



A fresh approach to communications

- Story-led
- Accessible
- Interactive
- On-the-ground

ENRD COMMUNICATION TOOLS: DEVELOPMENTS & NETWORKING VALUE





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- Accessible
- Interactive
- On-the-ground

ENRD website



snapshots



NRN Self-assessment toolkit



Social media



What's new?

Audiovisual

Website tools

Publications

Networking



EAFRD Project



Short

NRN Thematic Initiative "EAFRD Communication"

COMMUNICATING RURAL DEVELOPMENT to CITIZENS

17.18

SUCCESSFUL EXPERIENCES

 PROJECT

 The project aims at identifying and sharing the best rural development experiences in countries also carrying the Member States, so that the experiences themselves could be considered as examples of European fund proper investments.

 The aim is giving a good informing effect on information campaigns, which take



EU Rural



Website tools



RDP Implementation snapshots





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PÁGINA PRINCIPAL

POLÍTICA DE DESARROLLO RURAL

- Introducción
- Marco de la UE
- Información del país
- Perfiles nacionales sobre cambio climático
- El portal de acceso a Leader
- Implementación del programa
 - La política de desarrollo rural en cifras
 - Presentaciones
 - Debate público sobre el futuro de la PAC
 - Cuestionario para partes interesadas del IPA
 - Debate público sobre el futuro de la PAC

REDES RURALES NACIONALES

INICIATIVAS TEMÁTICAS DE LA RED

EVENTOS Y REUNIONES

BIBLIOTECA DE LA RED

BASE DE DATOS DE PROYECTOS DE PDR

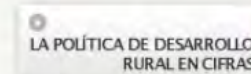
Leader Gateway El portal de acceso a Leader



El portal de acceso a Leader

Leader (acrónimo de 'Liaison Entre Actions de Développement de l'Économie Rurale', 'Relaciones entre Actividades de Desarrollo de la Economía Rural') es una iniciativa comunitaria que permite desarrollar una región a nivel local utilizando su potencial de desarrollo endógeno. El enfoque Leader forma uno de los cuatro ejes de la Política de desarrollo rural 2007-2013. En esta sección encontrará todo lo que debe saber sobre Leader, haga clic en alguna de las secciones.

<p>Serie de herramientas Leader</p>	<p>Base de datos de los Grupos de Acción Local (GAL)</p>	<p>Grupos de enfoque Leader</p>
<p>Más Información</p>	<p>Leader en acción</p>	<p>Cooperación transnacional (CTN)</p>



Leader gateway

NRN Self-assessment toolkit

Commissione europea
Rete Europea per lo Sviluppo Rurale

Commissione Europea > Agricoltura e sviluppo rurale > Sviluppo rurale > RESR > Kit di strumenti di autovalutazione delle RRN

Kit di strumenti di autovalutazione delle RRN

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PAGINA INIZIALE

NOTE SULL'AUTOVALUTAZIONE DELLE RRN

PROFILI DI AUTOVALUTAZIONE DELLE RRN

STRUMENTI PRATICI PER L'AUTOVALUTAZIONE DELLE RRN

OLTRE L'AUTOVALUTAZIONE DELLE RRN

European Network for Rural Development

Benvenuti sulla pagina iniziale del kit di strumenti di autovalutazione delle RRN

Questo kit di strumenti online si propone come obiettivo di permettere agli utilizzatori di presentare e scambiare metodi, tecniche e "strumenti" pratici per monitorare i progressi e valutare il rendimento delle attività in rete generalmente realizzate dalle RRN.

L'autovalutazione non è un obbligo. Si tratta di un'attività volontaria per i direttori e i membri delle reti che desiderano accertare il corretto funzionamento e l'efficacia della propria rete verso il conseguimento degli obiettivi posti. L'autovalutazione delle RRN è principalmente finalizzata a sostenere il processo di misurazione e valutazione dei risultati e delle realizzazioni dell'attività in rete. Si tratta di un esercizio sostanzialmente diverso dalla valutazione che, ai sensi del Regolamento (CE) n. 1698/2005 del Consiglio, deve essere condotta da valutatori indipendenti al fine di analizzare gli interventi in funzione dei risultati, dell'impatto e delle esigenze che questi mirano a soddisfare. La valutazione analizza il grado di utilizzazione delle risorse, l'efficacia e l'efficienza della programmazione, le ripercussioni a livello socioeconomico e ambientale, nonché il contributo alla realizzazione delle priorità comunitarie.

