



ENRD Communications: Progress, lessons learnt and future implications

Coordination Committee meeting
9th December 2010
Adrian Neal, ENRD Contact Point



Connecting Rural Europe



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





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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 more](#)

Connecting Rural Europe ...

EN RD NEWS and UPDATE

MAIN STORIES

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

A rural entrepreneur from northern Finland has been awarded EAFRD support to help establish an innovative new commercial healthcare business, in isolated rural areas.

[More Information](#)

OTHER NEWS



30 November 2010: EN RD 'Rur@l 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](#).

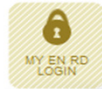


05 November 2010: Working Paper on Approaches for the Evaluation of NRN Programmes Now Available

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](#).

[MORE NEWS](#)





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Rural Development Policy > Country Information

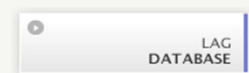
All Member States have established National Strategies for Rural Development and Rural Development Programmes, either for the whole country or by region. Click on any of the countries on our European Union interactive map, to access a variety of information related to each of the Member States National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

COUNTRY INFO

Belgium

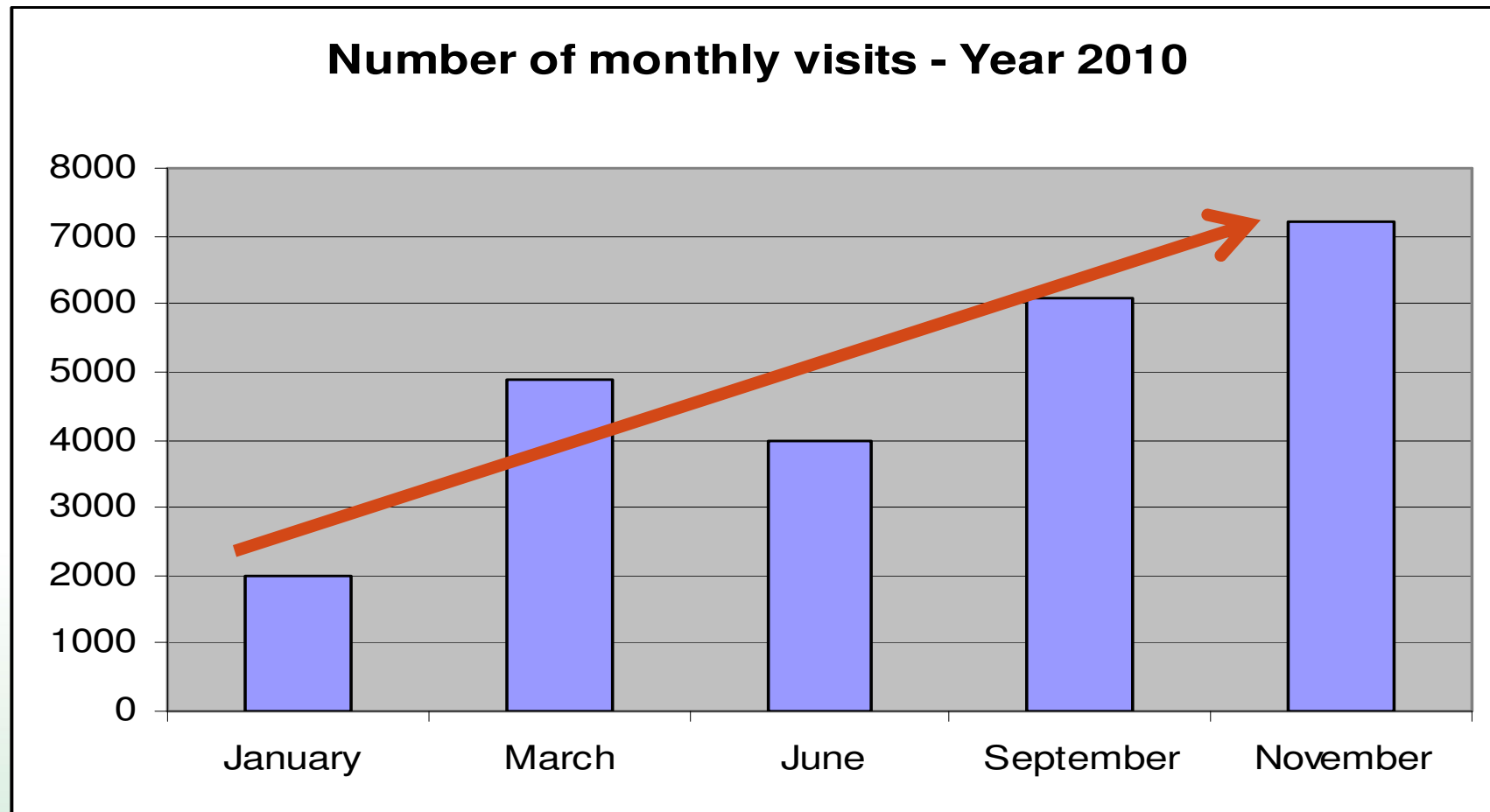
- [RDP Information](#)
- [National Rural Network](#)
- National Authority: [Fl / Wa](#)
- [Managing Authority](#)
- [Paving Agency](#)
- [Local Action Groups](#)

