

EN RD | **CONNECTING RURAL EUROPE**

<http://enrd.ec.europa.eu>

**ENRD & NRN Monitoring
– State of Play and
Lessons being Learned**

**Mark Redman and Adrian Neal
CC Meeting 9 June, 2011**





Identifying the Benefits and Measuring the “Added Value” of Networking?

**State of Play with
NRN Monitoring
& Evaluation**

**Recent Survey
Results for the
ENRD**



National Rural Networks + ENRD (2007 – 2013)

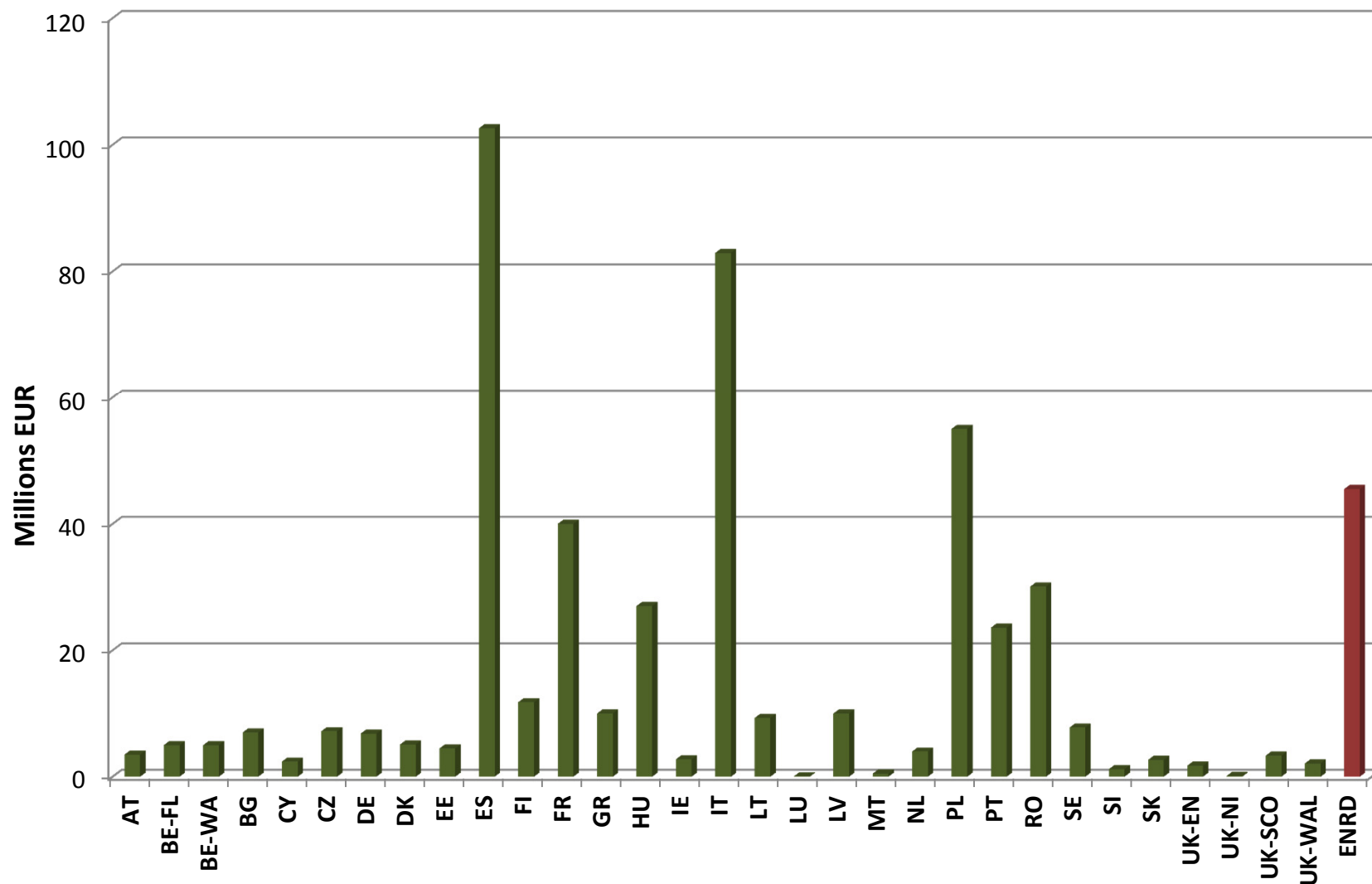
> 500 million EUR total public expenditure (best available estimate)