Per iniziare ad esplorare il kit di strumenti di autovalutazione, fare clic su uno dei comandi sottostanti.

IN SINTESI

Note sull'autovalutazione delle RRN

Alcune domande frequenti (FAQ) e un approccio per fasi, di facile utilizzo, per l'autovalutazione delle RRN. [Per saperne di più...](#)

Strumenti pratici per l'autovalutazione delle RRN

Consigli ed esempi pratici relativi agli strumenti in uso e a quelli potenzialmente utili per l'autovalutazione delle RRN. [Per saperne di più...](#)

Profili di autovalutazione delle RRN

Esempi di approcci (con i principali documenti di riferimento) adottati in materia di autovalutazione dalle RRN selezionate. [Per saperne di più...](#)

Oltre l'autovalutazione delle RRN

Possibili spunti per metodi più avanzati di valutazione dei risultati (o dell'impatto) delle attività delle RRN. [Per saperne di più...](#)

La Rete europea per la valutazione dello sviluppo rurale offre assistenza metodologica per la valutazione dei programmi Reti rurali nazionali e delle RRN, in linea con il Quadro comune di monitoraggio e valutazione.

Contatti: [l'indirizzo della rete europea per la valutazione](#)

IN PROSPETTIVA

Aggiornamento del Documento di lavoro sulla valutazione dei programmi Reti rurali nazionali, con integrazione delle esperienze tratte dalla valutazione intermedia 2010. Avvio dell'attività terzo trimestre del 2011.

SUPPORTO METODOLOGICO

Il Documento di lavoro sulla valutazione dei programmi Reti rurali nazionali (luglio 2010) illustra la situazione attuale degli approcci previsti in Germania, Italia, Portogallo e Spagna per la valutazione intermedia dei rispettivi programmi Reti rurali nazionali. Testo integrale (PDF [\[1\]](#)).

Il Documento di lavoro sulla rilevazione dell'impatto di Leader e delle misure per migliorare la qualità della vita



The European Network for Rural Development (EN RD) was launched in October 2008, to act as a focal point for all rural development actors, across the EU. In particular, the EN RD helps ensure that Member States, efficiently implement Rural Development Programmes (RDPs). [READ MORE](#)

Connecting Rural Europe ...

Click on a country flag to connect with rural Europe

Connect with EU

EU member states
 IPARD countries
 IPA countries
 non EU countries

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Key Tools

Events Calendar

< 1 | 2 | 3 | 4 | 5 | 6 | 7 |

News

Test de la mort qui tue

- 20. Januar 2011: Effizientes und sicheres Visa-System geht in Betri ...
- 10. Dezember 2010: Patientenaufklärung: Europäische Kommission für klarere Vorschriften zur Information über verschreibungspflichtige Arzneimittel ...
- 10. Februar 2011: Mehr Handel und ein größeres Angebot für den Verbraucher: Europäische Kommission schlägt Gemeinsames Europäisches Kaufrecht vor ...
- 20. Januar 2011: Effizientes und sicheres Visa-System geht in Betri ...

MORE NEWS



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RUR@L NEWS ENRD ONLINE NEWSLETTER

EU Rural Review ENRD PUBLICATION

ΕΓΓΡΑΦΕΤΕ ΣΤΗ ΛΙΣΤΑ ΑΛΛΗΛΟΓΡΑΦΙΑΣ ΜΑΣ

Ευρωπαϊκό Δίκτυο

Το Ευρωπαϊκό Δίκτυο Αγροτικής Ανάπτυξης της ΕΕ. Συγκεκριμένα, το ΕΔΑ...

Παρακαλούμε σημειώστε ότι η έκδοση: Ερδσιν, μια ιστοσελίδα...