Click on a country flag to connect with rural Europe



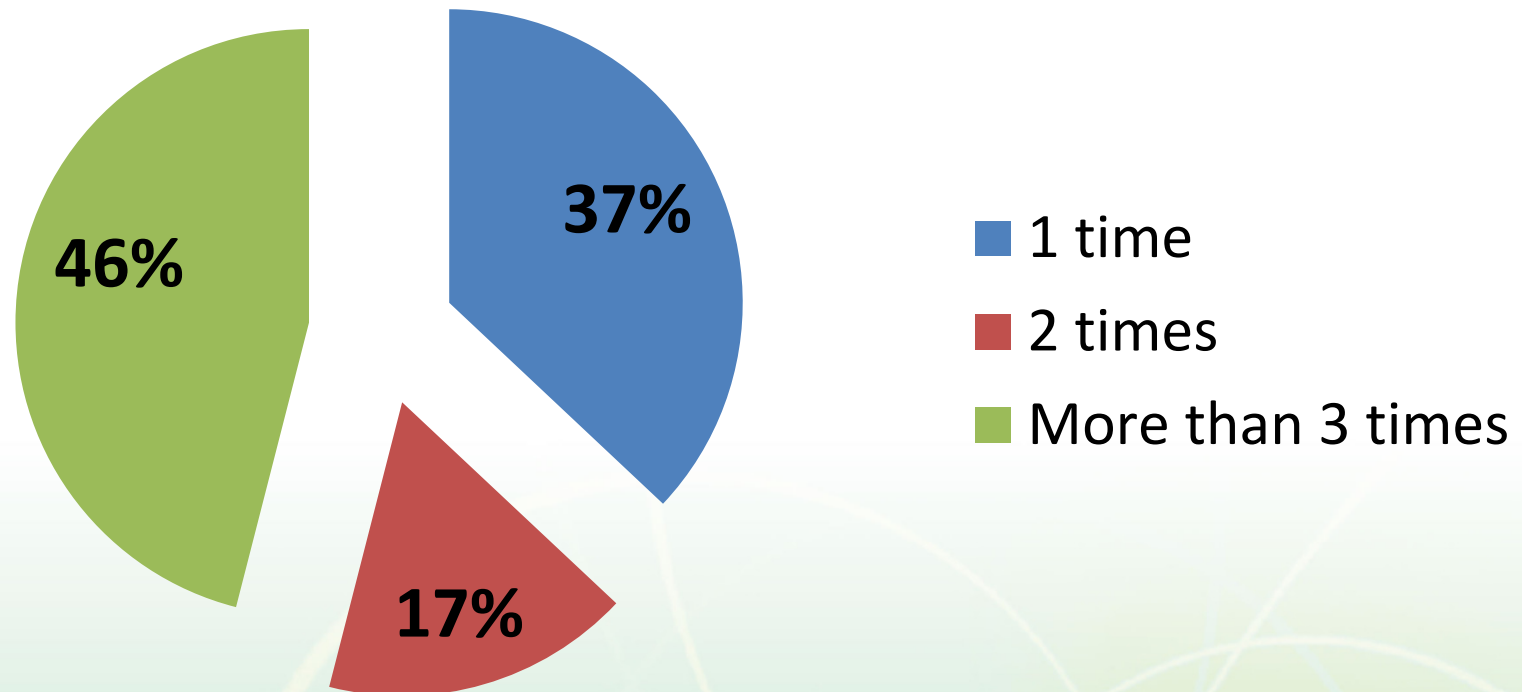


ENRD Website





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



NEW ONLINE...
LAG Cooperation Offers: A searchable database of Leader Cooperation offers has been recently revamped. [Click here](#)



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New Month
The ENRD Network will be jointly co-operating and its members will be called on to assist the four papers, which will be available on the ENRD website.

Lead in France
On July 6, the ENRD will host the ENRD Contact Point in France. The ENRD will be supported by the Lithuanian ENRD.

EN RD REPORT
Rural Development in Ireland
Around 182,000 people made Kildare, Ireland for the National Ploughing Championships. The event included a series of the European Commission with EN RD Contact Point. Rural Development projects on the farm business creation and developing cooperation regarding energy farming took centre stage on 5 and 6 June. For further information, [click here](#).

