



Outcomes: 11th Coordination Committee Meeting

Minutes

6th June 2013



Connecting Rural Europe

11th Coordination Committee Meeting, Tomar (PT), 6 June 2013

Agenda Item

Welcome and short introduction, Portuguese Secretary of State for Agriculture, *Mr. José Diogo Albuquerque*

Mr. Albuquerque welcomed the participants and raised a number of points related to the next programming period, such as

- The need to ensure coordination between funds when developing the Partnership Agreement.
- The need for a timely start of the new programmes in order to avoid an interruption in the investments;
- The need to better use NRNs' potential to improve the programming and implementation of the RDPs.

Agenda Item

The Rural Development Regulatory framework 2014-2020 – communication aspects at EU and national level, *Antonella Zona, European Commission, DG Agriculture and Rural Development*

Presentation Link:
<http://enrd.ec.europa.eu/app/templates/filedownload.cfm?id=38C8DFDA-DF91-DC41-D63C-9FB63F47EA1B>

The presentation gave an overview of the relevant provisions included in the EU legislation as regards information and communication on the Rural Development Programmes 2014-2020 and distinguished between responsibilities at the EU and at the national level.

The main discussion points raised by the Committee members were:

- The importance of a common communication strategy with particular reference to CLLD. This will ensure that conflicts between funds are minimised whilst encouraging a better and efficient way of achieving good results in delivering the key messages.
- There is an absence of common provisions on information and communication applying to both the EAFRD and the Fishery fund. Nevertheless it was highlighted that the ENRD has already established good contacts with FARNET and this practice can help to support future coordination.
- At the MS level, a common and integrated communication strategy should be set up 'upfront' in order to identify specific objectives and establish clear roles for NRNs and MAs. Furthermore, a common strategy should improve the quality of the messages delivered and consequently make the policy easier and more understandable for farmers and beneficiaries in general, who often find it too complex.
- There is a need to promote the use of innovative ways to communicate, which can help save money and increase the efficiency of disseminating the messages.
- In many countries several informal networks active in rural development (e.g. informal network of LAGs in Czech Republic) have become active in the past years. A role for them could be considered when designing and

agreeing the communication strategy.

- The NRN Action Plan has to contain as a minimum a Communication Plan in agreement with the Managing Authority.

Agenda Item

European Tourism Policy – Line of actions, Alain Liberos, European Commission, DG Enterprise

Presentation link:

http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=38C8E27D-94CB-C2AD-5D67-CABA92FFCA59

The presentation provided an overview of the EU tourism policy, focusing on the European networks active in the field of tourism, such as the Enterprise Europe Network (EEN), the European Regions Research and Innovation Network (ERRIN). The possible synergies that can be created with the ENRD (with special reference to rural tourism) were illustrated.

The main discussion points raised by the Committee members were:

- The tendency of tourist operators to work alone and the difficulties they encounter in cooperating with other actors was underlined. Single tourist operators often do not have a full picture of the sector/market they operate in and this makes it difficult to design a good development strategy. Communication among networks is considered an important element to overcome these constraints and support coordination and cooperation between different actors.
- The need to establish a special focus on rural tourism was underlined. NRNs can play an important role in supporting the cooperation between tourist operators, tourist offices and other actors involved in the sectors. NRNs can also raise awareness about the importance of many tourist sites in rural areas, which may represent important opportunities to be developed.
- Tourists from non EU countries in general visit cities while rural areas are neglected. A better communication strategy that targets the opportunity offered by rural areas can help to increase the presence of tourists in rural areas and also overcome the issue of seasonality that affects tourism in many European areas. Furthermore, new sectors of particular importance for rural tourism, such as health tourism, have the potential to be further developed and contribute to the economy of rural areas.

Agenda Item

LEADER event follow up Marina Brakalova, ENRD Contact Point,

Presentation link:

http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=38C8E522-A5EC-1A4F-D347-E73B143111C6

The presentation illustrated the main findings and observations from the LEADER event held in April 2013. The need to strengthen and better target information to the LAGs was highlighted. Possible follow up actions were suggested, such as expanding the LEADER Gateway with programming elements, developing the ENRD exchange platform, etc.

The main points raised during the discussion by the Committee members were:

- Programming CLLD using a multi-funding approach is considered the

main challenge for the next programming period. The need to promote coordination between the different administrations involved in CLLD at national level was highlighted as an important priority.

- Strengthening partnerships between rural and urban areas was pointed out as another important priority in many countries
- The existence of an information gap at the level of LAGs and of final beneficiaries clearly emerged from the LEADER event. While it is fully recognised that new and additional information is not required by the key stakeholders involved in programming, it is unclear how far the information available is disseminated by the MAs and NRNs to the LEADER Community and how it is used.
- A proposal by the ENRD to develop in partnership with MAs, NRNs and LAGs a 'LEADER Information Kit' was presented and feedback was requested on its use, value and effectiveness.