POLICY IN ACTION Rural development policy overview Rural development policy in figures RDP project database Improving implementation CAP towards 2020 Communicating Rural Development	COUNTRY Public Goods Small Farms Social Farming Local Food And Short Supply Chains Rural Financing Environmental Services Rural-Urban Linkages ICT Rural Entrepreneurship Gateway Rural poverty and social exclusion Innovation LEADER NETWORKS & NETWORKING NRN Information	THEMES Youth And Young Farmers Forestry Mountain Areas Climate Action	LEADER Innovation NETWORKS & NETWORKING NRN Information	NETWORKS & NETWORKING NRN Clusters EU Organisations Research Initiatives FARNET European Evaluation Network EU Candidate / Potential Countries NRN Self-Assessment Tool-kit Added Value of Networking	PUBLICATIONS & MEDIA EU Rural Review ENRD Magazine EAFRD Project Brochures Thematic Publications Rural News	GENERAL INFO Who's Who FAQ Links Contacts Site Map Help
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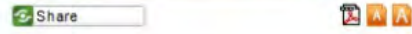


ΤΕΛΕΥΤΑΙΑ ΕΝΗΜΕΡΩΣΗ: 14/10/2011

Δήλωση Προστασίας Προσωπικών Δεδομένων

Ευρωπαϊκή Επιτροπή Ευρωπαϊκό Δίκτυο Αγροτικής Ανάπτυξης

Ευρωπαϊκή Επιτροπή > Γεωργία και Αγροτική Ανάπτυξη > Αγροτική Ανάπτυξη > EN RD



HOME

European Evaluation Network for Rural Development

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EU Rural Review
ENRD PUBLICATION

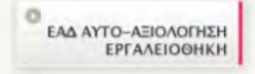
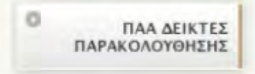
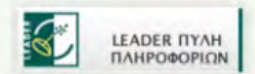
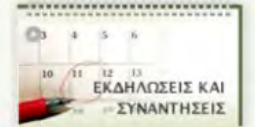
ΕΓΓΡΑΦΕΙΤΕ ΣΤΗ ΛΙΣΤΑ ΑΛΛΗΛΟΓΡΑΦΙΑΣ ΜΑΣ

Ευρωπαϊκό Δίκτυο Αγροτικής Ανάπτυξης

Το Ευρωπαϊκό Δίκτυο Αγροτικής Ανάπτυξης (ΕΔΑΑ) δημιουργήθηκε τον Οκτώβριο του 2008, ως σημείο αναφοράς για το σύνολο των φορέων αγροτικής ανάπτυξης σε ολόκληρη την ΕΕ. Συγκεκριμένα, το ΕΔΑΑ βοηθάει στη διασφάλιση της αποτελεσματικής εφαρμογής των Προγραμμάτων Αγροτικής Ανάπτυξης (ΠΑΑ) από τα κράτη μέλη. [Διαβάστε περισσότερα](#) ή μεταφορτώστε το φυλλάδιο του ΕΔΑΑ [PDF [en](#) [de](#) [fr](#) [it](#) [es](#) [pl](#)].

Συνδέοντας την αγροτική Ευρώπη...

Παρακαλούμε σημειώστε ότι η ελληνική έκδοχή του διαδικτυακού τόπου του Ευρωπαϊκού Δικτύου Αγροτικής Ανάπτυξης (ΕΔΑΑ) αποτελεί μια συντηρημένη έκδοχή της κύριας έκδοσης. Εφόσον μια ιστοσελίδα δεν είναι διαθέσιμη στα Ελληνικά, παρακαλούμε ανατρέξτε στην αγγλική έκδοση του ιστότοπου.





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What's new?