Landdistrikter.dk

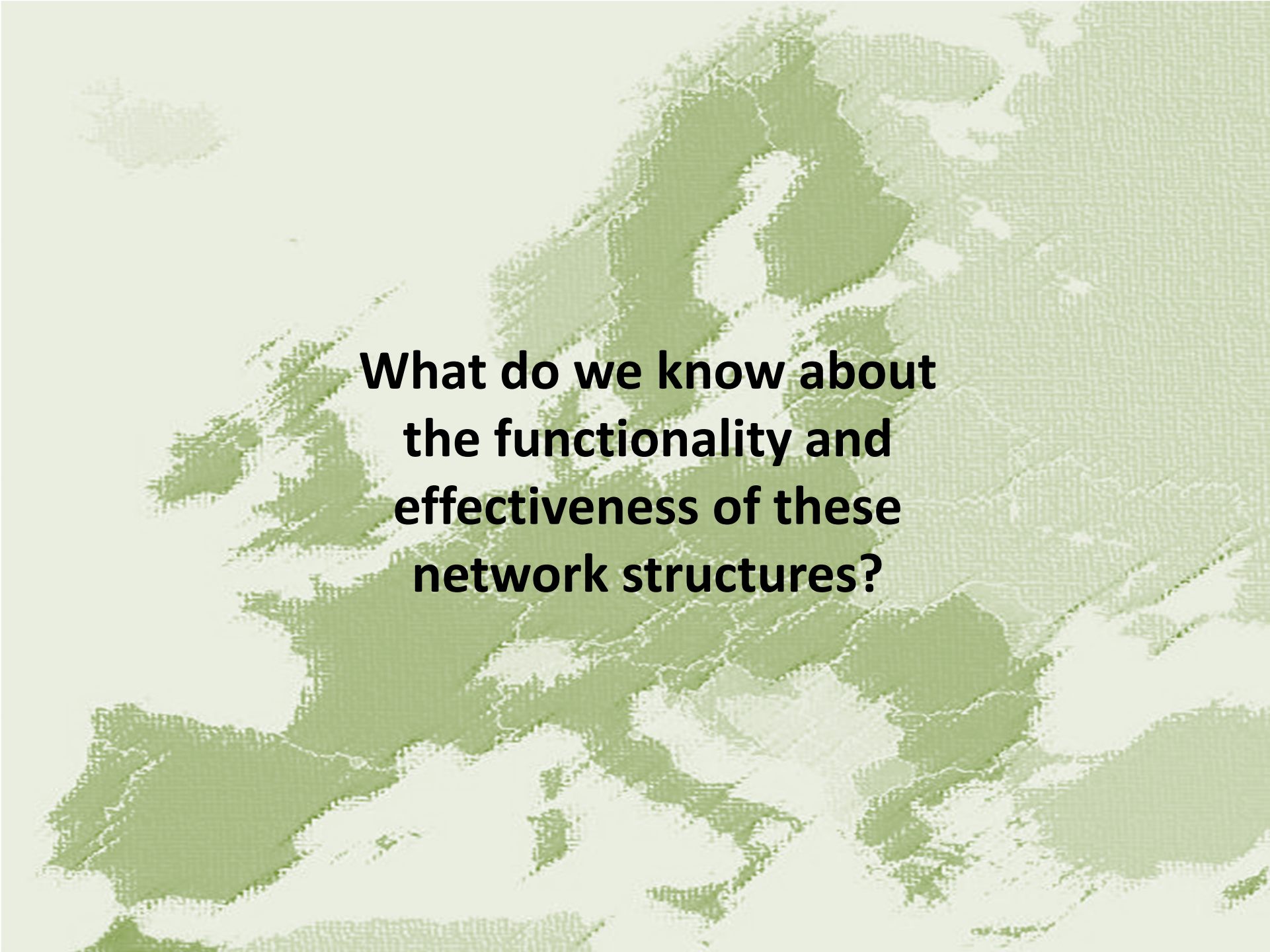


Total public expenditure (millions EUR) committed to funding NRNs for 2007-2013 *(best available data - June 2011)*



Huge variety of different network structures.....





**What do we know about
the functionality and
effectiveness of these
network structures?**



Growing body of knowledge, but this is **not** effectively collected and shared

Knowledge is accumulating from:

4 Programme NRNs

Germany, Italy, Portugal & Spain

27 'Technical Assistance' NRNs

21 national networks

6 regional networks in UK/BE

**Some Formal Obligations for
Monitoring and Evaluation of NRNs**

NRN "Self-Assessment"



Formal Obligations for Monitoring and Evaluation of National Rural Networks (NRNs)



Connecting Rural Europe



4 Programme NRNs

Comprehensive
Mid-Term
Evaluation (MTE)
reports published
in 2010





Specialist knowledge is developing amongst a small group of independent evaluators

How to access it for the benefit of other NRNs?



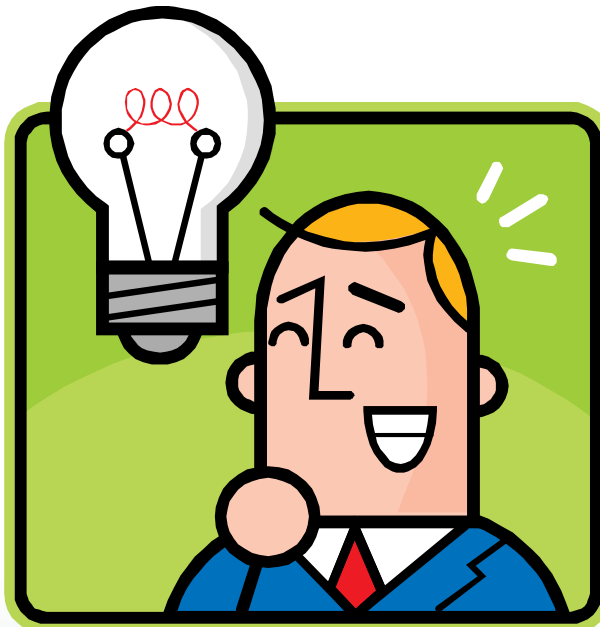
Connecting Rural Europe



27 'Technical Assistance' NRNs National/Regional networks



Connecting Rural Europe



**Significant
consideration of
networking in the
MTE reports of *some*
RDPs**





Scottish National Rural Network

1. Summary

1.1 Aims, Objectives

The EU Rural Development Regulation¹ (RDR) requires that each Member State set up a national rural network grouping the organisations and administrations involved in rural development. This reflects the perceived success of pan-European networking activity under the 2000 – 2006 LEADER+ Programme. The UK has 4 different rural development programmes reflecting each country's specificities each with its own rural network; these are linked together at the UK level.

The overall aim of such networking is that through an enhanced understanding of national and regional rural development issues, rural development stakeholders will be better placed to learn from one another and to take advantage of development opportunities.

The vision of the Scottish National Rural Network (SNRN) is therefore to contribute to enabling rural development; the principal aim is that this be achieved through establishing connections between rural stakeholders and by providing a means of communicating. This is summed up in the strap line from the Scottish National Rural Network website which is 'connecting rural Scotland, promoting rural growth'.

1.2 Relevant Measures and Activities

National Rural Networks are supported under the Technical Assistance provisions, Measure 511. The SNRN has pursued two main types of activity directly in line with those provided for and specified under the RDR; these are

1. Establishing the structures needed to run the network; and
2. Delivering an action plan containing at least:
 - the identification and analysis of good transferable practices and the provision of information about them;
 - network management;
 - the organisation of exchanges of experience and know-how;
 - the preparation of training programmes for local action groups in the process of formation; and
 - technical assistance for inter-territorial and transnational cooperation.

