



# ENRD Communications: Progress, lessons learnt and future implications

Oordination Committee meeting

9<sup>th</sup> December 2010

Adrian Neal, ENRD Contact Point







## **Objectives of presentation**

### 1. Brief update on progress

- Public website & intranet ('My EN RD')
- Publications, events & other tools
- 2. Lessons learnt / main challenges
- 3. Implications for future communications initiatives





# **Brief update on progress**





EVENTS CALENDAR

MEDIA GAI

COOPERATION GUIDE

COOPERATION OFFE

DATABASE

MY COUNTRY

### **European Network for Rural Development**

European Commission > Agriculture and Rural Development > Rural Development > EN RD

















#### Share



RURAL DEVELOPMENT POLICY

NATIONAL RURAL NETWORKS

EN RD THEMATIC INITIATIVES

EN RD LIBRARY





#### **European Network for Rural Development**

The European Network for Rural Development (EN RD) was launched in October 2008, to act as a focal point for all rural development actors, across the EU. In particular, the EN RD helps ensure that Member States, efficiently implement Rural Development Programmes (RDPs), Read

#### Connecting Rural Europe ...

#### **EN RD NEWS and UPDATE**

MAIN STORIE



#### OVER TO YOU: Mobile Dental Care in Finland

nnovative new commercial healthcare business, in solated rural areas.

More Information



#### OTHER NEWS



30 November 2010: EN RD 'Rur@I News' issue 12 now online

Issue 12 of the EN RD newsletter 'Rur@l News', is now available to download. This month we take a look at the European Commission's blueprint for the 'CAP towards 2020', pay a visit to Sweden for our 'Country Focus' and lots more. Click here.



30 November 2010: Commission launches consultation on 'CAP towards 2020'

DG AGRI has launched a consultation for the impact assessment on the "Common Agricultural Policy towards 2020" proposals. The period of consultation is 23 November, 2010 to 25 January, 2011. For further information, click here.



■ 30 November, 2010: French conference on rural areas and public policy

The French Rural Network is organising a conference on 'New approaches to rural areas and new public policies', which will be held on 16-17 December in Agen, in the South West of France. The EN RD CP will be in attendance to provide content support. For further information, click here.



O5 November 2010: Working Paper on Approaches for the Evaluation of NRN Programmes Now Available

The Help Desk of the European Evaluation Network for Rural Development has developed a Working Paper which summarises the approaches of Germany, Italy, Portugal and Spain for the evaluation of their NRN Programmes. The Paper compares indicators, evaluation questions and more. click here.







### **European Network for Rural Development**

European Commission > Agriculture and Rural Development > Rural Development > ... > Country Information



















#### HOME

#### RURAL DEVELOPMENT POLICY

- Introduction

- Climate Change Country Profiles
- Leader
- Programme Implementation
- Monitoring
- Young Farmers

NATIONAL RURAL NETWORKS

EN RD THEMATIC INITIATIVES

EN RD LIBRARY

EN RD EVENTS AND MEETINGS







#### Rural Development Policy > Country Information

All Member States have established National Strategies for Rural Development and Rural Development Programmes, either for the whole country or by region. Click on any of the countries on our European Union interactive map, to access a variety of information related to each of the Member States National Rural Development Strategies (country data sheets, principal institutions involved, details of the Rural Development Programmes and their implementation and other relevant information)







