



European Commission  
Agriculture and  
Rural Development



European Network for  
Rural Development

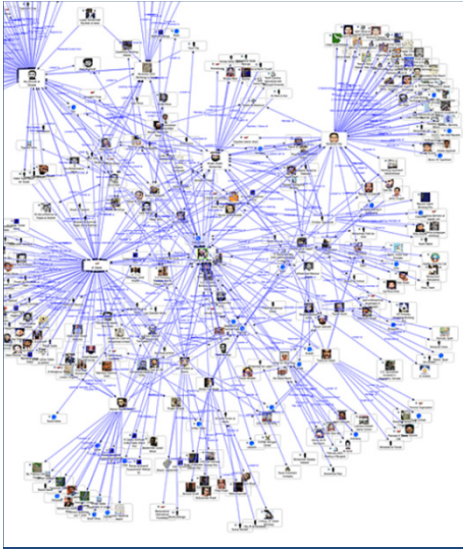


EN RD | **CONNECTING RURAL EUROPE**

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

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**ENRD Contact Point**  
Brussels, 14 June 2012





## **NRN Joint Action: “Demonstrating the Added Value of Networking”**

- Overview of the NRN Joint Action
- The ENRD and NRNs as policy networks
- What is the added value of policy networks?
- Conclusions and next steps



## 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)

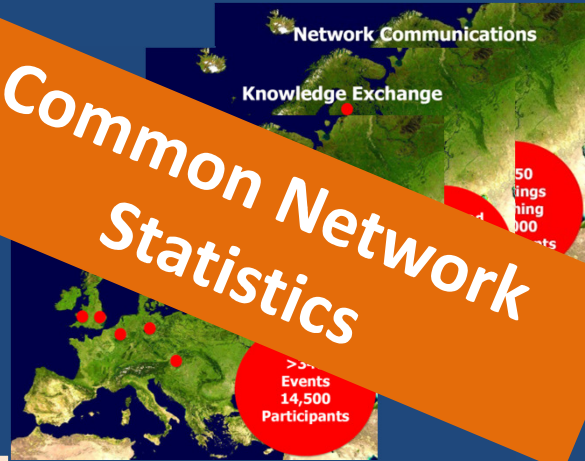
Coordination Committee  
9 June, 2011

“State of play with ENRD  
and NRN networking”