¹ 1698/2005 Article 68

E.g. Scottish NRN (14 pages):

- Strategic rationale
- Management and delivery
- Review of performance
- Summary of findings



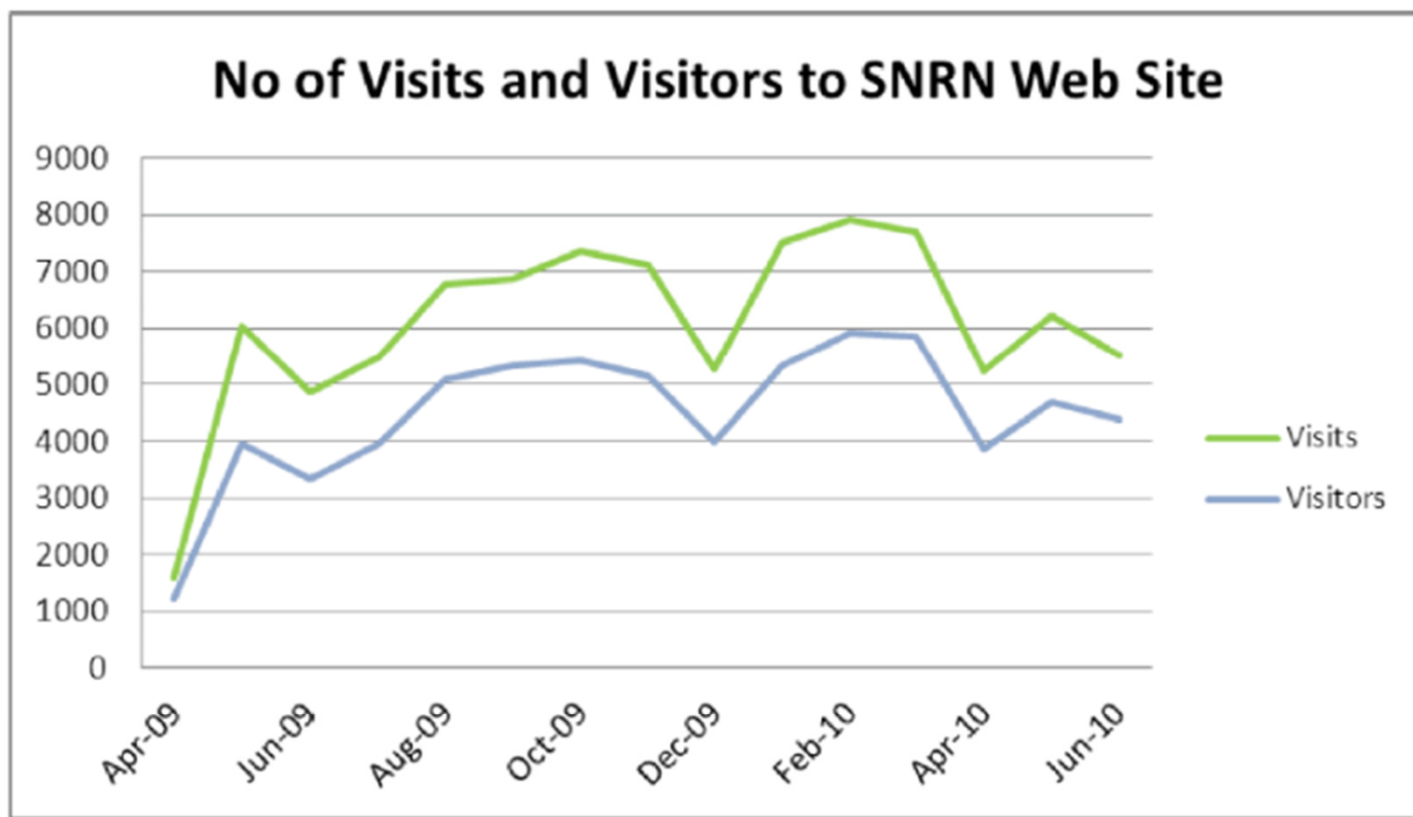