MEDIA GALLERY







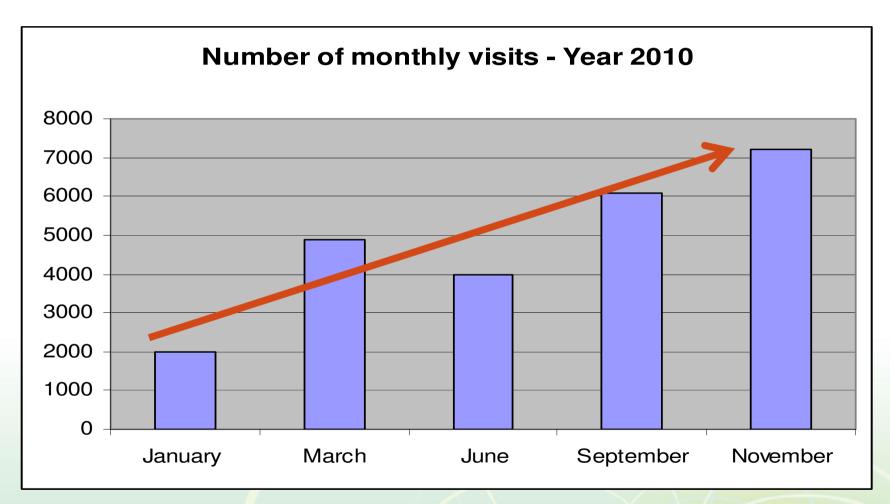








## **ENRD Website**

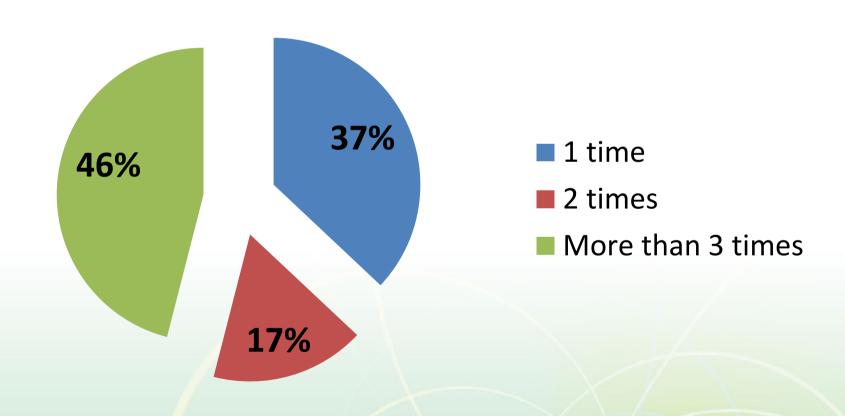








# Frequency of website visits (Nov 2010)









## Where are ENRD website users from?

(based on November 2010 website statistics)

- 1) Spain
- 2) Luxembourg
- 3) Germany
- 4) Belgium
- 5) UK

- 6) USA
- 7) France
- 8) Netherlands
- 9) Italy
- 10) Greece





## Other web-based tools launched:

## **'My ENRD'**

- New user groups:
  - □ NRNs (31 + additional members based on needs)
  - □ Coordination Committee members
  - Leader subcommittee members
  - ☐ IPARD countries (Croatia, FYR Macedonia & Turkey)
- > 'My LAG': 2,212 listed in database (requires update)
- Cooperation offers: 185 offers posted (+ 4 pending info)







# **Re-vamped ENRD Newsletter**

Rural Development







Agriculture and





- LAG Cooperation Offers: The searchable database of Leader Cooperation offers has been recently swamped. Click here
- recently revamped. Click here
  Factsheet: The fact sheet 'Overview of the CAP Health Check and the Economic Recovery



#### Nev Mor

Lead

in Fra

Lithu

FN RD RE Rural Develo the Ploughing Ch in Ireland

Around 182,000 people made Klidare, Ireland for the Nat Ploughing Championships, fro The event included a series of the European Commission wi EN RD Contact Point, Rural were presented on the them ness creation and developm has cleation and davelopm cooperation regarding enair farming took can be stage on an entire day was devoted to for further information.