**Draft Literature Review**



**Common Network Statistics**



**Networking Success Stories & Case Studies**



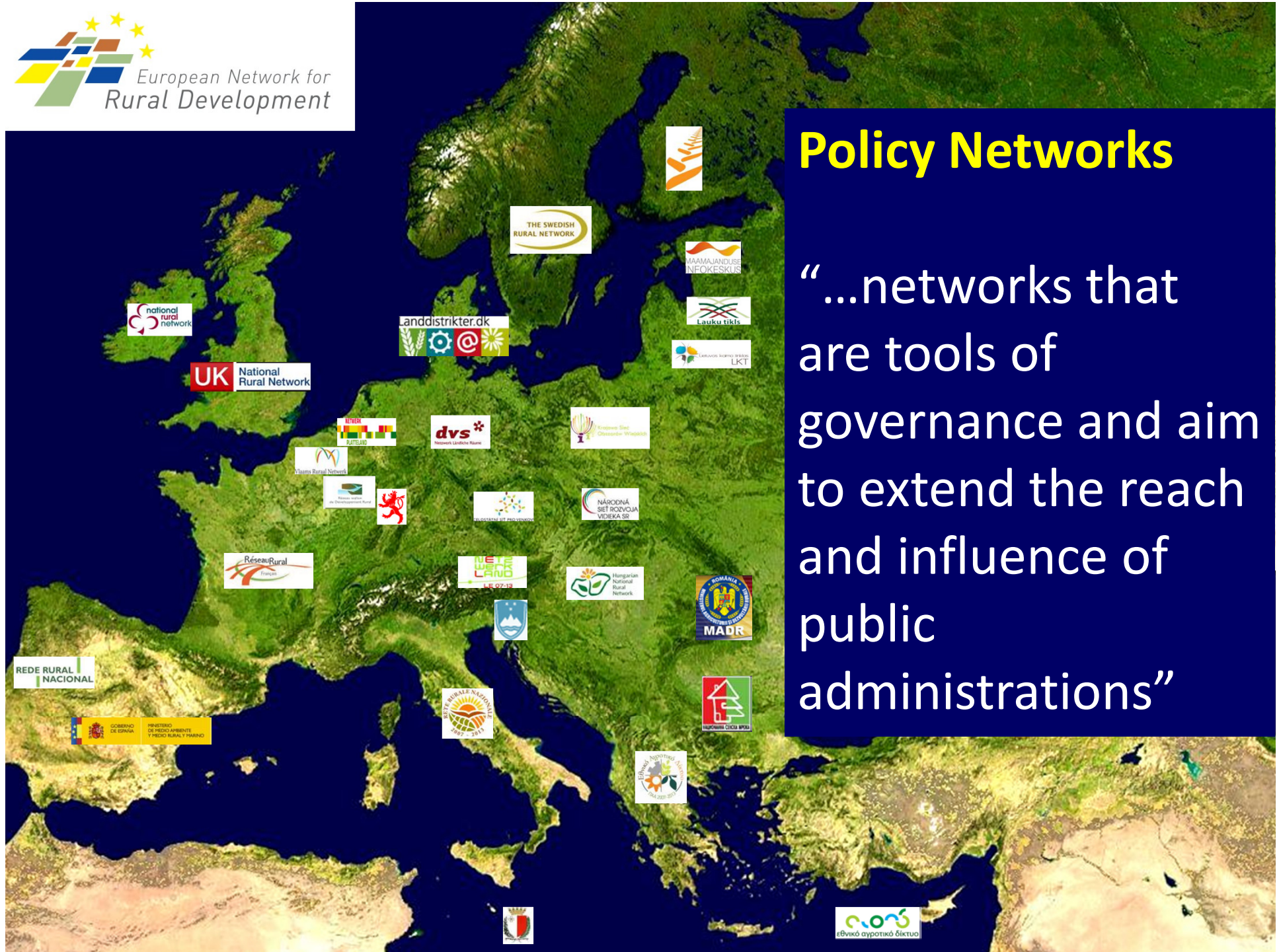
**Background Paper**





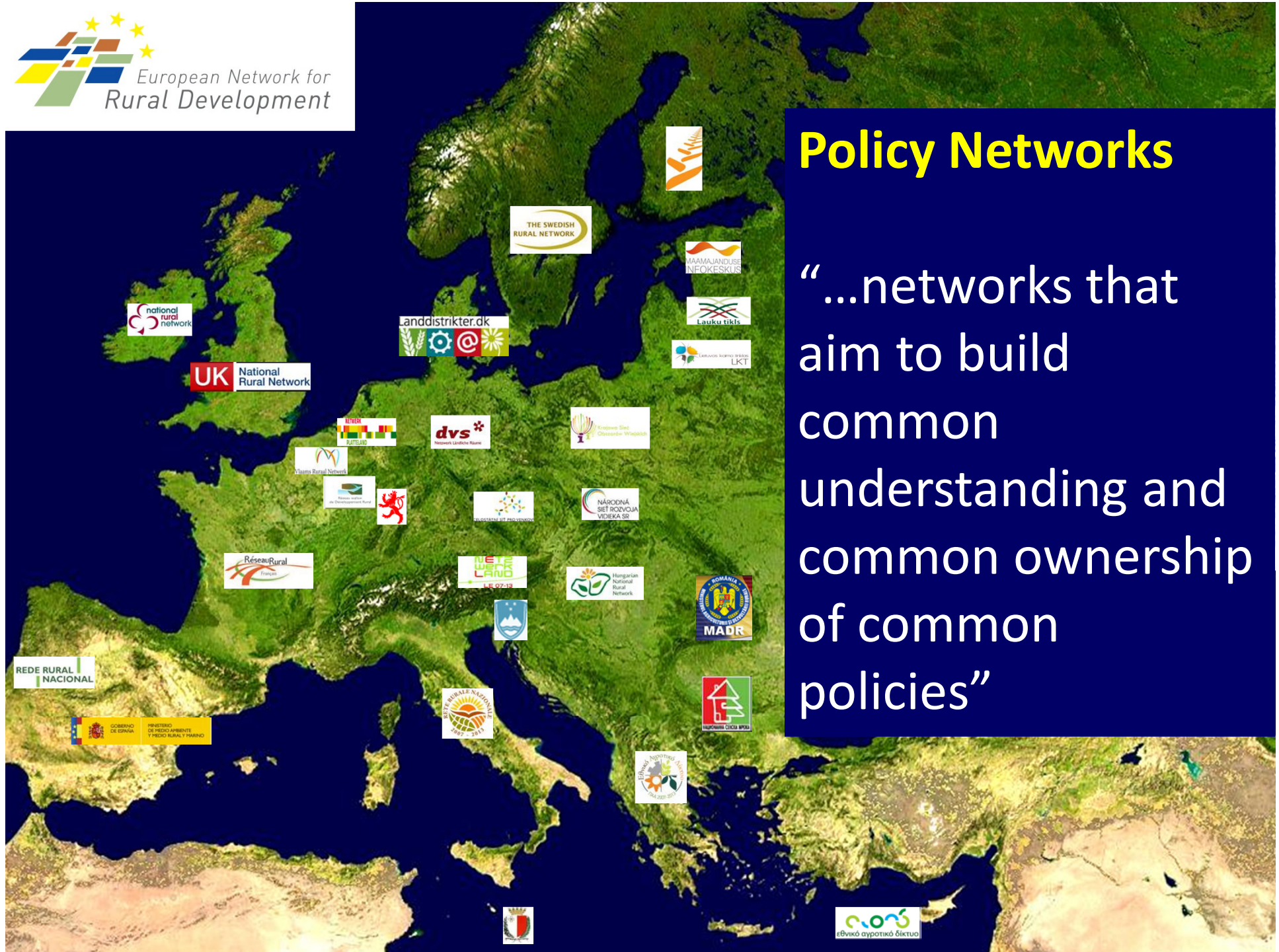
## Policy Networks

“...networks that aim to engage actors and stakeholders in the formulation and implementation of a policy in a given sector”