Figure 3.3: Awareness of Scottish National Rural Network

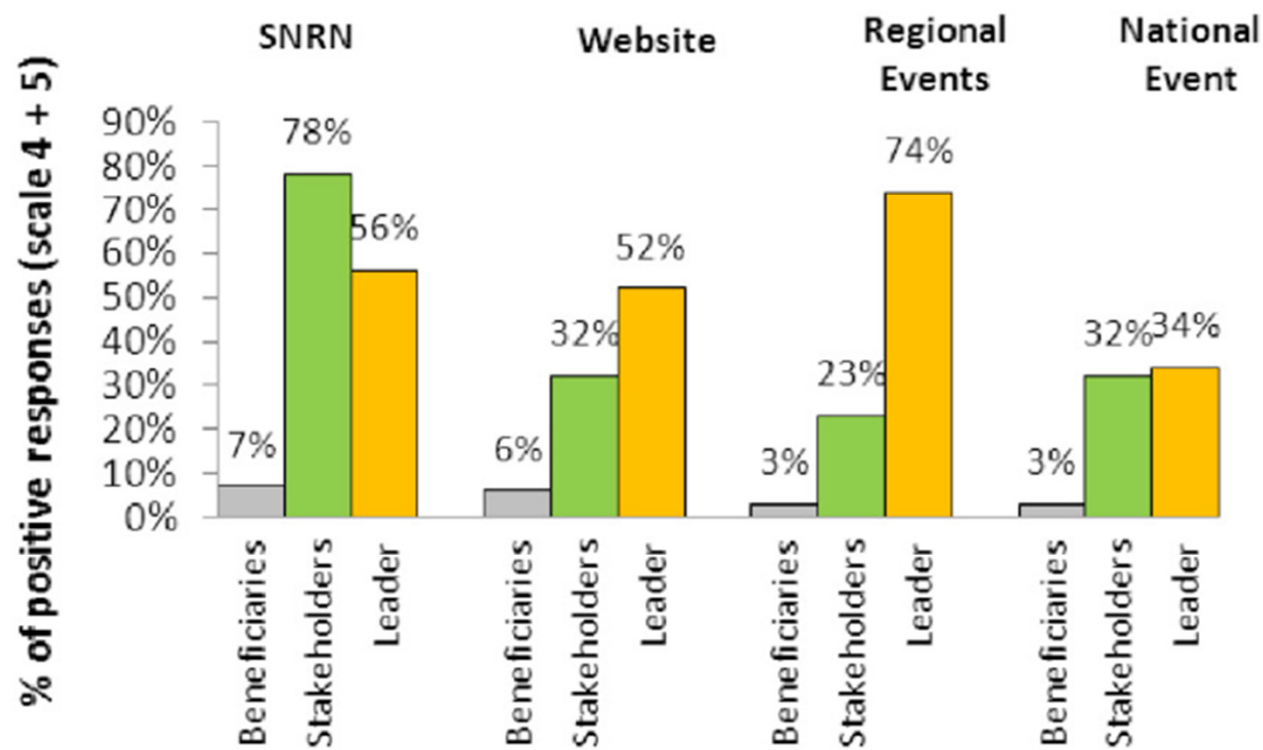
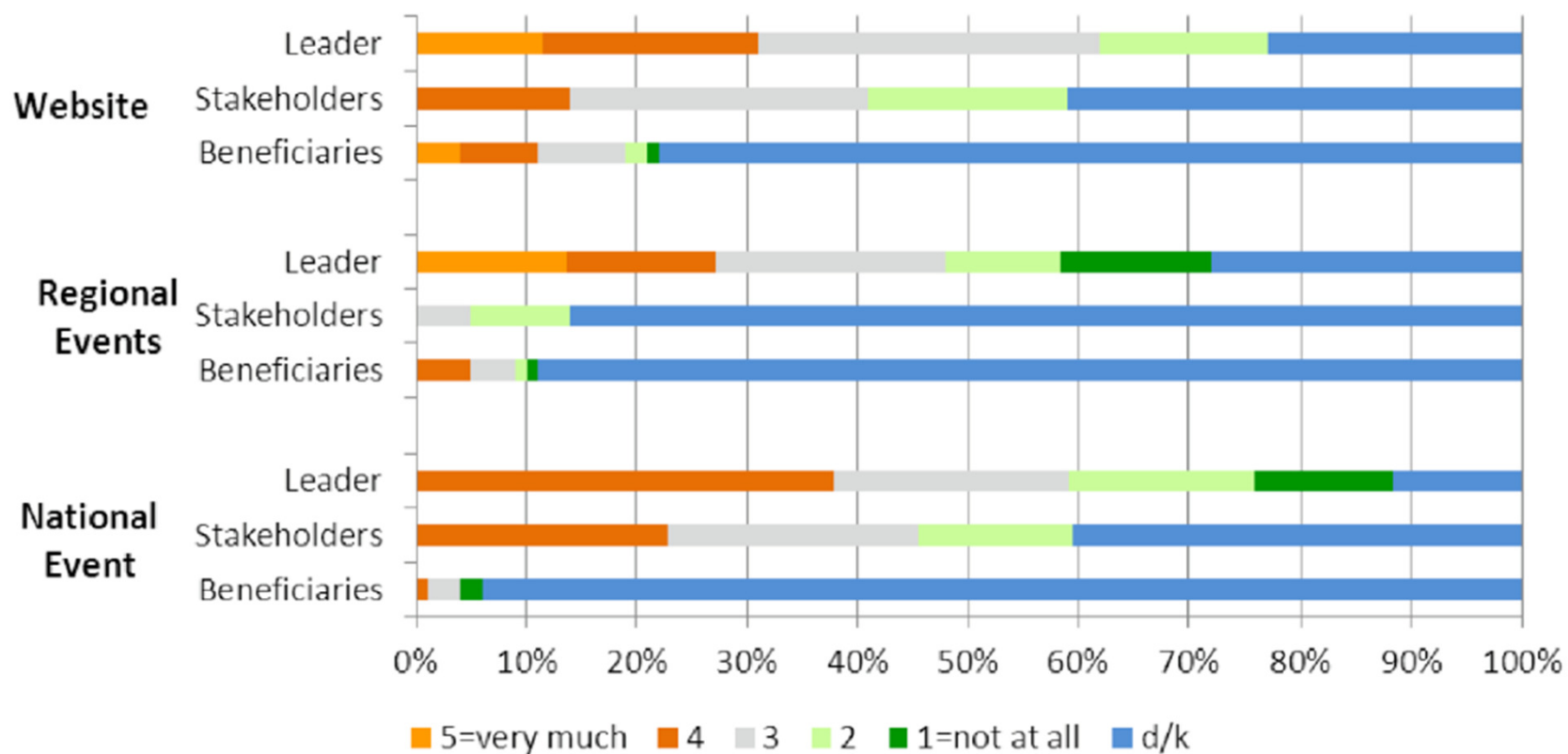
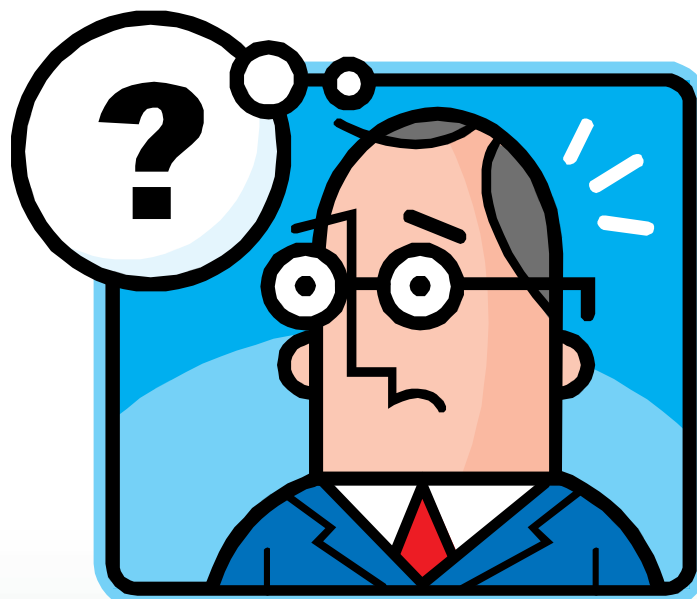




