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[Case Study: RDP launch campaign in Finland](#) ^[1]

Keywords:

Communication, Information & promotion activities, Methodological examples, RDPs

Countries:

Finland

A dedicated communications campaign to promote the launch of the Rural Development Programme (RDP) in Finland.



[Investing in on-farm berry processing and direct sales](#) ^[2]

Keywords:

Added value, Agriculture, Competitiveness, Direct marketing, Job creation, Product quality, Short supply chains & local markets

Countries:

Finland

On-farm processing can add value to the product and can also make farming a more attractive choice for young farmers - as demonstrated by a berry farm in Finland.



OSMO - Resource-efficient agricultural soil management in a collaborative network [3]

Keywords:

Agriculture, Cooperation, Information & promotion activities, Soil management

Countries:

Finland

The project aimed to improve farmers' soil management skills and know-how on profitable and resource-efficient farming.



Digitisation of Reindeer Husbandry [4]

Keywords:

Animal husbandry, Digitisation, Information & Communications Technology (ICT), Information & promotion activities, Innovation

Countries:

Finland

A study financed by the Finnish RDP aimed to find new digital solutions for making reindeer husbandry a more efficient and profitable business.



A foresight into the future of the food industry in South Savo [5]

Keywords:

Agriculture, Cooperation, Food & Drink, Information & promotion activities

Countries:

Finland

A project to enhance the competitiveness of agriculture and the food industry, as well as the low-carbon economy, through the analysis of alternative future scenarios.



Forest games - funny & money in the woods [6]

Keywords:

Communication, Forestry, Information & promotion activities, Youth

Countries:

Finland

Using digital technologies to re-establish the connection between young people and forests.



Developing local food sales through knowledge and skills [7]

Keywords:

Cooperation, Direct marketing, Short supply chains & local markets, Vocational training & skills acquisition

Countries:

Finland

A Finnish University used EAFRD funding to organise information days, pilot projects and professional tours to enable food processing companies to develop their local sales.



Lake Lappajärvi - Europe's largest crater lake [8]

Keywords:

Culture, Information & promotion activities, Tourism

Countries:

Finland

A feasibility study was launched in order to set the foundations for turning an ancient crater lake into a driver for local development.

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