



Added Value of Networking

Success Story

Success Story title *NRN web portal www.reterurale.it*

Theme *1. Network communications; 2. Knowledge exchange; 3. Training; 4. Cooperation*

NRN *Italy* Coordinator *Communication staff*

Partners *All NSU*

Period *Since October 6th 2009; last version June 2011* Resources *The annual cost is approximately 240,000 Euro*

Geo-location *Technical support and editorial staff are in Italy, Rome and Bologna*

Beneficiaries *This web site provides quality information for insiders and the general public. It is a precious guide for those looking for new opportunities and for followers of the programming and rural development policies.*

Background

Most of the NRN communication activities is on the web channel, including web 2.0 projects. The website was born to provide an organic view of the topics concerned, embracing different subjects such as: the relationship between agriculture and landscape and the social role played by the territory; initiatives for young farm managers and the farm advisory services; environmental sustainability and agricultural innovation; the national and European policies and the financial data.

Main activities

Ensuring a continuous flow of information concerning the Rural Development Programme (RDP) and providing insiders with the necessary working instruments are some of the objectives this activity is focused on. The website constantly monitors the National Strategy Plan (NSP) state of implementation and the "RDP Barometer" gives a monthly and quarterly overview of the financial data concerning the EU budget and the public spending progress. Special website sections designed for Regions provide information on the national RDP activities, with an international look at the CAP and the EU Member State programmes. On such topics, a rich database of reports and publications is available. The website also provides ever-evolving resources and services. It can be considered an extraordinary repository of specialised documents (scientific papers, regulations, convention proceedings, news, events, videos and further more) and a promoter of activities on thematic fora, newsletters, special sections designed for working groups, social networks, in-depth web magazines and, in the coming future, geo-referentiated contents. Further web tools are also available: the monitoring and evaluation service to analyse the agricultural fund allocation and the monitoring systems of the LEADER Approach Integrated Planning.

Main results/benefits

A clear benefit is the increased interaction among the programme management authorities, the regions and a wide range of social and institutional partners representing the whole national territory. The participatory approach, together with a well-timed and transparent flow of information, reflects the role played by the NRN as the connection between the development policies' strategic and implementation aspects.





From October 2008 to September 2011 a progressive increase of unique visitors and page views was reported. For over 22% of the visitors the portal represents a reference point. In the end, over 26% of the visitors are direct traffic visitors meaning that they come to the website directly and use it as a working instrument several times a month.

Contribution of the NSU

The communication staff was involved both in the strategic and designing stages.

Contribution of the partners

The whole NSU was involved through thematic meetings aiming at planning the flow of contents and identifying specific needs regarding the working groups.

Success factors

The success factor is to create the possibility to fasten information and services provided when communicating to citizens what rural development is through the partnership of different organizations and institutional units.

Additional information

www.reterurale.it

