



The Rural Development Regulatory Framework 2014-2020

Communication aspects at EU and national level

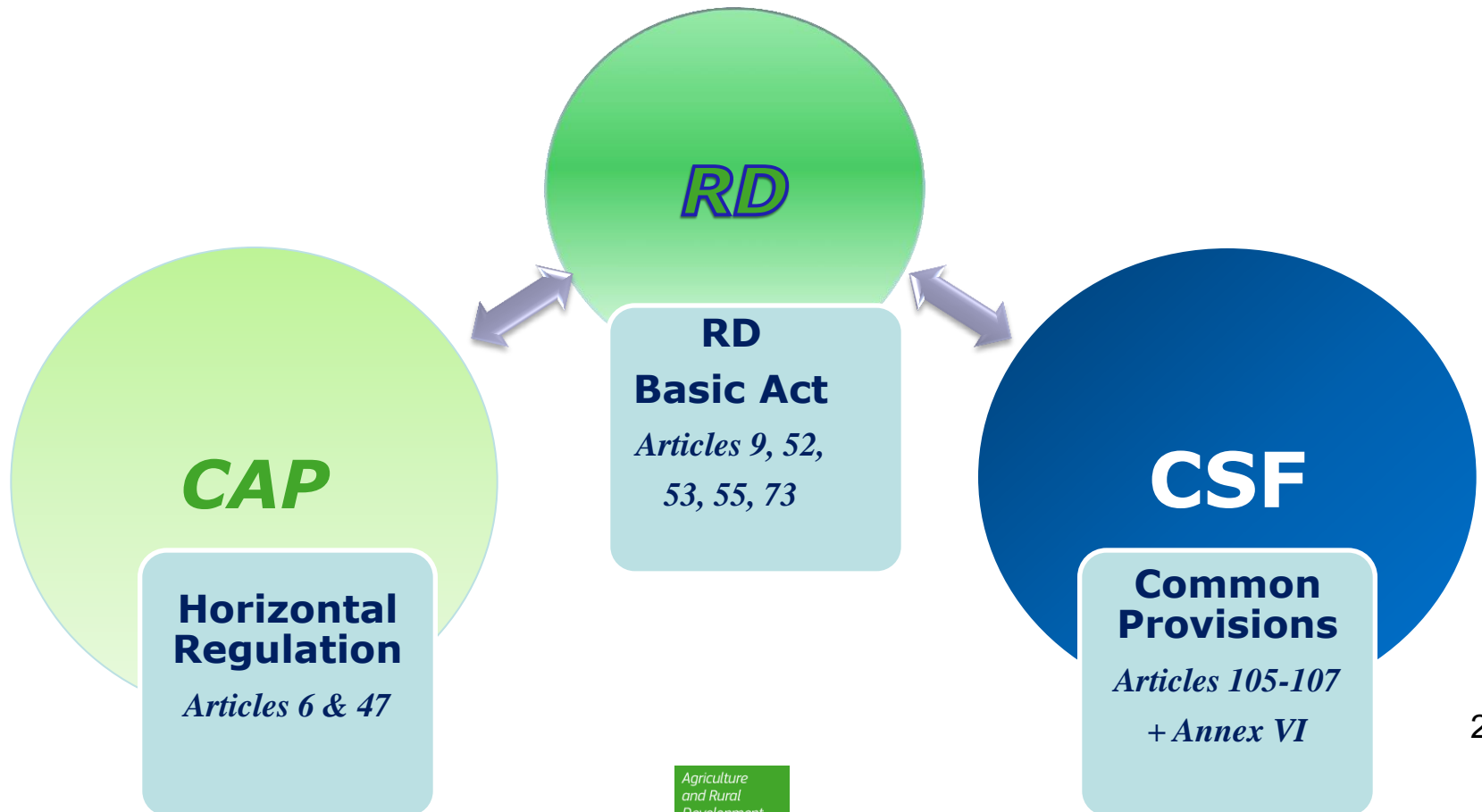
ENRD Coordination Committee 6 June 2013

Antonella Zona, DG AGRI G3



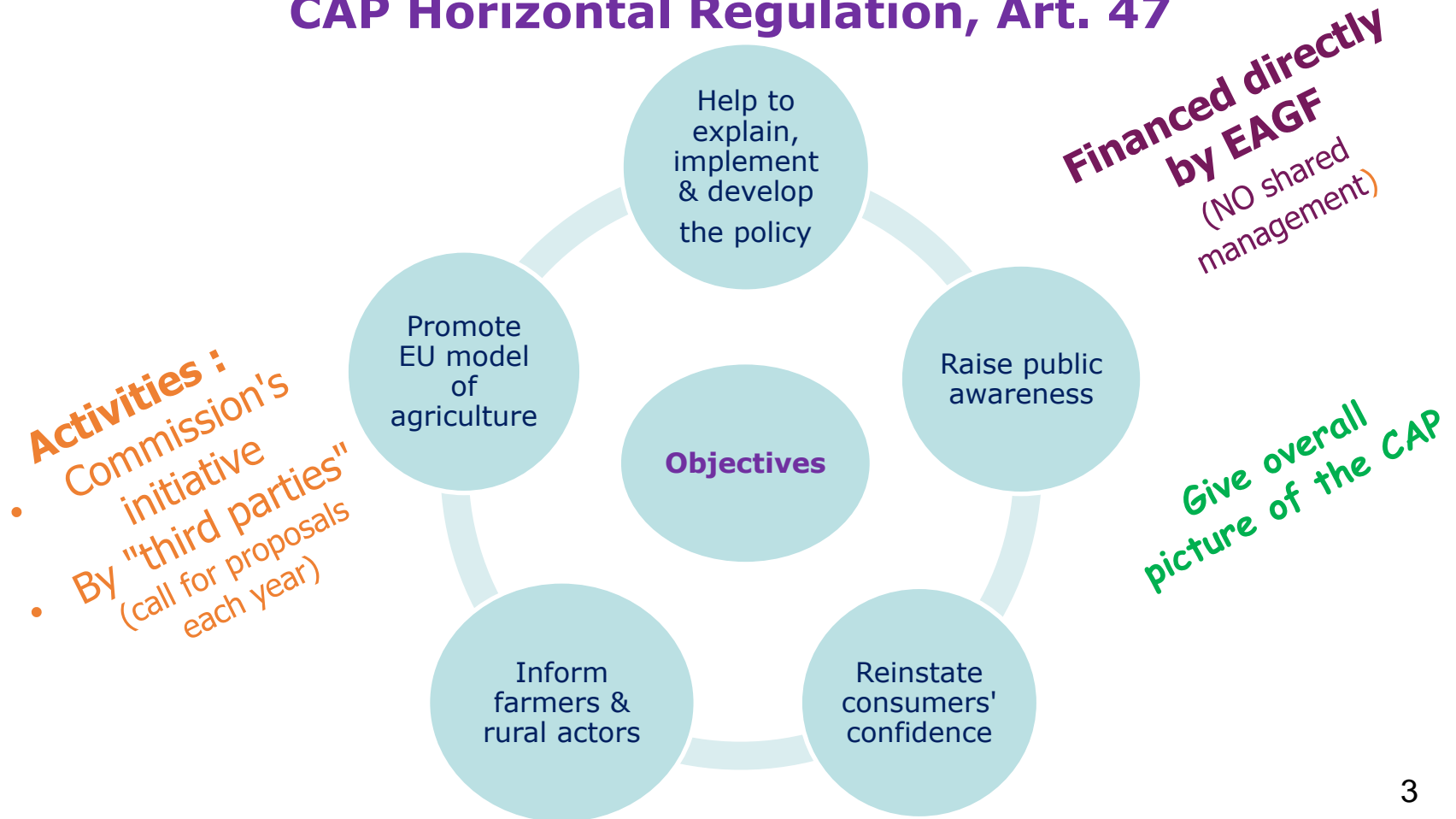
European
Commission

Information and communication provisions 2014-2020



Information on the CAP

CAP Horizontal Regulation, Art. 47



Information and communication on the other Funds

Common Provisions Art. 105-107 + Annex VI

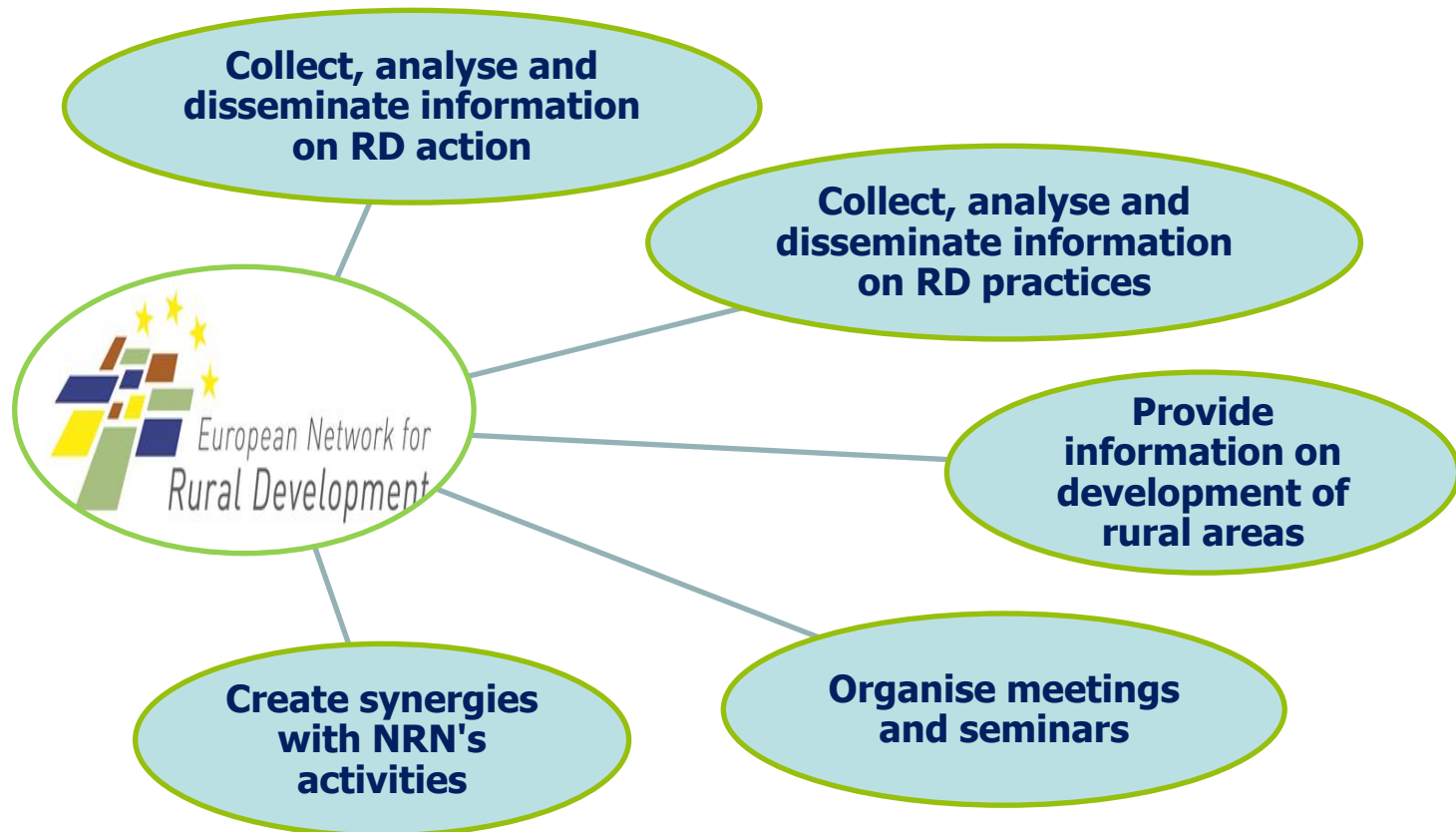
N.B.:
Not applicable to
EARDF



Commission
responsible for
setting up a
communication
network