#### Ceremony for the Village Rénewal

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The Bangoan Wilsop Renewal
hald in Sard in Tadles, South
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years, is organised by the Bar
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the Bangoan Commission we
sweet by Mr. Arterios Constain
Development'Doguarment I –
Agritudhus and Raid Development
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#### New Brochure or **Funded Projects**

A new brochuse antifled, "The Rund for Rural Development E A new beothese artifield, This Pand for Razal Development is been published on the BNEOW the beothese highlights example Database ignoviously known as interesting and innovative project ROP Project to Database traffit in ROP Project Collects project seem SOP Project Collects project seem As the NPNs collect project seem database, development work is that deatabase, which will be wholed. "Old how to downtown."





#### Salone del Gusto, Turin 21-25 October

2.1-2.5 October

The BL Applicables Cerministraner Dacian Cizing alternated the Bith Salvere and Claster destrustion of frood culture, in Tushinam 2.1-5 Chrotice, organisately the NCD Show Food <u>New JewindorLoss</u>) in collaboration with the Palamoner region and the city of Tushin the Committee of the Committee o

#### REVAMPED EN RD WEBSITE NOW LIVE!

We are delighted to announce that the revamped EN FID website it now live! The website now allows for better access to information, including an interactive map of the EU-27. There is also a brand new homepage and improved newsreal, containing images and a story of the month' section, where we turn the focus stary or the mornin scacos, where we turn one some on you for our "project of the morth" and NRN Focus. The new site also boasts a media galety, with photos and wiskes from BH RD wents, as well as rural devel-opment images from all across Europe. If you have images Addiscs or any news you'd that to share with us, do let us from a starting-and-acr.

The Directorate-General of Agriculture and Rural The Directorale-General of Agriculture and Raral Doublepment, which he support of the NB Clorates Policit, is organizing a Heavilla owner to take place in Broast on Barraay 19-20, 2011. Some 300 LMG provides new LMG even abokes and further training solding to provide separation in terms of Ladder institution of the Clorates of the Clorates personal control of the Clorates Ladder (MCC) and the Clorates personal comparation (MC). NRN will also be separated of the Clorates supposed of Ladder (MC). NRN will also be separated of the Clorates (MC). The Clorates Clorates (MC) and the Clorates proposed of Ladder (MC). The Clorates proposed of Ladder (MC).

tions such as ELARD (European Leader Association for

'New LAGs' Invited to Brussels

Agricultural Policy (CAP) towards 2020 — Meeting the food, natural resources and territorial challenges of the future". It sets out broad orientations to make European agriculture and rural areas more dynamic, competitive and effective, in responding to the 'Europe 2020' vision of stimulating sustainable, smart and inclusive growth.

The European Commission has published a Communication on the "Common

achieutes the three main CAR chierthuss viable food production (the provision of safe to the needs and expectations of the BL and sufficient food supplies, in the context of growing global demand, economic crisis and nuch greater market volatility to contribute to food security); sustainable management of ability of the farming sector and rural areas,

POLICY BRIEF

for CAP after 2013

**Commission Outlines Blueprint** 

considerations - but such costs are not rewarded by the market); maintaining the territorial balance and diversity of rural areas (acriculture remains a major economic

force in rural areas, and an important factor in maintaining a living countryside)

The options for reform consist of both major proven their usefulness in its current design. Cickhere

This Communication looks at the future On this basis, the future CAP should become a instruments that might be suitable for best more sustainable, balanced, targeted, effective, and loss complicated nolicy more accountable

economic, environmental and social sustainnatural resources and climate action (farmers but there are strong calls to fully integrate on often have to put environmental consider-ations ahead of economic vironmental as wall as dimate change and in-actions ahead of economic

into all programmes across the board. In order to be more effective, a move towards a more outcome based approach has been suggested, possibly with quantified targets. Attention Is drawn to the specific needs of young and new farmers and to the importance of direct sales and local markets. The Leader ap-proach is to be further integrated.

tive proposals in mid-2011. Contributions are now invited towards the impact assessment changes that require a new design, and im-provements of those elements, which have is from 23 November 2010 to 25 January 2011.