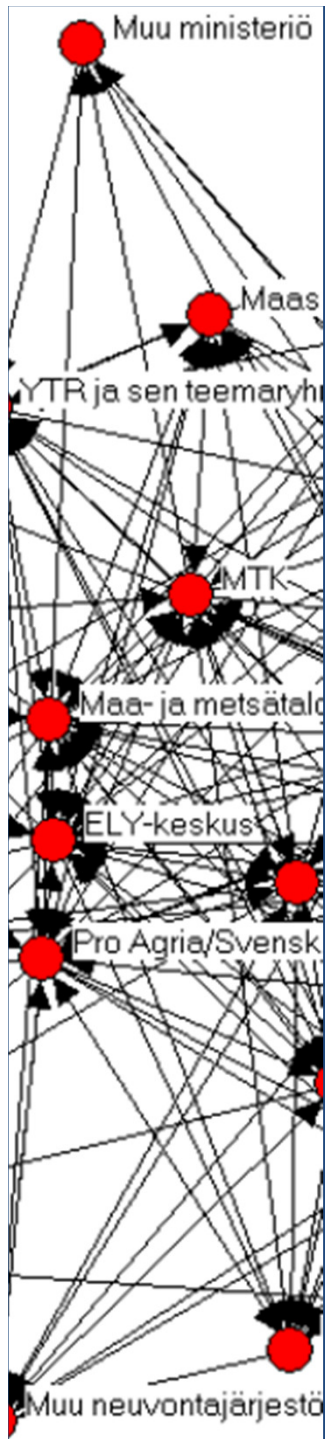
**Policy Networks**

“...networks that are tools of governance and aim to extend the reach and influence of public administrations”



# Policy Networks

“...networks that aim to build common understanding and common ownership of common policies”

