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Total results: 14.

## **[Case Study: RDP launch campaign in Finland](#)** <sup>[1]</sup>

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.



## **[Saint Olav's Mainland Route](#)** <sup>[2]</sup>

Keywords:

Culture, Inter-territorial/Transnational cooperation, LEADER/CLLD, Tourism

Countries:

Finland

The largest inter-territorial cooperation project in Finland for 2014-2020, aims to promote cultural heritage as a vehicle for tourism development.



## **Promoting the natural resources of western Weinviertel** [3]

Keywords:

Biodiversity, Environmental protection, Information & promotion activities, LEADER/CLLD

Countries:

Austria

A LEADER project that promoted the use of the local natural heritage as a lever for sustainable local development.



## **OSMO - Resource-efficient agricultural soil management in a collaborative network** [4]

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** [5]

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** [6]

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** [7]

Keywords:

Communication, Forestry, Information & promotion activities, Youth

Countries:

Finland

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



## **Natur Verbindet - Nature Connects** [8]

Keywords:

Biodiversity, Environmental protection, Information & promotion activities

Countries:

Austria

'Nature Connects' is a campaign to raise and generate awareness on the importance of biodiversity in rural landscapes by bringing together land owners, experts and the broader public.



## **Converting abandoned parish houses into tourist accommodation** [9]

Keywords:

Culture, Inter-territorial/Transnational cooperation, LEADER/CLLD, Tourism

Countries:

Austria

A transnational cooperation project on converting abandoned parish houses to accommodate tourists.



## **Flowering and Humming 'Wipptal'** [10]

Keywords:

Biodiversity, Environmental protection, Information & promotion activities, LEADER/CLLD

Countries:

Austria

Using LEADER support to provide information and raise awareness about wild bee protection.

**Pages**

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**Links**

[1] [https://enrd.ec.europa.eu/projects-practice/case-study-rdp-launch-campaign-finland\\_en](https://enrd.ec.europa.eu/projects-practice/case-study-rdp-launch-campaign-finland_en)

[2] [https://enrd.ec.europa.eu/projects-practice/saint-olavs-mainland-route\\_en](https://enrd.ec.europa.eu/projects-practice/saint-olavs-mainland-route_en)

[3] [https://enrd.ec.europa.eu/projects-practice/promoting-natural-resources-western-weinviertel\\_en](https://enrd.ec.europa.eu/projects-practice/promoting-natural-resources-western-weinviertel_en)

[4] [https://enrd.ec.europa.eu/projects-practice/osmo-resource-efficient-agricultural-soil-management-collaborative-network\\_en](https://enrd.ec.europa.eu/projects-practice/osmo-resource-efficient-agricultural-soil-management-collaborative-network_en)

[5] [https://enrd.ec.europa.eu/projects-practice/digitalisation-reindeer-husbandry\\_en](https://enrd.ec.europa.eu/projects-practice/digitalisation-reindeer-husbandry_en)

[6] [https://enrd.ec.europa.eu/projects-practice/foresight-future-food-industry-south-savo\\_en](https://enrd.ec.europa.eu/projects-practice/foresight-future-food-industry-south-savo_en)

[7] [https://enrd.ec.europa.eu/projects-practice/forest-games-funny-money-woods\\_en](https://enrd.ec.europa.eu/projects-practice/forest-games-funny-money-woods_en)

[8] [https://enrd.ec.europa.eu/projects-practice/natur-verbindet-nature-connects\\_en](https://enrd.ec.europa.eu/projects-practice/natur-verbindet-nature-connects_en)

[9] [https://enrd.ec.europa.eu/projects-practice/convertng-abandoned-parish-houses-tourist-accommodation\\_en](https://enrd.ec.europa.eu/projects-practice/convertng-abandoned-parish-houses-tourist-accommodation_en)

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[11]

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