Please note: 'Bergi Hows' is an online publicative; for further informative, please go to <a href="http://www.ocasmpa.ee">http://www.ocasmpa.ee</a>



#### W NEW ONLINE

- EN RD Publikations even easier to subscribe!
   A new subscription form is available which makes it even easier to subscribe to EN RD publications. The form also ensures you are updated on any major rural development. news. Click hore.
- Working Paper on Approaches for the Evaluation of HRN Programmes now available. The Help Desk of the European Evaluation Network for Bural Dowlopment has developed a Working Paper which summarises the appreaches of Germany, Italy, Portugal and Spain for the evaluation of their NRN Programmes. Click have.
- TNC Guide with rules and procedures now online Local Action Groups seaking partners for transmittonal cooperation (TNC) can now consult and compare the specific rules which apply to each Member State. Click here,



Ways in which to promote the effective implemontation of 'Leador' were discussed at the 5th Leader subcommittee (LsC) meeting, held in Brussels on November 12. This extended LsC also walcomed representatives from 38 Local Action Groups (LAGs), in order to elicit constructive

Subcommittee Meeting

The main conclusions of the work achieved by Point presented an undate on specific EN RD each of the three Focus Groups (FGs) were pre-sented. FG1, which examined issues relating to Implementation of the bottom-up principle: decision making process and mainstreaming placed a particular emphasis on running costs and complex and small scale projects. On LAG an accoleration in project approval and budget running-costs, difficulties were identified asrespending was noticed. Since the beginning of gards securing bank guarantees for advances, providing own funding and the 20% ceiling in and 598 cooperation projects have been apcertain implementation models. FG2, which analysed issues relating to 'preserving the innovative/experimental character of Leader: difficulties identified and good practices' raised concerns pertaining to the definition

All completed reports are available on the EN

and eligibility of 'innovation' and/or 'innova
RD website, with additional reports related to tive projects'. The group's participants recommended that Innovation always be regarded in a local context and defined by LAGs. FG3 presented its findings on the 'implementation of the 'cooperation' measure key bottlenecks December. Click here.

and solutions: The group provided a specific progress report on LAG/project-holder management practice and MA/PA administrative practice, regarding the definition of common action, the funding of common costs and key areas for cooperation.

website tools, regarding Leader. The European Commission provided some interesting statistics relating to the current state of play of Leader in the EU Member States, noting that there are currently 2192 salacted LAGs in the B.I. in 2010. the programming period, 31,281 local projects proved; however, only €366 million has been spent on projects so far, representing 6.4% of planned expenditure.

the specific aspects mentioned above, to be added by the end of 2010. With the mandate for the FGs now concluded, the results will now be presented to the Coordination Committee, on 9

#### W NRN FOCUS

#### **EN RD Contact Point hosts Candi**date Countries NRN Event

Gate Countries review Event in Representations from these contribution containing to join the BL visited the DN RD Contact. Point on Thrushing, November 11, to learn more about how to set up a National Result Network 6989. This ye, the terms "Augusta" Republic of Miscodiese and Costa are all candidate countries' and have the opportunity to use special funding under the BLY "traitment for DN-Accession to implement a range of used displacement for the SN-Accession to the SN-Accession to the Countries of used displacement for some content in the SN-Accession to t of rural development measures, prior to their future accession to the EU. Like existing Member States, the candidate countries are also obliged to set up an NFN.
Presentations from the Swedish, Rinnish and Estenian NRNs, plus a panel discussion with several other NRN representatives, provided a uniquely practical insight into the day-to-day management of an active NRN.

#### **Dutch and Walloon Networks Jointly** Host European Rural Days Event

The first over European Rural Days event was held in Belgium (Turnhout and Namur) on November 18–19. The event jointly hosted by the Walloon and Dutch Rural Network, focused on Environmental Public Goods and Rural Entrepreneurship. Both of these issues are major driving forces behind rural development, helping to improve the quality of life of communities in rural and peri-urban areas, as well as contributing to the economy and envi-ronment. The EN RD CP played an active role at the event, moderating round-table discussi-the various workshops. Click here.