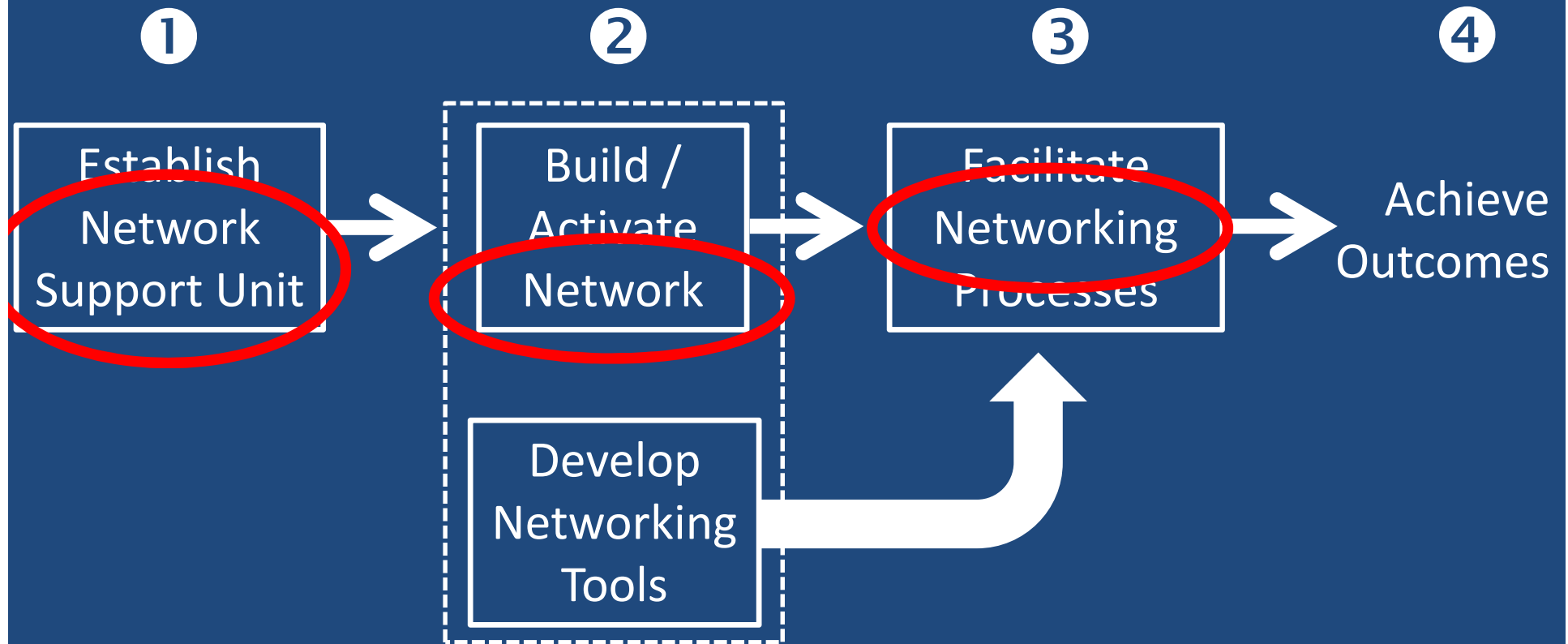


## Key characteristics of policy networks:

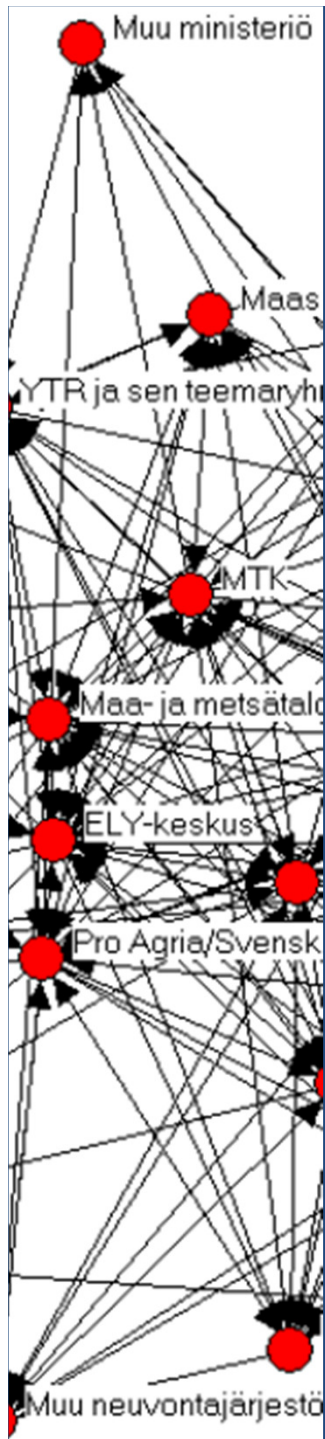
- **Formally established** - on the basis of some form of agreement
- **Engineered** - by public institutions
- **Facilitated / supported** - by some administrative 'entity'



# Process of 'engineering' a policy network



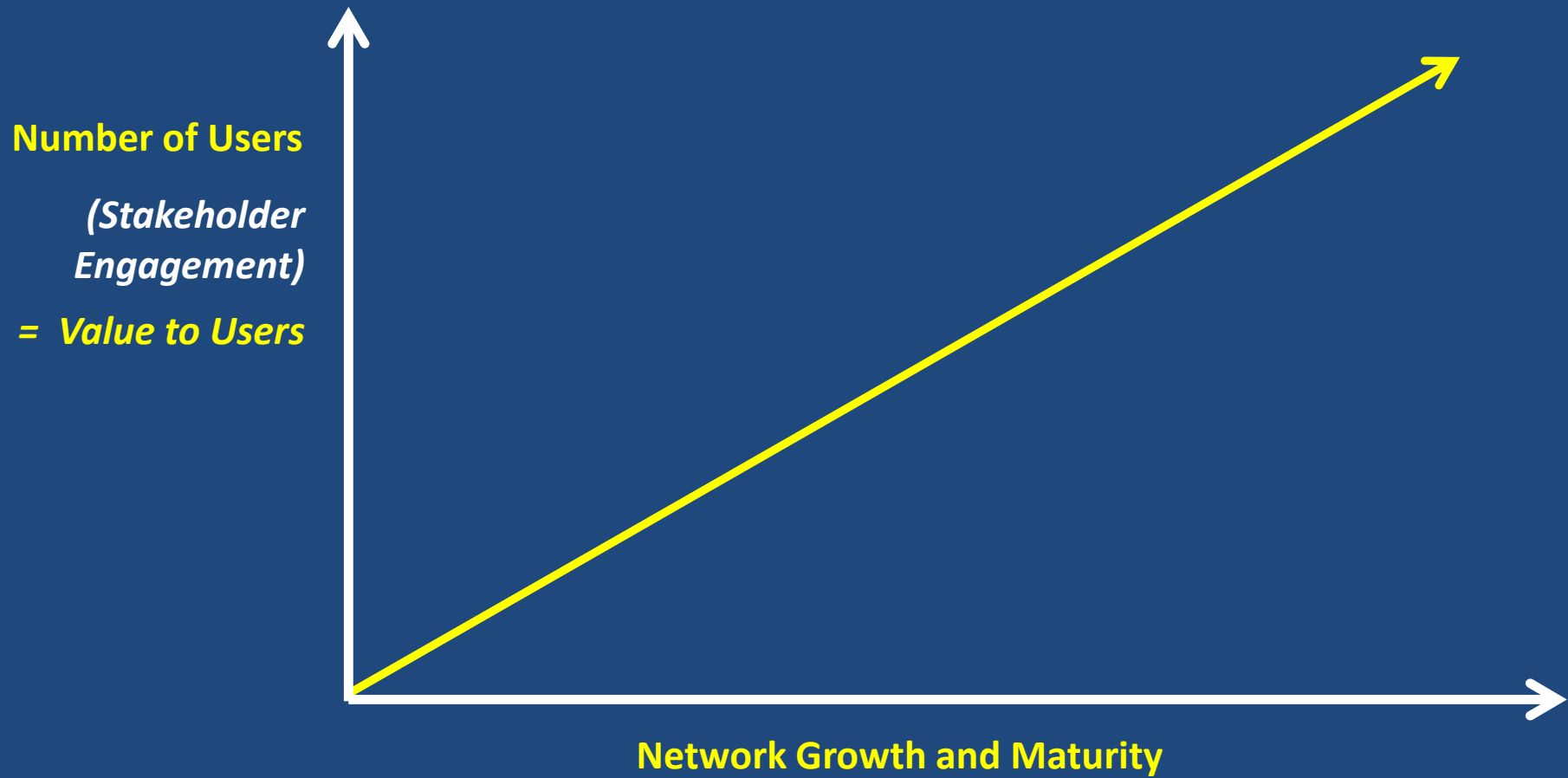
- Policy networks take **time, resources and expertise** to develop

