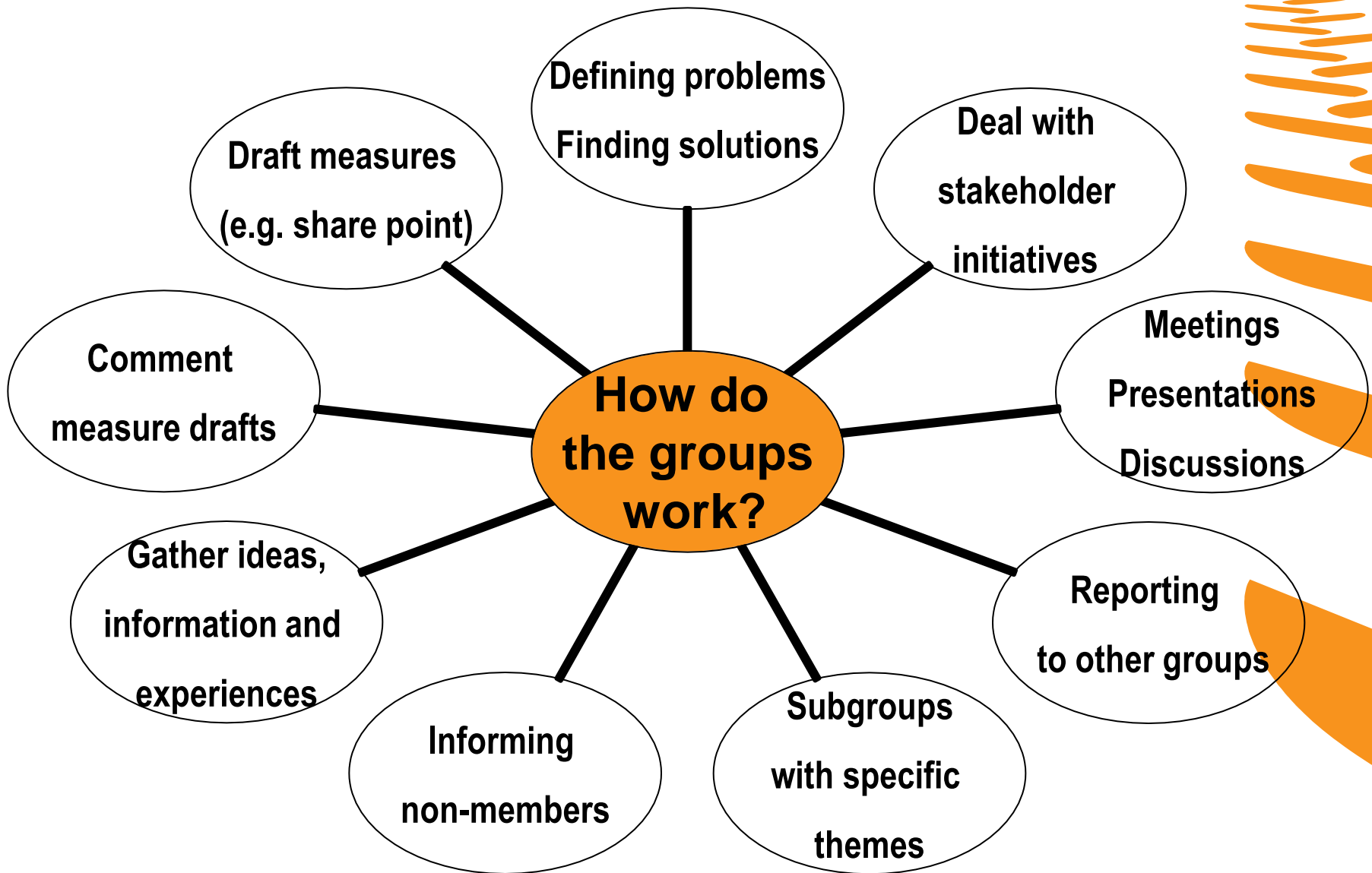
- CAP coordination
- Pillar I measures
- RD strategy
  - agri-environment & ecological production (10 subgroups)
  - animal welfare
  - less favoured areas
  - rural enterprises and development (5 subgroups)
  - leader
  - structural measures
  - risk management

*Also internal working groups at the ministry without stakeholders*

*- e.g. measure coherence, farm advice, administration structure*

# Work group members represent different fields of expertise

- producer organisations representing farmers
- researches
- environmental ngo´s
- advisers
- paying agency (implementation, data systems, control)
- ministry of environment
- regional environmental and agricultural authorities
- local action groups
- pilot projects
- and others...



# Workshops, ex-ante evaluation and www

- Regional workshops on planning regional strategies and workshops on specific issues
  - organised by the rural network unit
- Ex-ante evaluation
  - discussions sessions with all official preparation groups
  - second discussion round coming (EU RD-priorities)
- Online comments
  - [www.otakantaa.fi](http://www.otakantaa.fi) or [www.dinasikt.fi](http://www.dinasikt.fi)
  - wide public commentary and discussion forum on preparation of RDP measures (open until 6.3.2013)

# Benefits and Challenges

- Theory meets reality
- Improving public knowledge on possibilities and limitations of the RDP
- "Our measures"
- Wide involvement of experts, easy access to latest research
- Wide identification of needs and solutions
- Direct feedback
- Better discussion climate
- Time consuming & laborious approach
- Draft stage of EU-regulations challenging
- Stakeholders disappointed if measures later need to be deleted or changed
- Possible misunderstandings between draft versions and final program measures

# How to make it work?

- Openness
  - group members are spokesmen of stakeholders
  - design documents are no big secrets
- Easy access, use of video negotiation possibilities!
- Cut formalities, fair treatment of opinions and ideas
- Three ways of interaction
  - transfer information on possibilities and limitations of RDP
  - let stakeholders influence the design
  - promote interaction between stakeholders to promote common understanding and finding solutions together
- Continuity
  - find ways to keep contact also during the program period





*Thank you!*  
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