Agenda Item

Focus Group on Knowledge Transfer and Innovation and Thematic Initiative on Youth and Young Farmers, Mara Lai, ENRD Contact Point.

Presentation link:
http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=38C8E7F1-ADFE-7980-7D07-5336F5B56D1F

The presentation gave an overview of the state of play of the FG on KT&I and the Youth Initiative.

Agenda Item

Year 6 Annual Work Programme, Michael Gregory, ENRD Contact Point.

Presentation link:
http://enrd.ec.europa.eu/app_templates/filedownload.cfm?id=38C8EAC2-CD72-A767-185A-36BC0DFBF7B6

The presentation gave an overview of the proposed activities for Year 6 of the ENRD Contact Point.

Discussion points

- The need to have more focused activities carried on by the ENRD and more specific agendas of meetings was highlighted. The networks' stakeholders need to know what are the key results of the activities undertaken and what are the specific objectives of the meetings they decide to attend.
- Strengthening the cooperation with other networks (in particular FARNET) was indicated as an important action to be undertaken in Year 6.
- It was suggested to focus more on organising practical exchanges for MAs and PAs, rather than formal meetings. Such occasions can help the implementation of future programmes.
- Based on the positive results of the training activities organised in Year 5, it was suggested to organise additional peer-to-peer training sessions.

Annex 1 : Feedback from CC Members on the ENRD Annual Work plan for Year 6 11th CC Meeting – 6th June, Portugal.

Suggestions for further improvement

- More activities that stimulate key actors (MAs, LAGs, PAs, NSUs and NRNs) to implement the findings and results from the working groups.
- Examples of good communication plans (exchange and practices)
- More guidance on how to use what information is available and has been collected
- Merge as much as possible CC, NRN and LSC meetings
- Peer to peer training extended
- Back to some basic principles – roles, responsibilities
- Regular updates of important statistical data of RDPs (info on website Oct 2012 too old)
- Stronger links between all activities and with EIP) – capitalise on the knowledge the ENRD has built
- Involve more PAs and MAs in activities linked to programming
- Improve website speed – too slow
- Add a news item every week on the ENRD website
- Better and clearer entry points to all Gateways
- Awareness raising with other DGs of ENRD and NRNs – many a times excluded by ESI funds at EU and National level
- Involve more experts in meetings – they add value
- Provide information on programming and implementation – deadlines for programmes are coming up earlier than the publishing of guidelines and information
- More sections translated on ENRD website
- Expand NRN toolkit with more hands-on advice

New Ideas

- More workshops on:
 - Innovation
 - CLLD (Joint working group with FARNET)
 - Transition between programming periods for NRNs, LAGs and ENRD. (Will all work and information stay alive?)
 - EIP
- Assist NRNS with preparation of new RDPs
- Create a platform for exchange of experiences amongst stakeholders
- Feedback and follow up on M+ E results
- Stream meetings so as to broaden participation and reduce costs
- Best practice examples, their use, dissemination and evaluation
- Study on how economic crises affects the RDPs
- Use of social media to promote networking
- More information and tools on simplification

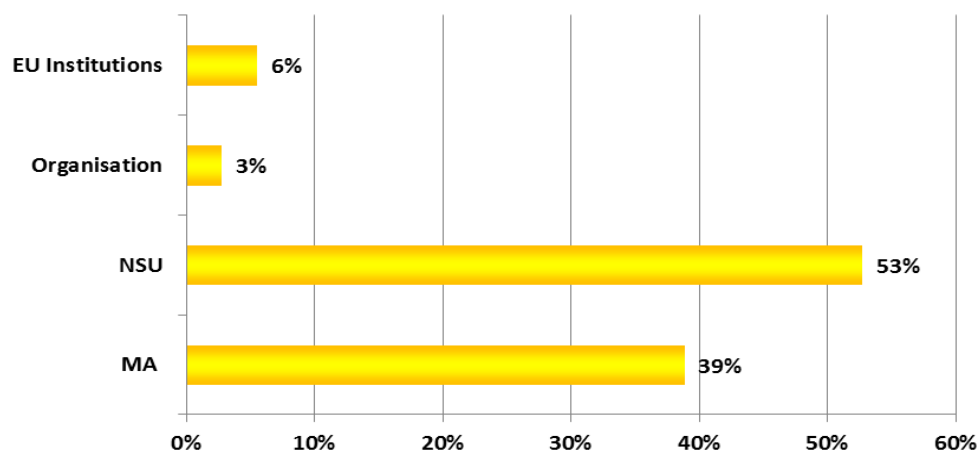
- Competition for RDP projects at EU level (videos, youth projects) – Award can be a study tour to Brussels
- Linking LAGs with EIP
- Explanatory video on CLLD
- ENRD could assist MAs in setting up the new NRNs
- Assistance for operational group set up

