

A word cloud of terms related to rural development. The most prominent words are 'cross compliance', 'water', 'best practice', 'farming', 'climate', 'women', and 'landscape'. Other visible words include 'agritourism', 'CAP', 'rural', 'people', 'safety', 'programs', 'development', 'cohesion', 'community', 'cooperation', 'young entrepreneurs', 'biodiversity', 'innovation', 'opportunities', 'monitoring', 'regions', 'rural areas', 'integrated approach', 'forests', 'europe', 'environment', and 'leader'.

agritourism **cross compliance** water
assets **CAP** rural people safety programs development
leader **best practice** cooperation climate young entrepreneurs
farming *monitoring* opportunities *innovation* biodiversity
integrated approach forests **women** **landscape** rural areas
europe environment

Rural Development through web 2.0

The National Rural Network web site

[What is it all about?]

The Rural Development Network web site is:

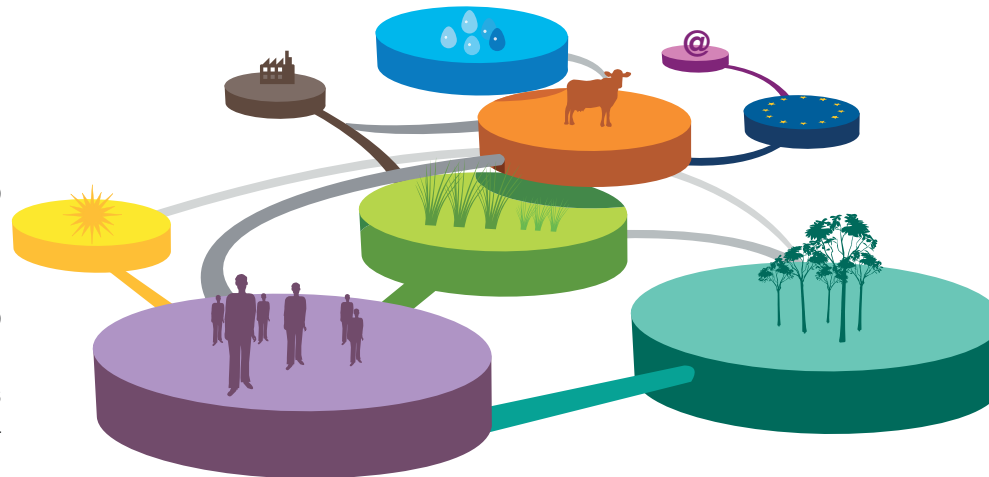
A COMMUNICATION TOOL, BOTH TRADITIONAL AND INNOVATIVE

A FLEXIBLE SERVICE ORIENTED TO USER NEEDS

A COOPERATION-BASED PROJECT IMPLEMENTED THROUGH A NETWORK OF RELATIONSHIPS

A TOOL ABLE TO CONVERT LIABILITIES INTO ASSETS BY INVOLVING HUMAN, FINANCIAL AND SOCIAL RESOURCES

A TOOL ABLE TO ENSURE THE INFORMATION FLOW



[Our services]

Monitoring of Rural Development Programs

On-line forum related to thematic contents

Presentation of events on rural development

The focus on programs and related activities

S.O.S. for bees - service on bee emergency

Members reserved area

[Figures]

Visitors overview: from October 2008 to October 2009

108.320	Visits
45.261	Absolute Unique Visitors
748.395	Page views
8,01	Average Page Views

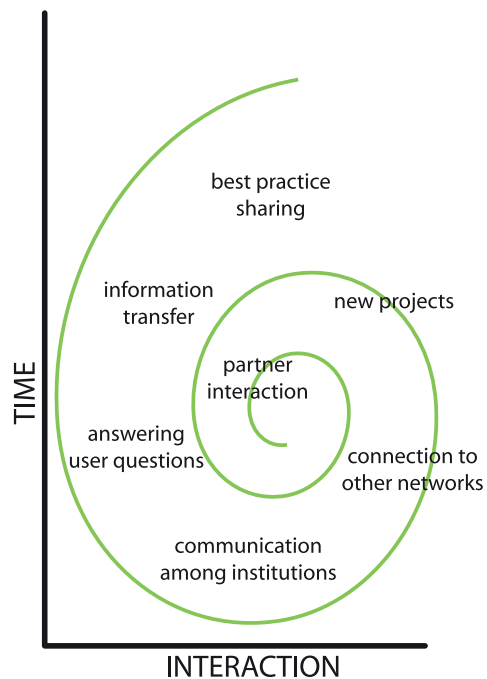
[Most wanted]

List of the most wanted topics

LEGISLATION
DOCUMENTS
SOS FOR BEES
LEADER APPROACH
REGIONS
ENVIRONMENT
EVENTS
RURAL AREAS

[How it grows]

A cooperation-based web project grows thanks to time and interaction



[Surfing through the topics]



AGRICULTURE IS CHANGING. HOW TO GET THE NEWS: CLICK AND FIND

AGRICULTURE IMPROVING QUALITY OF LIFE	→	LANDSCAPE
TERRITORY CONNECTED TO SOCIAL FUNCTIONS	→	RURAL AREAS
RURAL FARMING AND SIMPLIFICATION	→	YOUNG ENTREPRENEURS
SUSTAINABLE RURAL DEVELOPMENT	→	ENVIRONMENT
RESEARCH AND INNOVATION	→	INTEGRATED APPROACH/BEST PRACTICES
AGRICULTURE SAFEGUARDING COMMUNITY	→	SAFETY AND QUALITY

KNOWLEDGE AND TRAINING THROUGH INFORMATION

FOR YOUNG PEOPLE	→	THE SHOWCASE OF OPPORTUNITIES
FOR WOMEN AND ENTERPRISE	→	ON-LINE CONSULTING SERVICES
FOR INSTITUTIONS	→	SUPPORT TO REGIONAL ADMINISTRATIONS

THE NETWORK PHILOSOPHY: FROM MULTIMEDIA APPROACH TO SOCIAL NETWORK

NETWORKS MULTIPLY RESULTS: THEY SPREAD AND INCREASE KNOWLEDGE VALUE
NETWORKS CREATE CONNECTIONS: THEY BRING PEOPLE AND IDEAS TOGETHER

Editorial staff

Paola Lionetti - Editor in- chief
p.lionetti@politicheagricole.gov.it

Mario Cariello - Webmaster / Communication
m.cariello@politicheagricole.gov.it

Fabrizio Soddu - Editor
f.soddu@politicheagricole.gov.it

Paola Gonnelli - Editor
p.gonnelli@politicheagricole.gov.it

Roberta Ruberto - Designer /Communication
r.ruberto@politicheagricole.gov.it

Valentina Longo - Legal expert
v.longo@politicheagricole.gov.it

www.reterurale.it



NATIONAL RURAL NETWORK
Mipaat - Department for Rural and Quality Competitive Policies
General Directorate for Rural Development, Infrastructures and Services
Via XX Settembre, 20 - 00187 Rome - Italy
reterrurale@politicheagricole.gov.it
www.reterurale.it

