Added Value of Networking

Success Story

Success Story title	*Databases as tools of rural network support unit*
Theme	*Network communications*
NRN	*Estonia* Coordinator *NSU*
Period	*Ongoing since spring 2010* Resources *Direct costs for a new website 25 000 €*
Geo-location	*Estonia and web-space*
Beneficiaries	*EE NSU, NRN stakeholders, NRNs and stakeholders in other Member States*

Background

While ordering a new website, the NSU wanted to create different databases which would facilitate and improve collection, sorting, retaining and disseminating different data.

Main activities

The NSU has created and is managing the following databases on its website:

- Database of the EE LAGs
- Database of the EE RDP measures
- Database of the EE RDP project examples
- Database of the Weekly E-Newsletters
- Database of the Events (co)organised by the EE NRN
- Database of the LEADER TNC partners search

The databases contain both up-to-date as well as archived information. They are available in Estonian and partially in English. In addition, the NSU makes an effort to retain all the e-mails sent to LAGs network. Also, the website hosts a photo-gallery and dedicated thematic sites, e.g. social farming, future of the CAP, common actions. It is a dynamic tool in the process of constant development.

Main results/benefits

Retaining information in the databases has enhanced visibility of the NSU work for NRN's target groups and also for the NSU itself. It helped to organise a big volume of information in a useful way, and to facilitate the information flow. The estimated total number of visitors of the website is increasing in time and so far following records have been reached:
- 60,000 (2007, the year of launching NSU).
- 96,000 (2008)
- 99,000 (2009)
- 242,000 (2010)
- 245,000 (2011)

Contribution of the NSU

All employees of the NSU are involved in managing the website. The content input is received from the NRN members and generated by the NSU staff.

Success factors

- Involving all NSU staff in managing the website increases the tempo of the content delivery (e.g. presentations are uploaded during on-going seminars);
- The content of the website is adapted for a wider public audience, but at the same time is used in-house as the main NSU working tool.

Additional information

Homepage: www.maainfo.ee

Database of the EE LAGs
http://www.maainfo.ee/index.php?page=3320 (Estonian)
http://www.maainfo.ee/index.php?page=3443 (English)

Database of the EE RDP measures
http://www.maainfo.ee/index.php?page=3355 (Estonian)

Database of the EE RDP project examples
http://www.maainfo.ee/index.php?page=3302 (Estonian)
http://www.maainfo.ee/index.php?page=3451 (English)

Database of the Weekly E-Newsletters
http://www.maainfo.ee/?page=3459 (Estonian)

Database of the Events (co)organised by EE NRN
http://www.maainfo.ee/?page=3546 (Estonian)

Database of the LEADER TNC partners search
http://www.maainfo.ee/index.php?page=3406 (Estonian)