EN RD REPORT
Salone del Gusto, Turin 21-25 October
The EU Agriculture Commissioner Dacian Cioloş attended the 8th Salone del Gusto celebration of food culture, in Turin from 21-25 October, organised by the NGO Slow Food ([www.slowfood.com](#)) in collaboration with the Piedmont region and the city of Turin. This highly anticipated event brought together food producers and consumers from all over the world to promote sustainable local food production, in harmony with the environment. The EN RD Contact Point assisted with presentations of rural development projects, on quality and organic food production. For further information, [click here](#).

EN RD REPORT
Ceremony for the Village Renewal
The European Village Renewal held in Sand in Taufers, South Tyrol, September. The award was presented by the ENRD Contact Point. The award was based on the 'Strong Togetherness' and was of Lungenberg/Vorarlberg. Just International judging panel of range of integrated village development projects. The European Commission will be awarding the award to the ENRD Contact Point. For further information, [click here](#).

EN RD REPORT
New Brochure on Funded Projects
A new brochure entitled, 'The Fund for Rural Development' has been published on the ENRD website. The brochure highlights examples of funded projects (previously known as the ENRD Projects Database) which will be available. [Click here](#) to download.

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European Network for Rural Development



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EN RD Contact Point PHONE: 0032/22352020 EMAIL: info@enrd.eu
Published by: Rob Peters, Head of Unit, Directorate General for Agriculture and Rural Development, European Commission. This publication does not necessarily express the official views of the Commission.

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Rural Review: 5 Issues published

Total ENRD
publication
subscribers:
5,000





Other ENRD Publications:

The European... for Rural Development... Examples of Pr...

Fact Sheet

Public goods and public intervention in agriculture

European Network for Rural Development

European Commission Agriculture and Rural Development

European Commission Agriculture and Rural Development

European Commission Agriculture and Rural Development





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





Publications planned (to June 2011):

- *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)



Connecting Rural Europe



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

- 1) 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





1) NRNs / NSU's

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

Proposals for strengthening links:

- ✓ 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'

Proposals for strengthening links:

- ✓ 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

Proposals for strengthening links:

- ✓ 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

Proposals for strengthening links:

- ✓ 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

Proposals for strengthening links:

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





6) DG AGRI /other DG's /CP

- 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

Proposals for strengthening links:

- ✓ 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 &
modestly structured



Highly structured
& restricted



Not so well structured
but still functioning





ENRD priorities for the future

'My ENRD' on-line forum discussion

Coordination Committee meeting
9th December 2010
ENRD Contact Point



Connecting Rural Europe

MyENRD - My EN RD (European Network for Rural Development) - European Commission - Mozilla Firefox

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europa.eu https://webgate.ec.europa.eu/myenrd/myenrd/myenrd_home_en.cfm

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MyENRD - My EN RD (European Net...

Do you want Firefox to remember the password for "mara.lai@enrd.eu" on europa.eu? Remember Never for This Site Not Now

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European Network for Rural Development

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

Mara Lai
My EN RD

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WELCOME TO My EN RD

My EN RD is an extranet that contains a suite of dynamic tools to facilitate the EN RD networking activities.

Should you have an issue or a question using My EN RD, please email the Contact Point: myenrd@enrd.eu.

We wish you an enjoyable and productive session.

ACCOUNT INFORMATION

My Account

Title: Mrs.

First name: Mara

Last name: Lai

Email: mara.lai@enrd.eu

Phone:

Fax:

Address:

Post Code:

City: Brussels

Country: Belgium

Groups: TWG2,TWG3,TWG2 Administrator,TWG3 Administrator,TWG4,TWG4 Administrator,TWG1,TWG1 Administrator,CC,CC Administrator

Done



 **Mara Lai**
My EN RD

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Forum > Committees forums

Listed below are the topics open for discussion in the forum.

[BACK](#) [ADD NEW TOPIC](#)

1 Result

Topic ▾	Author ▾	Topic validity	Number of replies
Future EN RD activities	Mara Lai	08/12/2010 - 31/12/2011	0

Based upon the priorities discussed in the Coordination committee (9th December 2010) for the future EN RD activities, please provide your comments / feedback / suggestions through this forum

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Forum - My EN RD (European Network for Rural Development) - European Commission - Mozilla Firefox

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European Commission > Agriculture and Rural Development > Rural Development > ... > Forum

Mara Lai My EN RD

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Forum > Committees forums > Future EN RD activities

Future EN RD activities [Edit topic](#)

Last Post:

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Relevant Document(s)

Author: [Lai Mara](#) Creation date: Dec 8, 2010

BACK TO TOPICS POST REPLY

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