Figure 3.8: Level of satisfaction with the SNRN





**No consideration of
networking in the MTE
reports of *many* RDPs**

-> postponed until *ex
post* evaluation due to
delay in networks
starting





SOME QUICK CONCLUSIONS FROM 2010 MTEs:

1. There is **no consistent approach** to NRN monitoring and evaluation apparent in the 2010 Mid-Term Evaluation (MTE) reports

-> but a **'learning process'** is clearly started





2. There are some **indications of confusion** amongst RDP evaluators!

-> more guidance for evaluators is needed

-> and more guidance for NRNs.....?





3. There is some **(inevitable) critical comment** from evaluators....

“...slow start-up”

“...limited engagement with the wider rural community”

“...need for more relevant activities” etc.

-> **but many very positive comments!**





For example:

“...the [network] undoubtedly had a positive effect with its programme of events and through the website in enabling regional and national exchange and knowledge transfer...”



Connecting Rural Europe



4. Most comments in the MTEs are focused upon the **outputs and results** of networking

-> **evaluation of impact will be challenging!**



Connecting Rural Europe



NRN “Self-Assessment”



Connecting Rural Europe



- 1 A **voluntary activity** for Managing Authorities and Network Support Units
- 2 **Adapted** to the needs of individual NRNs
- 3 Often **compatible** with formal monitoring and evaluation obligations





④ Focused on assessing the **progress** and **effectiveness** of the NRNs' own work.....

Self-assessment for self-improvement

Making the case for rural networking





5 Emphasis upon **outputs** and **results**

Particular interest for most NRNs is “customer satisfaction”

Évaluation des actions de la CAR et enquête de satisfaction Réseau septembre 2010

1.1. Newsletter/Réseau	
• Lisez-vous le bulletin d'informations publié par la CAR ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
• Le diffusez-vous autour de vous ?	<input type="checkbox"/> Non <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
• Quelles rubriques souhaitez-vous voir apparaître, quels sujets voulez-vous voir traités dans le bulletin ?	
• Cliquez deux coups de ciseaux (article, thème, photo, ...)	
1.2. Magazines/Réseau	
• Lisez-vous le magazine publié par la CAR ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
Si « Parfois ?	
o Quelle est la qualité des informations ?	<input type="checkbox"/> Médiocre <input type="checkbox"/> Faible <input type="checkbox"/> Moyenne <input type="checkbox"/> Bonne
o Comment trouvez-vous le style, la mise en page ?	<input type="checkbox"/> Médiocre <input type="checkbox"/> Faible <input type="checkbox"/> Moyenne <input type="checkbox"/> Bonne
o Le recommandez-vous autour de vous ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
• Quelles rubriques/thèmes souhaitez-vous voir apparaître, quels sujets voulez-vous voir traités dans le Magazine ?	
• Cliquez deux coups de ciseaux (article, thème, photo, ...)	
1.3. Site Web	
• Consultez-vous le site web www.reseau.gvt.fr ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
Si « Parfois ?	
o Quelles informations/ressources y recherchez-vous ?	
o Avez-vous trouvé ce que vous cherchiez ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Moyenne <input type="checkbox"/> Bonne
o Quelle est la qualité des informations offertes ?	<input type="checkbox"/> Médiocre <input type="checkbox"/> Faible <input type="checkbox"/> Moyenne <input type="checkbox"/> Bonne
o Comment trouvez-vous la navigation sur le site ?	<input type="checkbox"/> Médiocre <input type="checkbox"/> Faible <input type="checkbox"/> Moyenne <input type="checkbox"/> Bonne
o Le recommandez-vous autour de vous ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
o Utilisez-vous l'intranet ?	<input type="checkbox"/> Jamais <input type="checkbox"/> Peu <input type="checkbox"/> Parfois <input type="checkbox"/> Régulièrement <input type="checkbox"/> Tous les jours
o Si pas ou parfois -> quel est ce que vous chercheriez à améliorer davantage ?	

Date: _____ Signature: _____

RDPE
Réseau

RDPE: Sustained Success Through Local Action
2011 and 2014 February 2011

FEEDBACK FORM

Many thanks for your participation in my/rmy's event. To help us with the planning of future events please complete this short feedback form.

1. How did you find the format of the event?
Poor Fair Good Excellent

2. Were the following talks useful?
A. Rebecca Prior (Lectur on the RDPE Network's activity in 2010)
No Satisfactory Yes

B. Amanda Clelland (The Lectur on the RDPE Network's activity in 2010)
No Satisfactory Yes

3. Were the topics around which the table discussions were centred useful?
A. Table discussion 1: Linking regional and national networking activities
Not useful Useful

B. Table discussion 2: Display for activity of the RDPE Networks in 2010/2011
Not useful Useful

4. Was there enough time for you to express your views/opinions in the table discussions and workshops?
Not useful Useful

Contact number: _____ Mobile _____



Putting it all together.....





Launch of **NRN Self-Assessment Tool-Kit** on ENRD website (June 2011)



Connecting Rural Europe

NRN Self-Assessment Tool-kit

HOME

NOTE 1 ON NRN SELF-ASSESSMENT

NRN SELF-ASSESSMENT PROFILE 1

PRACTICAL TOOL 1 FOR NRN SELF-ASSESSMENT

LOOKING BEYOND NRN SELF-ASSESSMENT



Welcome to the Homepage of the NRN Self-Assessment Tool-Kit

The aim of this on-line Tool-Kit is to allow users to present and exchange a range of different approaches, techniques and practical "tools" for monitoring the progress and assessing the performance of the networking activities typically undertaken by NRNs.

