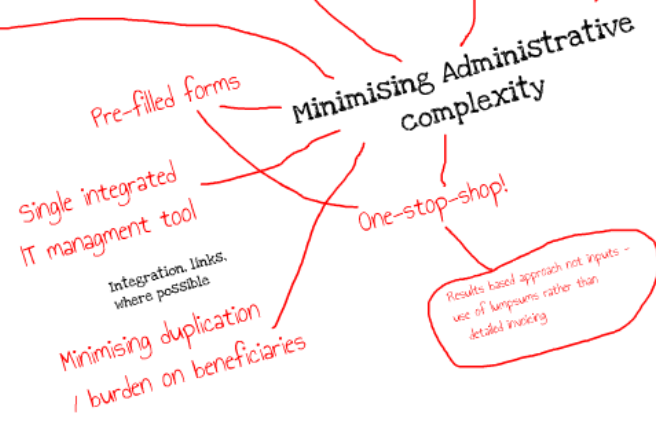


**WORKSHOP C
HOW TO FACILITATE ACCESS TO FUNDING
FOR POTENTIAL BENEFICIARIES**



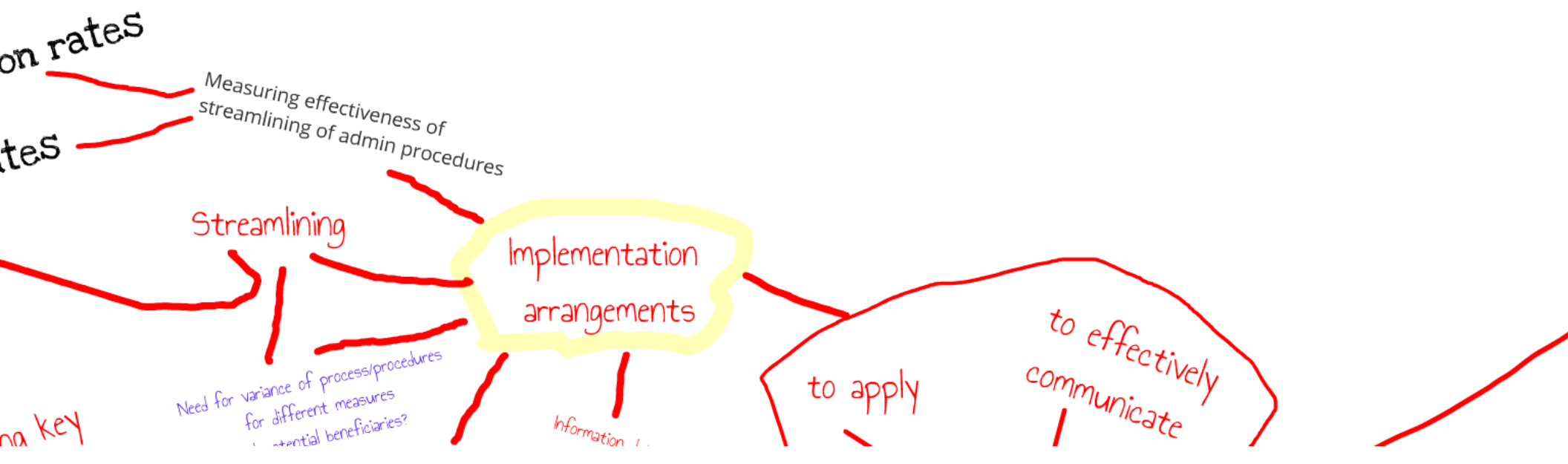
Principle of proportionality

Less-money, less paper!



WORKSHOP C

HOW TO FACILITATE ACCESS TO FUNDING FOR POTENTIAL BENEFICIARIES





Communicating access to funding for potential beneficiaries

- ❖ **Access to funding access to information**
- ❖ **A multi-fund approach**
- ❖ **TWO target-audiences**
- ❖ **General public & EAFRD potential beneficiaries**
- ❖ **Feedback through Regional/local Monitoring Committees**

Facilitating access to funding for potential beneficiaries

- ❖ **Streamlining the process and procedures**
- ❖ **Shortening time /eliminating errors / minimising admin. checks**
- ❖ **Use of existing information from other sources
(reducing burden on beneficiary)**
- ❖ **Central leadership & local engagement**

