Added Value of Networking

European Network for Rural Development

Added Value of Networking:

Demonstrating the added value of networking

Story name: Connecting Rural Scotland – The Scottish National Rural Network 2008-13

Basic information	
NRN:	Scottish National Rural Network
Keywords:	Report actions 2008-2013
Coordinator:	Jody Fleck
Partners:	SCVO
Resources:	£2600
Period:	2008-13

Background to the demonstrating the added value of networking activity

In late 2013 the Scottish NSU asked its contractor, SCVO, to produce a paper summarising the actions undertaken by the Scottish National Rural Network (NRN) himself over the current programming period. This was published in January 2014 on the NRN website with hard copies also widely circulated.

Purpose and description of the demonstrating the added value of networking activity

The NSU wanted an easy to read summary of the NRN's actions during the 2008-13 period to inform what the NRN might do in the next programming period. It quickly transpired that the production of a paper would also help subscribers to the NRN website, social media users, key stakeholders including Scottish Government colleagues to read about all the work that had been done by the National Rural Network over the lifetime of the current programme. 150 copies were printed for circulation at January's Co-ordination Committee and the Scottish LEADER conference in March 2014. Stakeholders were alerted in the NRN weekly newsletter.

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Who did the NRN target with the demonstrating the added value of networking activity

The publication had no specific target audience as it was developed for use by anyone, from LAGs and MAs to the general public. We also bore in mind the recently completed evaluation of the NRN (December 2013) and the ongoing Stage 2 consultation on the next Rural Development Programme (ended February 2013) feeling that people needed to be able to judge for themselves in an easy read format how the NRN performed but also to help development of the next NRN in 2014-20.

Main results of the demonstrating the added value of networking activity & added value of the chosen delivery approach

No formal evaluation has taken place however the publication aimed at enabling a broader understanding of the role of the NRN, what it has delivered, how that delivery has added value to the delivery of rural development in Scotland and how this may continue through to 2020. It can be extremely challenging to measure the impacts of a publication of this type beyond geographical distribution, number published and website downloads.

Success factors and challenges

It was useful to use an independent contractor as it was easier for them to identify the areas and actions delivered by the NRN that were of most interest to the reader. Compiling such a document is also quite a time consuming task and so challenging to produce in house, particularly during a busy transition period. Selecting the most appropriate means of distribution and the balance between hard and electronic copies must also be carefully thought through.

Description of NSU and other partners contribution

The publication was developed by our contractor SCVO with input from the NRN who provided information, images etc.

Additional information and useful resources

http://www.ruralgateway.org.uk/sites/default/files/SNRN_Report_2008-2013_0.pdf

Last Update

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