Self-assessment is not an obligation. It is a voluntary activity for those network managers and network members who want to understand if their network is working fully and effectively towards its objectives. The main focus of NRN self-assessment is upon measuring and assessing the outputs and results of networking – the evaluation of impact remains a job for the external evaluator at the level of programme evaluation.

You can begin exploring the Self-Assessment Tool-Kit by clicking on one of the buttons below.

QUICK VIEW

Notes on NRN Self-Assessment

Some Frequently Asked Questions (FAQs) and a simple "step-by-step" approach to NRN self-assessment.

[More](#)

Practical Tools for NRN Self-Assessment

Practical examples and advice about existing and potential tools for NRN self-assessment.

[More](#)

NRN Self-Assessment Profiles

Examples (with key supporting documents) of the approach that selected NRNs have taken to self-assessment.

[More](#)

Looking Beyond NRN Self-Assessment

Potential inspiration for more advanced approaches to assessing the results (or even impact) of NRN activities.

[More](#)

Google Translate



18/02/2011 - EAAE seminar, February 2011, Ancona, Italy

26/11/2010 - 2010 SWOT analysis shows progress in EU rural development evaluation system

29/10/2010 - Rural Evaluation News - Issue n°5 - October 2010

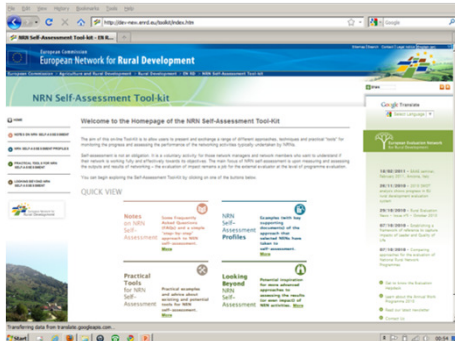
07/10/2010 - Establishing a framework of reference to capture impacts of Leader and Quality of Life

07/10/2010 - Comparing approaches for the evaluation of National Rural Network Programmes

- Get to know the Evaluation Helpdesk
- Learn about the Annual Work Programmes 2010
- Read our latest newsletter
- Contact Us



NRN Self-Assessment Tool-Kit (June 2011)

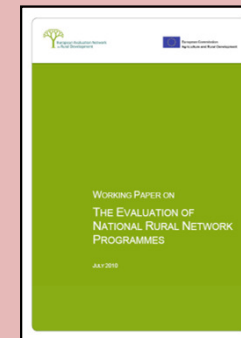


Common working method for NRNs
to contribute to
“Demonstrating the Value of
Networking”

**Finnish NRN
Joint Network Meeting
“Demonstrating the Value of Networking”
(May/June 2012)**



Working Paper on Evaluation of Programme NRNs (July 2010)



**Updated Methodology on
Evaluation of Programme NRNs
(Workshop - Autumn 2011)**





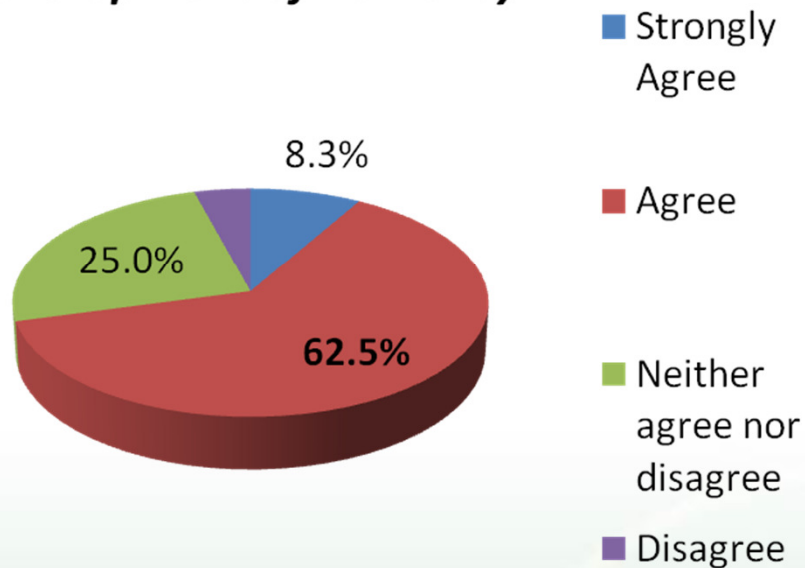
Key Results and Lessons from a Survey (2011) to the Member Organisations of the Coordination Committee / Leader Sub-committee



Connecting Rural Europe



Does the ENRD inform development of EU Policy?



Key Points from Respondents:

- ✓ *The ENRD provides an unprecedented opportunity for working with a wide variety of people on rural policy - but it is still underexploited*
- ✓ *Current structures for discussion (notably the Focus Groups) are effective and appreciated*
- ✓ *Further rural development themes should be developed*

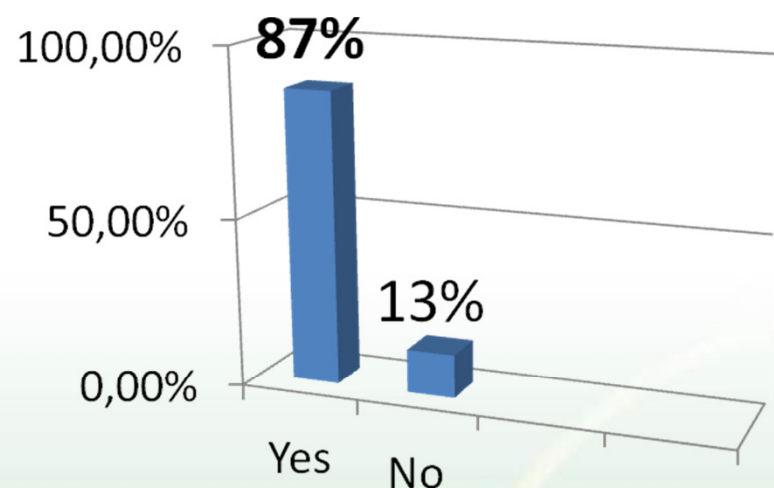
Questions Arising:

- What should the **thematic focus** be for the future? Are there any issues you feel need to be prioritized within the ENRD's work?