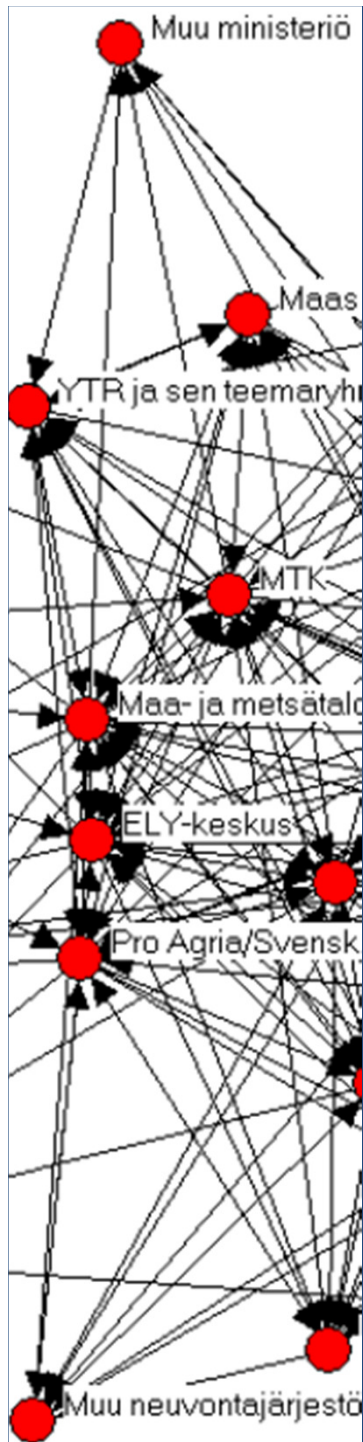


## Other key characteristics:

- **Information intensive** - transfer of know-how / experience (often have an **analytical** function)
- Just like any other network - a policy network **becomes more valuable as it reaches more users** (Metcalfe's Law)

