

# FOCUS GROUP 4 of the LEADER Sub-Committee on Better Local Development Strategies (LDS)



## Communication & Dissemination Plan

### Objectives

- ❑ Visibility to the findings of the FG
- ❑ Facilitate the exchange of LDS design and delivery practices
- ❑ Create a common ground for discussion
- ❑ Improve the design and delivery of CLLD



### Target groups

- LAGs;
- Managing Authorities, Paying Agencies and other implementing bodies of the EU RDPs and other EU supported funds involved in Community Led Local Development (CLLD);
- EU, national and regional policy makers;
- NRNs (including as 'multipliers');
- Commission services (DGs managing EU funds using community-led local development in the period 2007-2013);
- Other EU, national and regional administrative bodies;
- Rural development organisations (including socio-economic, environmental and farming).!!

### Communication products

- ✓ **Final report: the main output of the FG4.**
- ✓ **Examples of LDS practices**
- ✓ **FG4 key findings guidance document(s)**
- ✓ **LEADER Tool-kit - LDS Strategy Design and implementation components**
- ✓ **Better LDS Video**
- ✓ **General FG4 leaflet**
- ✓ **General presentation on FG4 and its main findings**
- ✓ **Insertion of all dissemination products in the revamped ENRD web page**

### Dissemination channels

- **FG4 web page (within LEADER Gateway)**
- **Events and meetings**
- **ENRD news-reel (notice)**
- **ENRD magazine (notice)**
- **Other ENRD publication(s) (notice, as appropriate)**
- **Mailing list**
- **NRNs/MAs/LAGs as multipliers**
- **OpenRD**
- **Social Media: Twitter, Youtube, Facebook**

### Main events

- **ENRD LEADER Event "Local Development Strategies and Co-operation: Key Approaches to Local Development", Brussels, 27-28 April 2012**
- **Workshop on CLLD, to be held in Brussels, 1 June 2012**
- **Open days 2012 Workshops on "Better Local Development Strategies", 8-11 October 2012**
- **ENRD Seminar on "Successful Programming" (event tbc).**



Connecting Rural Europe