***Do you receive the right kind of information from ENRD Communications tools?
a) Website?***



Key Points from Respondents:

- ✓ *The website is a very useful reference point and highly appreciated*
- ✓ *But it could still be improved:*
 - *more information on other networks;*
 - *better search facilities;*
 - *e-mail alerts;*
 - *more languages;*
 - *up-to-date news.*

Questions Arising:

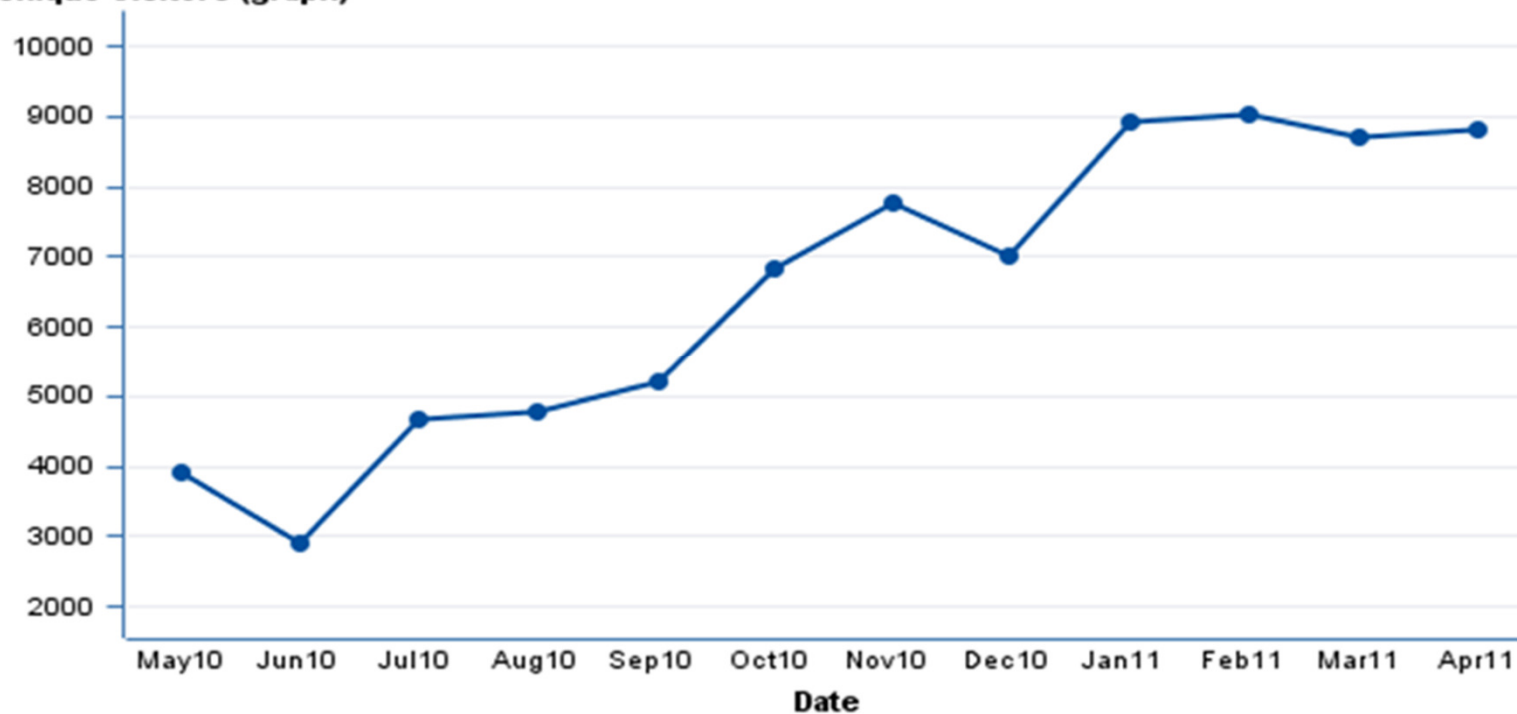
- **Is there a need for more visibility of website tools?** Are there areas that need easier accessibility for a wider public audience?





ENRD Website: Unique Visitors

Unique Visitors (graph)



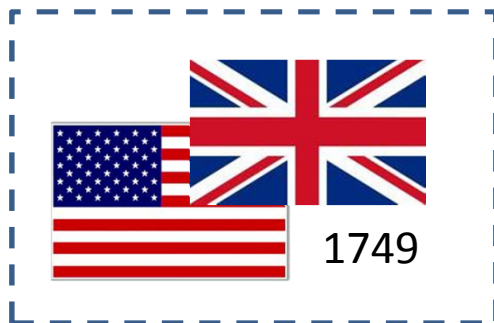
April 2011:

- **8,812 unique visitors** (average of **294 per day**)
- **10,640 visits** (average of **355 per day**).