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Website tools

Publications

Networking

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EAFRD Project ex

Short



EU Rural

NRN Self-assessment toolkit



Social media



COMMUNICATING RURAL DEVELOPMENT to CITIZENS

SUCCESSFUL EXPERIENCES

17.18



HOME | AGENDA | EVENTS | PARTNERS | CONTACT US

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Publications





EAFRD Project examples

Short guide to CAP proposals

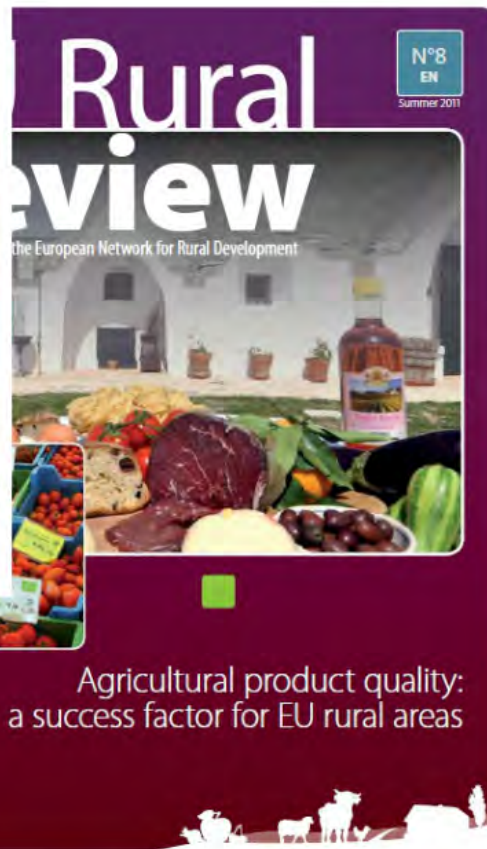


A handbook for the European Commission proposals for
Rural development policy after 2013



European Network for
Rural Development

European Commission
Agriculture and
Rural Development



EU Rural Review



ENRD promotional video



RDP Projects videos

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- S
- A
- In
- O



ENRD website



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Social media



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What's new?

Audiovisual



Website tools

Publications

Networking

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EAFRD Project examples



Short guide to CAP proposals



EU Rural Review

...and also:
• Network of RD communication experts in MS




Networking

NRN T

Le risorse per la valutazione
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RRN, in linea con il Quadro
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ontatta l'helpdesk della rete
ea per la valutazione

PRETTIVA
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anali, con integrazione delle
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edia 2010. Avvio dell'attività
trimestre del 2011.

TO METODOLOGICO
Documento di lavoro sulla
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a la situazione attuale degli
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ammi Reti rurali nazionali.
Integrale (PDF ).
Documento di lavoro sulla
azione dell'impatto di
er e delle misure per
orare la qualità della vita

Social media



ENRD Contact Point
@ENRD_CP Brussels, Belgium
The European Network for Rural Development (ENRD) provides a focus for connecting rural Europe and exchanging rural development experiences
<http://enrd.ec.europa.eu/>

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Italy's NRN is hosting an interesting event next week about communicating rural development policy bit.ly/r5uHbl
11 Nov
- ENRD_CP** ENRD Contact Point
We've released a new [#rural](#) development EU publication about [#forestry](#) this week – check it out at bit.ly/tXCp7J
11 Nov
- ENRD_CP** ENRD Contact Point
[#Food](#) security is a key part of EU [#rural](#) development policy and [#CAP](#) reform. Here's a new conference for reference bit.ly/uyQY7J
11 Nov
- ENRD_CP** ENRD Contact Point
Leader LAGs may be interested in the latest newsletter about bottom-up EU [#rural](#) development matters from ELARD eiard.eu
11 Nov
- ENRD_CP** ENRD Contact Point
Have you seen the [#rural](#) winners of this good practice competition for [#agriculture](#) in the EU Baltic Sea region bit.ly/tHjYmk
9 Nov

openNRD

The screenshot displays the openNRD website interface. At the top, the header includes the European Commission logo and the text "European Network for Rural Development". Below the header is a navigation menu with options like "Home", "About", "Contact", "Log in/Out", and "Language".