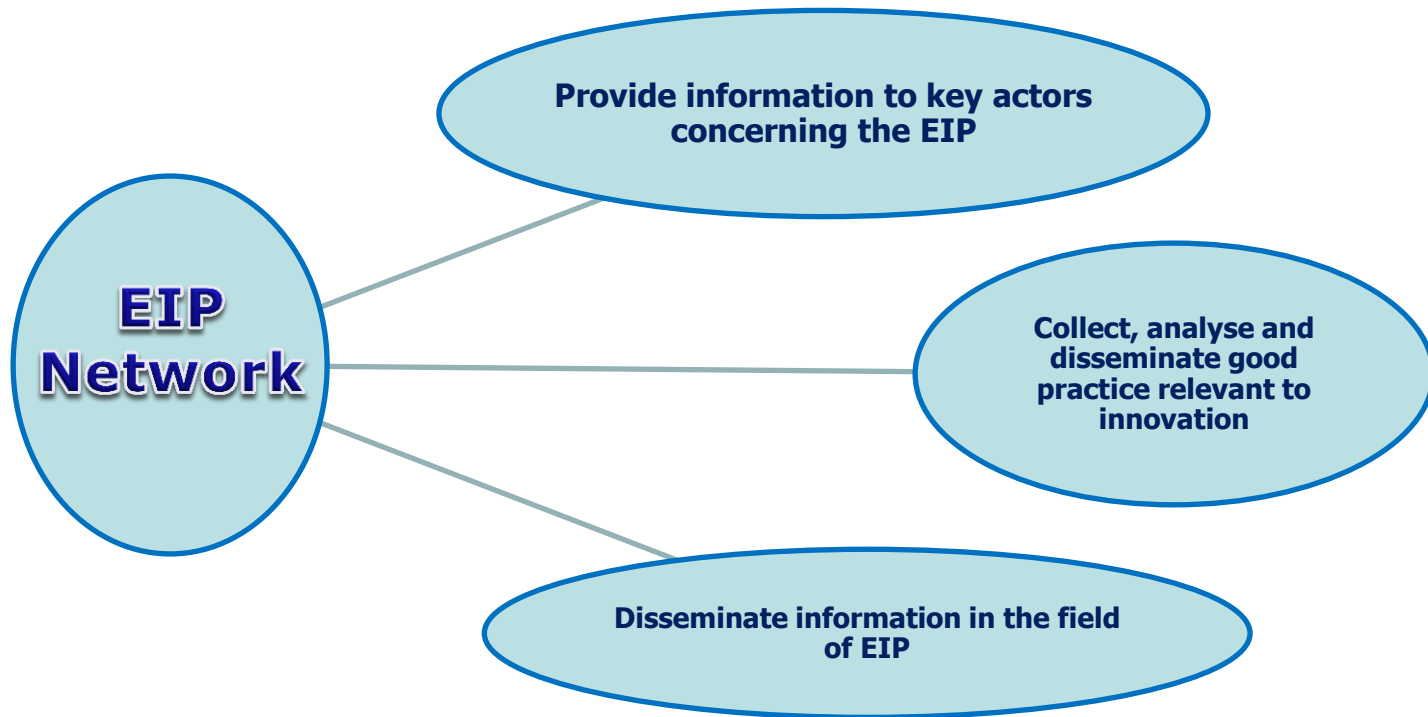
European Network for Rural Development

RD Basic Act Art. 52



European Innovation Network

RD Basic Act Art. 53



National Rural Networks

RD Basic Act, Article 55

Networking by the national rural network shall aim to [...] inform the broader public and potential beneficiaries on RD

NRN's action plan should contain

- a *communication plan* in agreement with the M.A.
- information and communication activities aimed at a *broader public*.

Content of RDP

RD Basic Act, Art. 9

Each RDP shall include the provisions to ensure that the programme is publicised, including through the national rural network
(to be detailed in the implementing rules)

Responsibilities of Managing Authorities RD Basic Act, Art. 73

*MAs are responsible for ensuring **publicity** for the programme, including through the National Rural Network*
by informing:

- **potential beneficiaries** and **all stakeholders** of the **possibilities** offered by the programme and the **rules** for gaining access to programme funding;
- **beneficiaries** and the **general public** on the **role played by the EU** in the programme

TO SUM UP:

- *Communicating about RD Policy is a common task*
- *ENRD and NRNs seem the natural way to communicate RD Policy*
- *Flexibility for Member States is necessary*
- *CSF Common Provisions not strictly applicable to RD but have similar elements*
- *An overall communication strategy is needed: MA has the responsibility to lead the process and to involve the NRN*

Legal references and useful links

Rural Development Basic Act => COM(2011) 627 final/2

CAP Horizontal Regulation => COM(2011) 628 final/2

<http://ec.europa.eu/agriculture/cap-post-2013/legal-proposals/>

Common Provisions => COM(2012) 496 final

http://ec.europa.eu/regional_policy/what/future/proposals_2014_2020_en.cfm



N.B.:
negotiations are
still on-going!