# Simple hypothesis.....



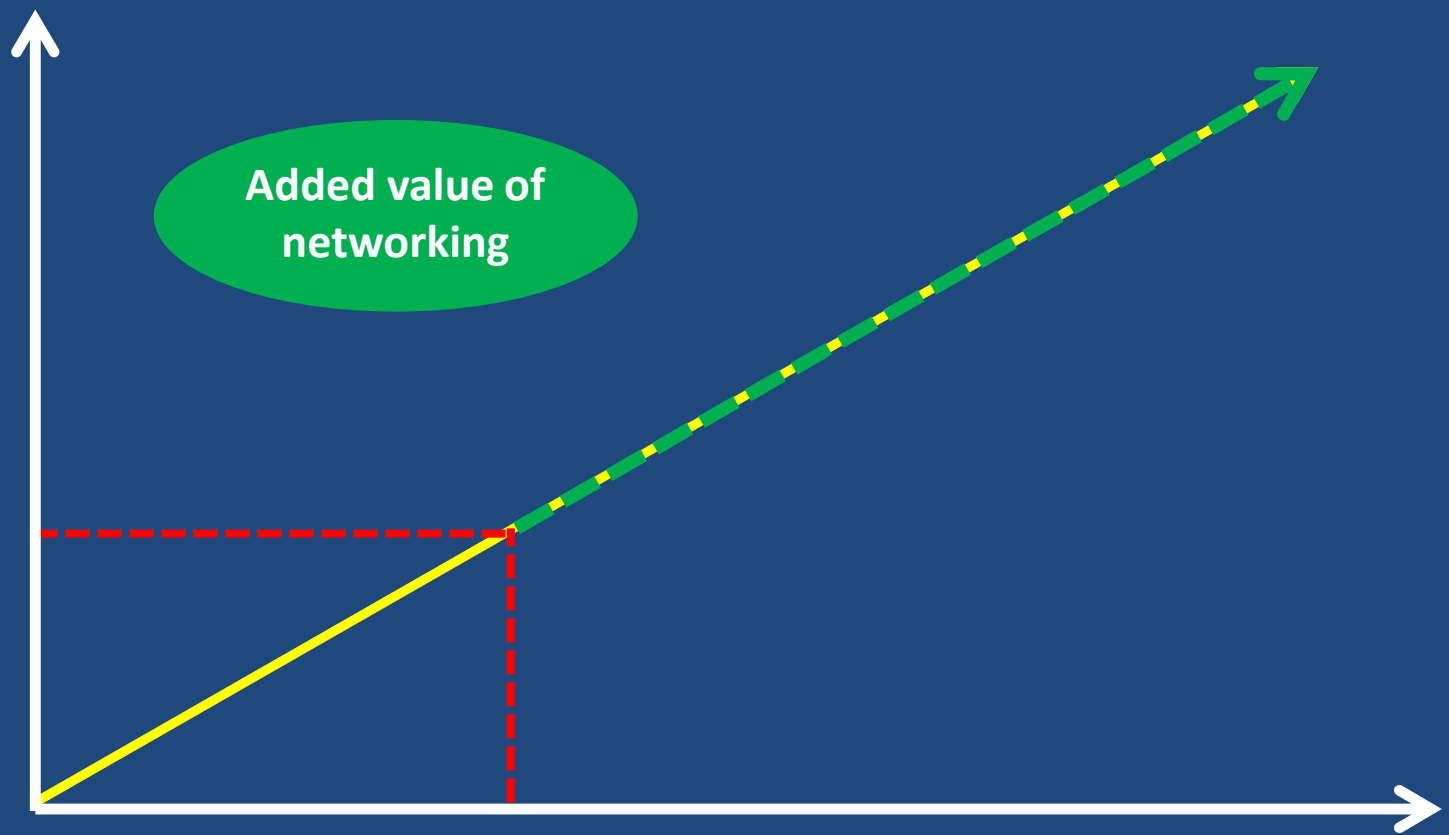


But what exactly is the ‘added value’ of a policy network.....?

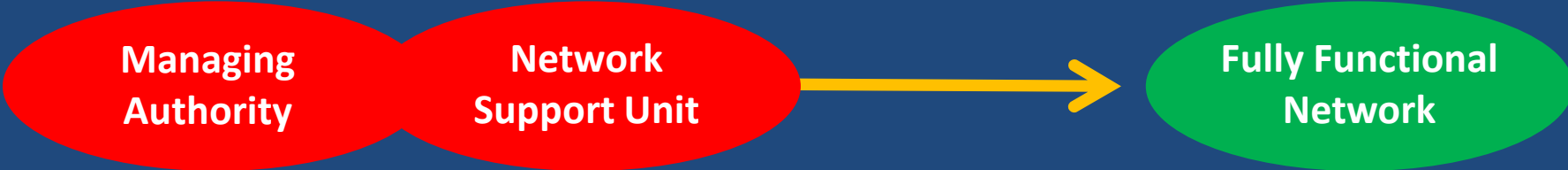
*“...producing solutions and results that would otherwise **not have occurred** through a single hierarchic organisation”*

(Agranoff, 2003)