Country of Origin of ENRD Website Users



970



938

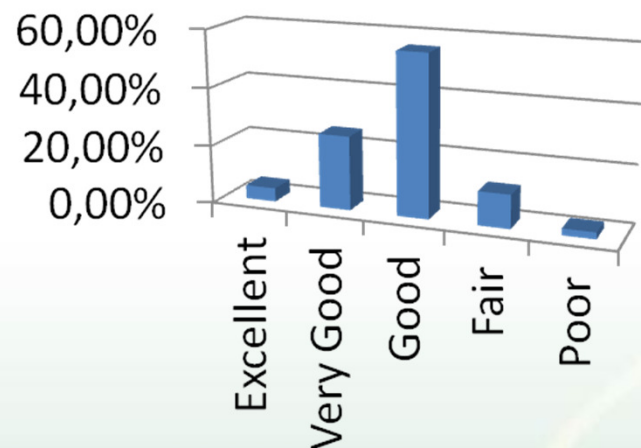


325





***How would you rate
My ENRD features?
a) Ease of tools
available?***



Key Points from Respondents:

- ✓ *There is a clear need for improvement of My ENRD – including:*
 - *easier access;*
 - *improved functionality;*
 - *lists of project proposals;*
 - *E-mail alerts for new content.*
- ✓ *Expand opportunities for Forum discussions through blogs / LinkedIn etc.*

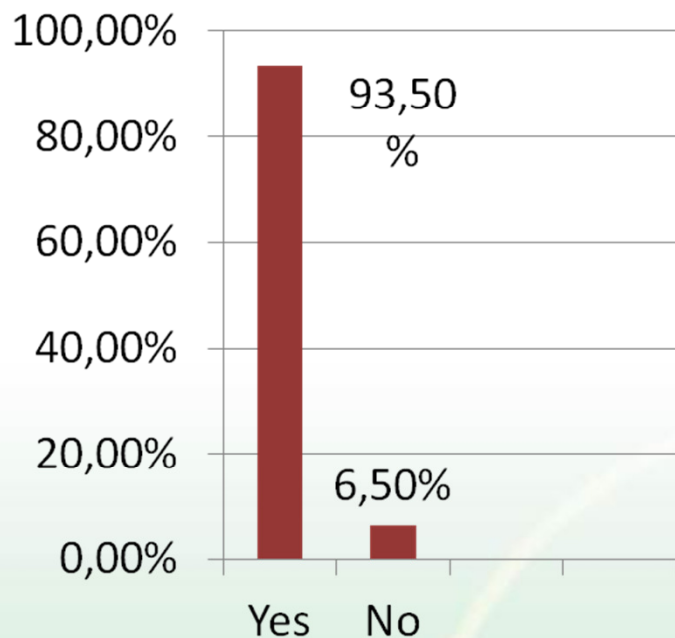
Questions Arising:

- **Should greater use be made of Social Media? Or should My ENRD be open access? Or both?**





***Do you consider events
to be a useful part of
ENRD activity?***



Key Points from Respondents:

- ✓ *Events are very important for the exchange of ideas and experience*
- ✓ *More events with a greater variety of themes would be good – many themes suggested*
- ✓ *Committee meetings could be organised in more optimal way e.g. less diverse agendas, more discussion, more interactive etc.*

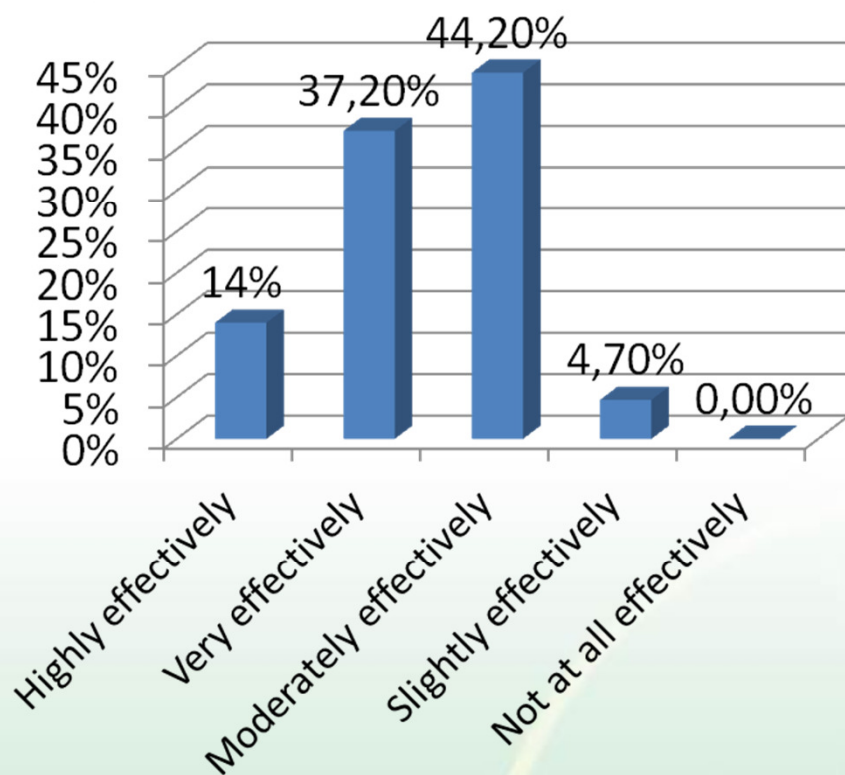
Questions Arising:

- **What are the priority themes for future events?**





In your view, does the ENRD effectively add value to the work of the NRNs?



Key Points from Respondents:

- ✓ *Timing of communication with the NRNs about meetings and publications could be improved (i.e. longer notice)*
- ✓ *There is potential for NRN-focused publications with direct inputs and collaboration with NRNs,*
- ✓ *Frequent news updates would be appreciated*

Questions Arising:

- *Are there opportunities for creating synergies between the ENRD and NRNs with joint products / events?*
- *Can the ENRD open new communication channels with the NRNs?*





ENRD Publications - Public Survey: Highlights

→ *GENERAL*

- Approx. 50% first heard about publications via the ENRD website
- Strong demand for more information “from the ground”

→ *EU RURAL REVIEW*

- Most readers seek project, programme and policy information
- Large majority of readers read every issue and 50% reads most of the magazine’s contents

→ *NEWSLETTER*

- 80% respondents read every issue





ENRD Website - Public Survey: Highlights

- Majority (42%) heard of the website via participation to events, meetings and fairs
- Positive feedback on content and look while some issues with ease of navigation and downloading
- Majority (50% of respondents) access it once a week
- Positive about the “social bookmarking” function, but 42% of respondents are not aware of it!
- Majority (2/3 of respondents) support a future ENRD Facebook page
- Strong demand for more information “from the ground”





Your comments and ideas are welcome!



Connecting Rural Europe