Sweden Stze 449,964 km²
Populations 9 million inhabitants

Sweden joined the EU in 1995, but decided against introducing the euro in a 2005 information. Approximately 8% of Sweden's land area is agricultural concentrated in the South and own half of the subscape is covered by the South and own half of the subscape is covered by the South and own half of the subscape is covered by the South and the South and own half of the subscape is covered by the South and the robust in secretywars. However, employment has not grown aguice, with lowest employment rates to be found in spensely populated nutral axes. Approximately 165,000 people are employed in agriculture, 9,00001 in the forestry sector and 60,000 in the food industry (in 2004). Famting and forestry are also segarded as key placers in the transition to sustainable de on rural development policy in Sweden, dick here

EN RD Contact Point PHONE: 0032/22352020 EMAIL: Infogenrd.eu Published by: Rob Peters, Head of Unit, Directorate General for Agriculture and Rural Day This publication does not necessarily express the official years of the Commission.





European Network for Connecting Rural Europe Rural Development http://enrd.ec.europa.eu

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# **Rural Review: 5 Issues published**

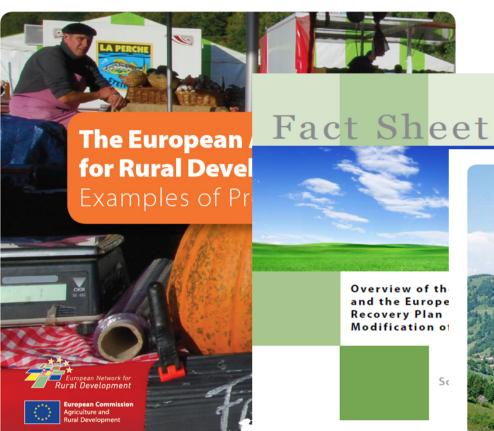








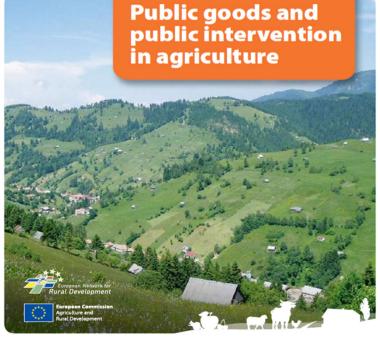
## **Other ENRD Publications:**





Overview of the and the Europe Recovery Plan Modification of











# Organisation, support and participation in fairs and events:

### ENRD Events:

- Joint cooperation fair/NRN forum, Edinburgh, Scotland (Sept)
- > Semi-subsistence farming, Sibiu, Romania (Oct)

### Fairs:

Belgium (July); Slovenia (Aug); Ireland (Sept); Italy & Sweden (Oct) including presentation of 32 case study projects





# Planned (to June 2011):

### Public Website:

- ➤ In six languages (EN, FR, DE, ES, IT, PL): FR by end 2010
- > Search facility (by country, topic + advanced search): early 2011
- RDP Projects database: early 2011
- Increased functionality / new pages for Events, TNC, Library

## 'My ENRD':

- 'My Projects' linked to RDP projects database: early 2011
- Access points in multiple languages (Public): spring 2011;(My ENRD): summer 2011
- Version 2 improved functionality: April 2011





European Network for Rural Development

- > 3 more rural reviews:
  - No.6: Employment & social inclusion (Dec)
  - No.7: Public Goods and rural development (March)
  - No.8: Quality and organic farming (June)
- > 5 more newsletters: Various issues/events/country focus
- > 3 more RDP Projects brochures:
  - ☐ Information and Communication Technology (Feb)
  - ☐ Green Growth (April)
  - ☐ Cooperation (June)