**Number of Users**  
*(Stakeholder Engagement)*  
**= Value to Users**



**Network Growth and Maturity**



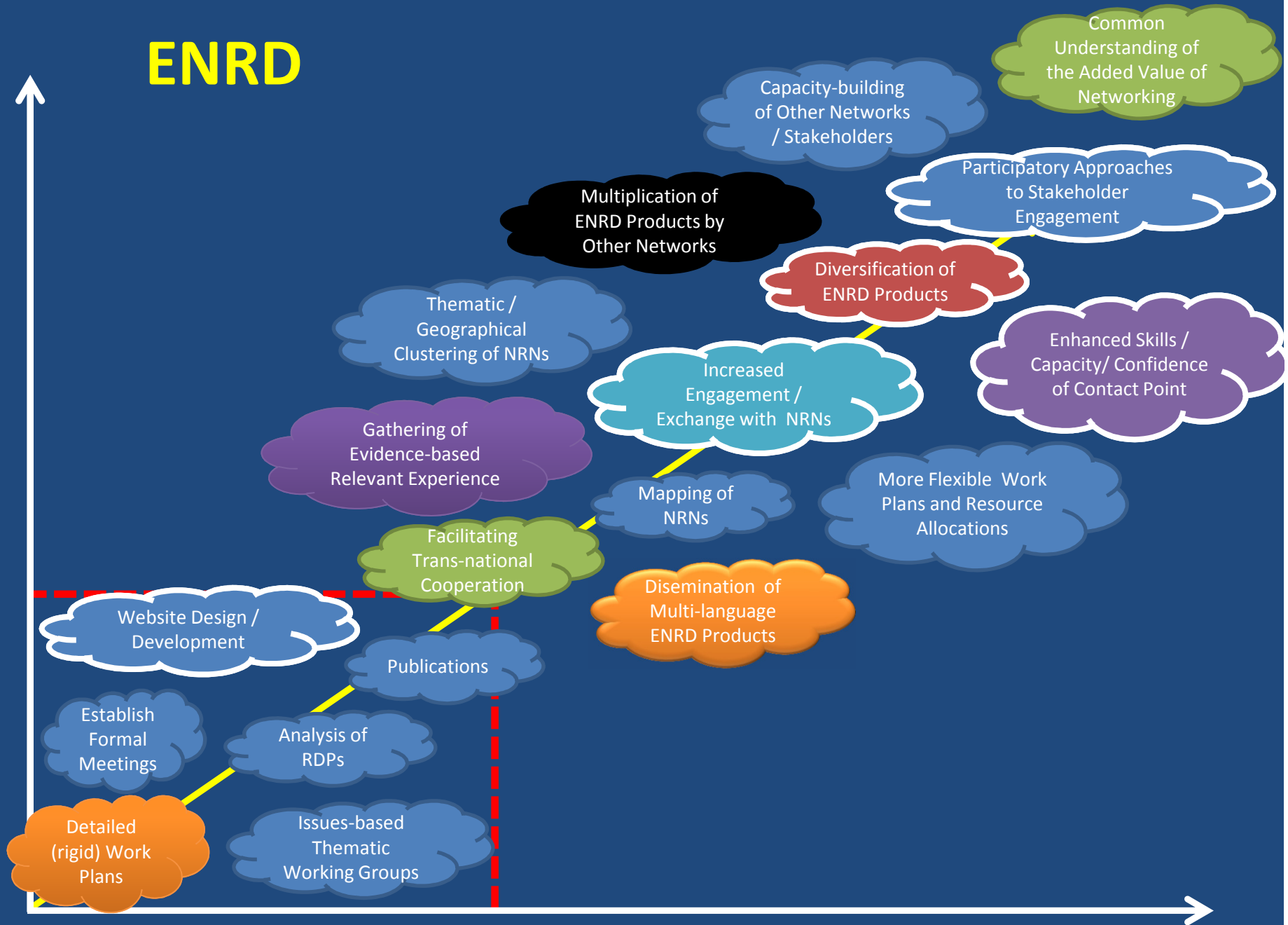
**Managing Authority**

**Network Support Unit**

**Fully Functional Network**

# ENRD

Stakeholder Engagement / Value to Users



Network Growth and Maturity

# NRN Joint Action (2011-2012):

## Collection of Networking Success Stories

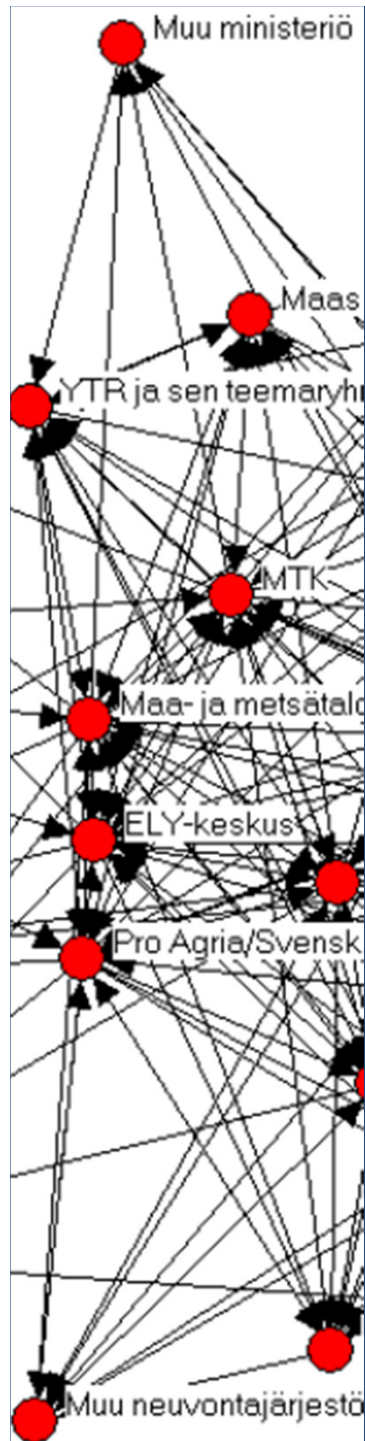
(13<sup>th</sup> NRN meeting,  
November 2011)



# Collection of 98 network 'success stories' from 26 networks in 22 Member States







When these 98 'success stories' are reviewed and clustered:

- **16** → establishment of NSU
- **68** → development of network & network tools
- **14** → networking “processes”

Stakeholder  
Engagement /  
Value to Users



Network Growth and Maturity

①

Establish  
Network  
Support Unit

②

Build /  
Activate  
Network

③

Facilitate  
Networking  
Processes

④

Achieve  
Outcomes

Develop  
Networking  
Tools



14

## ‘success stories’ relating to networking processes

- Growth of informal meetings – including youth forums (UK) and entrepreneur events (SE)
- More intensive information exchange between stakeholders – including “communities of practice” (NL)