Comments and Remarks

- Explore further Innovation – beyond the Gateway
- Ensure topics address needs as there a lot of meetings but a lack of resources
- Fewer and more focused meetings (clearer objectives)
- Too much repetition
- Requests for information from MAs and NRNs should be targeted carefully as resources to respond to such requests are limited in many MS.
- Excellent idea to hold ENRD events such as CC in other countries
- Trainings are excellent for capacity building and finding new/better solutions

Annex 2: Results of the evaluation

Composition of the participants



Results from the feedback form and comments

1. Do you agree with the following statements?

	Strongly Agree	Agree	Slightly Disagree	Disagree	Strongly Disagree	Total
Communication about the meeting was good	18 (51%)	16 (46%)	1 (3%)			35
Organization of the meeting whilst in Tomar was good	25 (69%)	11 (31%)				36
The venue was appropriate for this kind of meeting	20 (56%)	13 (36%)	3 (8%)			36
There was enough time for questions and discussions	16 (44%)	11 (31%)	7 (19%)	2 (6%)		36
The CC meeting provided me with new and relevant information	4 (11%)	26 (74%)	5 (14%)			35
The NRN meeting provided me with new and relevant information	5 (15%)	22 (67%)	6 (18%)			33
I made new and useful contacts during the meeting	10 (29%)	21 (60%)	2 (6%)	2 (6%)		35
I was able to fully express my comments, questions and ideas	13 (39%)	17 (52%)	2 (6%)	1 (3%)		33

2. What is your satisfaction with the following parts of the meeting?

	Excellent	Good	Neither	Poor	Very Poor	Total
11th Coordination Committee meeting						
The Rural Development Regulatory framework 2014-2020	5 (15%)	24 (71%)	5 (15%)			34
Tourism related activities and initiatives	5 (14%)	24 (69%)	5 (14%)	1 (3%)		35
Outcome from the LEADER event and further follow up	8 (23%)	20 (57%)	4 (11%)	3 (9%)		35
Update on Knowledge Transfer and Innovation (KT&I) Focus Group and the initiative on Youth and young farmers in rural areas	9 (26%)	24 (69%)	1 (3%)	1 (3%)		35
ENRD in Year 6: Initial and further ideas	7 (21%)	21 (64%)	5 (15%)			33
18th NRN meeting						
NRN Self-assessment	7 (19%)	23 (62%)	5 (14%)	2 (5%)		37
The role NRNs have to play in supporting LEADER/CLLD programming	5 (14%)	22 (61%)	7 (19%)	1 (3%)	1 (3%)	36
CAP communication networks						
Overview of the Rural Development Communication Gateway and follow up required	4 (12%)	23 (70%)	6 (18%)			33
The CAP Communication Award 2013	6 (18%)	21 (62%)	7 (21%)			34
Other Networking initiatives						
Getting back to NRN calendar of activities	6 (19%)	21 (66%)	4 (13%)	1 (3%)		32
Introducing the 19th NRN meeting in PL	5 (17%)	20 (67%)	5 (17%)			30

3. On the question “*Please briefly identify three of the key messages, lessons learnt or new information that you take away from your event and can use in your work*” the following topics were indicated as those on which important messages / new information were acquired during the meeting:

- CLLD development in other countries;
- Communication and how to make a communication plan
- Information on youth and young farmers and KT&I
- NRN self-assessment
- Better knowledge of action plans for tourism and offered opportunities
- CAP communication award
- Chase up Rural Development Gateway for ideas

4. On the question “How can we better organize similar events in the future?”, the following answers were made:

- Study tour half day would be good
- Good idea to have CC and NRN meeting together
- More time for thematic discussions in small groups
- Too many topics for a day, no time to go deeper, more focus on the agenda of the meeting
- Better management in case of time shortage, feeling we skipped something very important (self-assessment) in favor of other things.
- PPT were not readable in all parts of the room, also they should be circulated in advance and handouts should be provided.
- Define exactly the needs of NRN and provide clear answers
- Organize meetings in rural areas close to capital cities
- Wifi in the hotel rooms

5. On the question “What would you like to discuss during next NRN meeting?”, the following answers were made:

- Fostering innovation: how can NRN contribute. Links with the EIP network
- Simplification of the EU legislation
- Networking: how to involve stakeholders
- NRN action plan and communication plan in preparation for the next period
- Best practice examples from NRNs organizational structures to prepare the future. Examples of successful activities organized by the NRNs
- ENRD can help NRN to prepare on the light of new programming period
- Evaluation and indicators at LAG level; budget allocation to LAGs; multi-funding
- More details on the next Programming Period and the newly created networks; EC requirements for 2014-2020