

# Added Value of Networking



## NUOVI FATTORI DI SUCCESSO (NEW SUCCESS FACTORS)

Basic information	
<b>NRN:</b>	<b>Italian NRN</b>
Theme:	Success story
Coordinator:	Elisabetta Savarese
Partners:	Representatives of AGIA, young farmers association, and agronomist order nominated by OIGA and other representatives nominated by ONILFA
Beneficiaries:	Farmers and the general public
Resources:	€ 23,800/ year
Period:	11.2011 – 10.2012
<b>Main element of networking:</b>	<b>Collection, analysis and dissemination of good practice, success stories and relevant experience</b>
Other elements of networking:	Building common understanding of common policies Exchange of relevant experience and know-how amongst stakeholders

### Background

Communicating best practices in agriculture has always been rather difficult due to the absence of smart tools that could reach the general public efficiently. Therefore, the Italian NRN has decided to develop a new product that is easy to use by young people. For the purpose of the project, young directors have been selected in collaboration with best Filming Schools. The project aimed to promote the Best Practices in Rural Development carried out by Young Farmers that have been granted support under EU Rural Development Policies. Best practices have been selected by three specific committees: the first ministerial/administrative, the second consisting technical experts and the third composed of ministerial experts and members of partnership. The good practices of twelve 'winning' stakeholders have been promoted through specific products: three documentaries filmed by young directors and photographic desk calendars were produced.

### Main activities

The main activities involved the selection and promotion of best practices of young farmers.



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## Main results/benefits

The main results include:

- Screening of the three documentaries during Salone del Gusto (Turin 2012), an Italian International Fair.
- Dissemination through the official NRN website.
- Participation at national Film Festivals (such as Sguardi Altrove and Cineambiente)

## Success factors

The involvement of young directors to create innovative products, which makes agriculture attractive to the young generation.

## Added value of networking

Networking contributed to the dissemination of best practices to the wider membership of the Italian NRN (including consumer associations, environmental groups, and research institutes).

## Contribution of the NSU

The Italian NRN had an important role in the dissemination of the products.

## Contribution of the partners

Partners gave their contribution during the best practice selection and promoted the films through their social network.

## Additional information

Link to thematic page: <http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/9787>



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## Pictures



Pictures from the movies, Source: Italian NRN

## Last Update

May 2013



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