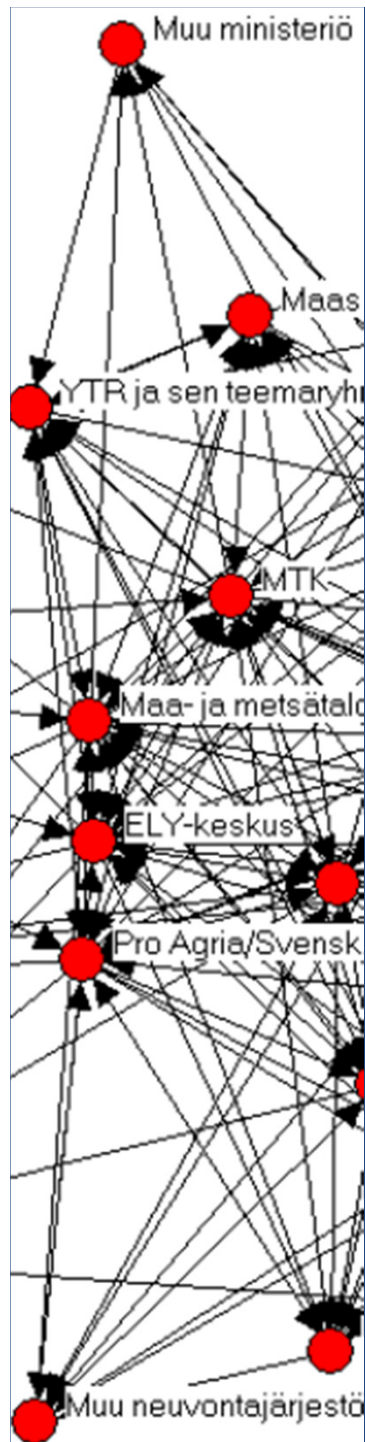




- Targeted use of social media amongst rural stakeholders (NL)
- ‘Horizontal’ exchange of information and resources between network users (IT)
- Bottom-up emergence of new learning tools and processes (IT)



Investment in networks is high,  
but it pays back in the long-term  
– **give networks time to mature!**



## Next Steps (Year 5)

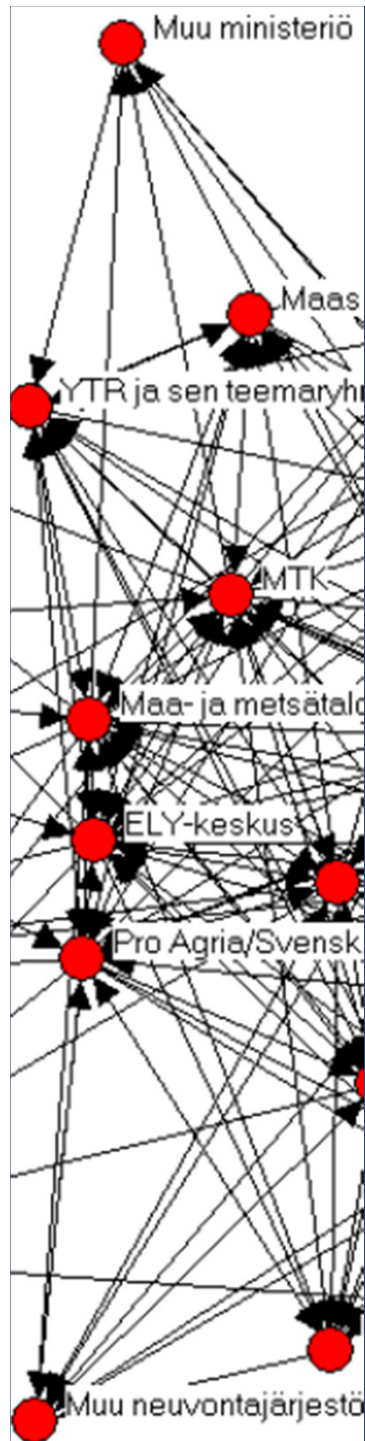
Presentation of outcomes of NRN  
Joint Action on **ENRD website**

**Clearer definition** of 'good practices' vs. 'success stories'

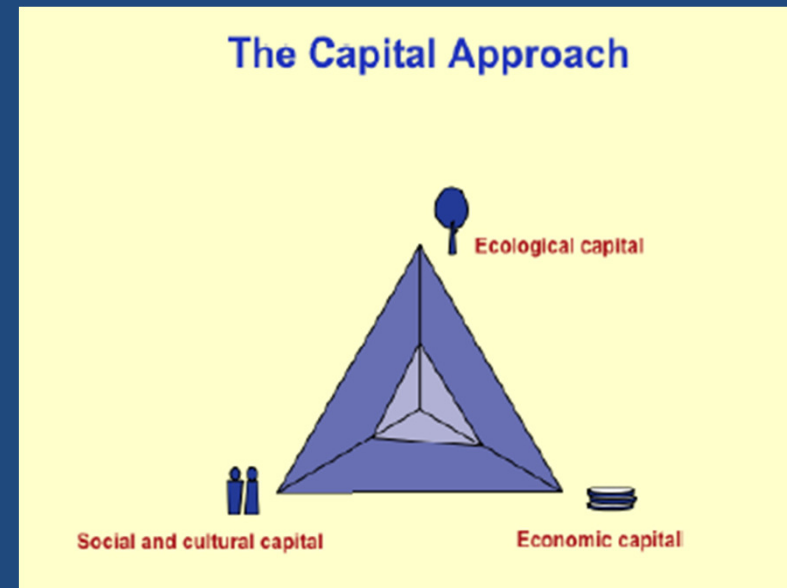
**Further collection** of 'good practice' and 'success stories' as appropriate

**Rural Review #14** - networking

**Handbook** on networking (?)



Continue working with the NRNs (**participatory research**) to develop understanding of the added value of networking in RD policy



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