Access to informa

Communication strategies

SME's

Target

Types of communication



Frequency

Y }

Complexity

...surely does



Appropriateness

farmers

On-line /
IT based



On-line /



IT based



Off-line /

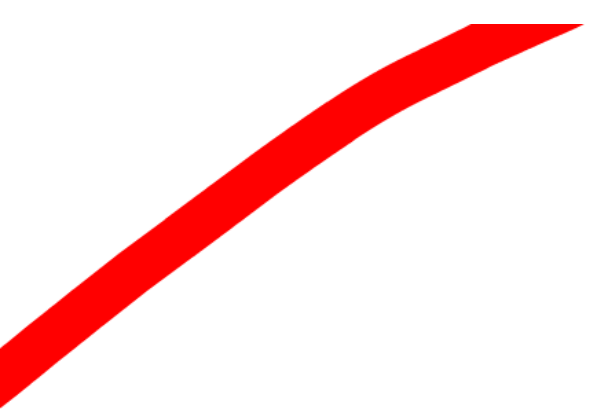
Paper based

Cost /

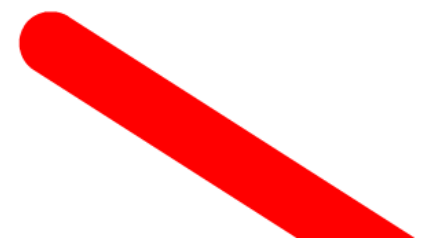
resources



Incentives



to apply



to effectively

communicate

!

Speed of information

→ One size surely doesn't fit all!

riateness

Types of

ination

Speed of process

... details a

Access to information

... strategies

Implementation

arrangements

Streamlining



Need for variance of process/procedures
for different measures
and potential beneficiaries?

Speed of process

Understanding needs


...

aries?

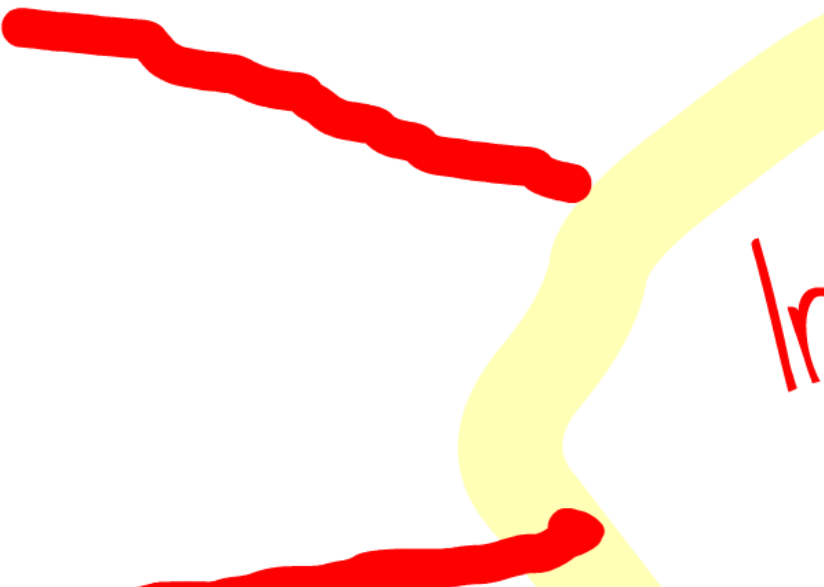



Speed of process





Measuring effectiveness of
streamlining of admin procedures



Streamlining



In

Defining key

messages

Regional / local committees

Feed

Consult



Formal vs informal
mechanisms



Public

advisory services

Potential

Multipliers

Service delivery mechanisms

Use of intermediaries / external agents

Public services

Current and

boundaries /
agents

Current and future role of
National Rural Networks

ication

Advisory services



Current and
National Rural

Use of communication
professionals?

Test

Targeting

Micro businesses



Small farmers

SME's

Targeting

LAGs

Micro businesses

Large numbers

Measuring the effectiveness of communication campaigns / messages to /with different stakeholders

Less-money,
paper!

Minimising Administrative Complexity

One-stop-shop!

Results based approach not inputs -

forms

prices



One-stop-shop!

Integration, links,
where possible

Minimising duplication
/ burden on beneficiaries

Single integrated
IT management tool

Integration, links,

Pre-filled forms

... .. |

Principle of
proportionality
/

Less-money, less
paper!



mi .

indicators

Complex integrated projects
using different funds

Harmonised management structures

Harmonised application rules



Harmonised monitoring rules / indicators




Comple

u.Si

using different funds

Harmonised management structures

Administrative costs
covered by one fund



Projects
funds

costs
covered by one fund