## **Events planned (to June 2011):**

- > ENRD events:
  - ☐ Public Goods Seminar (Dec);
  - New LAG's event (Jan);
  - ☐ ICT seminar (Feb);
  - ☐ LINK event & NRN forum in Germany (April)
- > Fairs:
  - ☐ Germany (Jan);
  - ☐ Hungary (Jan);
  - Others to be confirmed







# Lessons learnt / challenges identified / discussion points

## By stakeholder group:

(Based on networking and communication experiences over last period)







# Questions for discussion (by stakeholder group)

- 1. How do you see your current and future communications links with ENRD?
- 2. What more, in terms of communications tools, would you like to see from the ENRD activities/services?
- 3. What would you and/or your organisation be able to contribute?





# Understanding the needs of the different ENRD stakeholders

- National Rural Networks (NRNs) / Network Support Units (NSUs)
- 2) Managing Authorities (MAs) (+ other national authorities)
- 3) European RD Organisations (ERDOs)
- 4) Local Action Groups (LAGs)
- 5) Current and potential EAFRD beneficiaries
- 6) DG AGRI / other DGs / Contact Point







- Networking institutions by definition
- Bridges between formal and informal network structures
- ➤ Not all networks are the same large variance

- ✓ Greater prioritisation of resources for ENRD activities
- Country and project information collection
- ✓ Support for translation of information
- ✓ Leadership & pro-active support of thematic initiatives
- ✓ Encourage LAGs to update details
- √ ??





# 2) Managing Authorities (& other implementation bodies)

- Networking as 'new' instrument Challenge to respond to increasing flow of 'bottom-up' information provided through network(s)
- > Formal communication culture/administrative focus / more 'top-down'

- Need for greater prioritisation of resources to support European networking activities
- ✓ Updates of MS / RDPs / programme and country information to ensure updated links / information
- ✓ Country and project information collection support
- √ ???







# 3) European RD Organisations (ERDOs)

- > EU-wide network structures / multipliers
- Member focused / strong thematic expertise
- Gradual engagement in thematic work of ENRD

- ✓ Strengthen links and multiplier opportunities with ENRD
- ✓ Support collection of project case study/information
- Promote subscription by members to receive ENRD publications
- √ ???







4) Local Action Groups

- > Key network structures at local level
- > 'Bottom-up' focus and communication channels

- ✓ Complete/update LAG registration details
- ✓ Develop and post new cooperation offers
- ✓ Project information collection support
- Encourage subscriptions to ENRD publications/contributions
- √ ?????





# 5) EAFRD current or potential beneficiaries

- Variable awareness of EU policies
- > Restricted by language
- Need for more practical information and support on implementation

- ✓ Project case studies/ information / implementation insights / suggestions / experience
- ✓ What other roles/links can be established with NRNs /
  ENRD to improve information flows with beneficiaries??





- EU-wide networking is a new approach/tool
- Challenge to respond to increasing flow of 'bottom-up' information provided through ENRD activities
- Gradual shift of institutional culture and dynamics

- Enhance two-way, sharing of information, knowledge & experience through networks
- Ensure / improve 'internal' networking
- ✓ Increased use of new tools to engage with ENRD stakeholders
- √ ???





# **General implications for future communications initiatives**

- Need for more of a 'partnership' approach to development of ENRD services / activities?
- Improving/promoting 'My ENRD' intranet as a forum for debate, exchange and development of initiatives... ideally driven by ENRD stakeholder groups?
- > Identify/promote ENRD timely newsworthy stories & info.
- Improving feedback mechanisms to guide improvements in ENRD communication tools and products

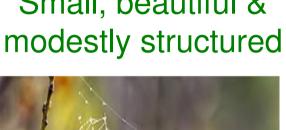






Appearances can be misleading

Small, beautiful &



Highly structured & restricted



Not so well structured but still functioning









## **ENRD** priorities for the future

# **'My ENRD'** on-line forum discussion

9<sup>th</sup> December 2010 ENRD Contact Point