The main content area is divided into several sections:

- MY ENRD HOME:** A sidebar menu with options like "MY PROFILE", "MY MEETINGS", "MY DOCUMENTS", "MY FORUMS", "MY EVENTS", "MY LOCAL ACTION STRIPS", "MY PROJECTS", "MEMBERS DIRECTORY", "TOOLS ADMIN", and "GO TO ENRD WEBSITE".
- WELCOME TO MY ENRD, LUCA:** A message from Luca, the administrator, welcoming users to the online community.
- MESSAGE:** A notification that the user has 3 new messages.
- JOIN THE GROUP:** A section for joining a group, featuring a profile for Martin Hickman.
- CHAT BOX:** A chat window titled "Cynthia Pripogine" with a conversation about a meeting.
- LATEST LEADER COOPERATION OFFERS:** A section with three offers:
 - Create a sustainable Tourism policy:** An offer to promote sustainable tourism in territorial shrubs.
 - The rescue of the ruins Stara Duba:** A project to create a study of conservation work with inscription.
 - Bee and Biodiversity together to stop pollinating insects decline and protect biodiversity:** A project to study the impact of pesticides on bees.
- LATEST GROUP FORUM POSTS:** A section with three forum posts:
 - Wallonian Video:** A video about Wallonian production.
 - Comments from Malta:** A comment about the availability of data.
 - Call for speakers at workshop on Short Supply Chains - 15 October - Brussels:** A call for speakers for a workshop on short food supply chains.
- RECENT MY ENRD USER:** A section listing recent users and their activities.

Networking

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HOME | AGENDA | EVENTS | PARTNERS | CONTACT US

17-18
nov
2011
ESPERIENZE DI QUALITÀ
Milano, 17-18 nov 2011

PROJECT

This project aims at identifying and sharing the best rural development experiences in communication coming from Member States, so that the experiences themselves could be considered as examples of European fund proper investments.

The aim is giving a growth promoting effect on information campaigns, which have reached their own scheduled targets by using new tools as well, such as web communication, social network, cross media and viral marketing, etc.

There are different steps involved in the above mentioned project, starting from gathering effective communication material both at national and international basis up to presenting this material during the related event organized in Milan, 17-18 November 2011 (see location on map).

Here an exhibition will be included to promote the best communication, information and commercial initiatives at local, national and international level.

The above presentation and display of items will also be available on this site and an appropriate and related publication will be provided herein.

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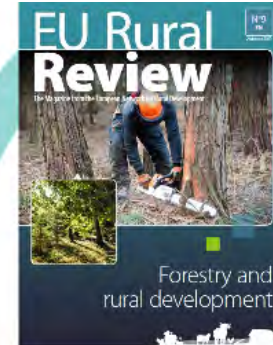


Rete europea
per lo sviluppo rurale
**Comunicare la politica
di sviluppo rurale dell'UE**



...and also:

- Network of RD communication experts in MS
- EAFRD Information and Publicity gateway
- Communications vs value added of networking
- NRN joint participation to fairs



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| HOME | AGENDA | EVENTS | PARTNERS | CONTACT US

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Communicating Rural Development:

NRN S MEET IN MILAN



08

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Commissioner
visits ENRD
Contact Point



European Commission
Agriculture and
Rural Development



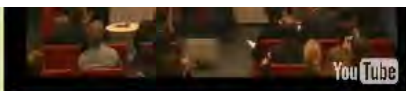
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Leader
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in Finland



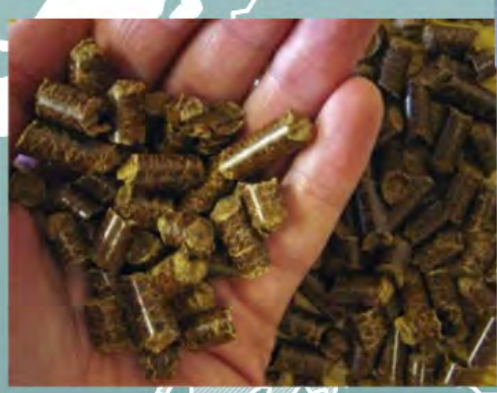
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RDP projects
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...and also:

- Network of RD communication experts in MS
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- Communications vs value added of networking
- NRN joint participation to fairs



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