



## Workshop 2 : Increasing stakeholder involvement in RD implementation

As example, what Walloon NSU did  
about Rural Economy issue ?

Brussels, 2 June 2014

Avec  
le soutien de la



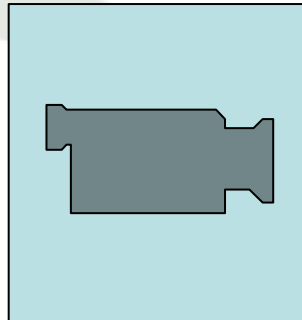
Wallonie



Fonds européen agricole pour le développement rural :  
l'Europe investit dans les zones rurales.



# General context





# Stakeholders involvement

A – Question,  
problem



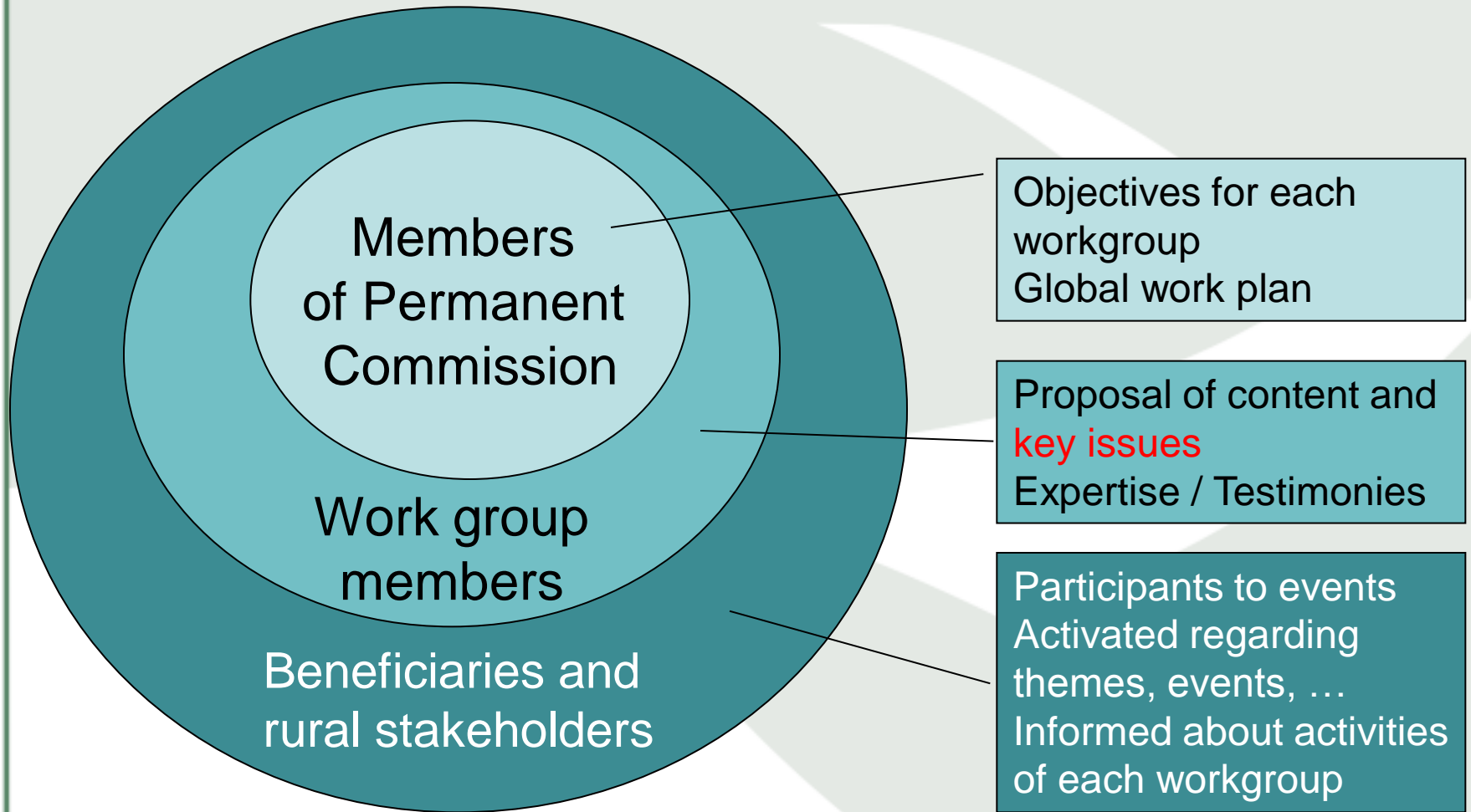
B – Solutions,  
creative ideas

Necessary involvement of various stakeholders at different steps from A to B :

- To build a multi-annual work plan for Rural Network
- To identify key issues
- To find and gather expertise, content and testimonies
- To identify possible solutions, creative resolving systems
- To provide recommendations to authorities
- To disseminate results (local, regional, european levels)
- To mainstream results in RD policies



# Stakeholders involvement





Example: What has the Walloon NSU  
done about Rural Economy issue ?

Steps from key questions to answers  
& productions



## **Step 1 : Some key issues and key challenges identified by NSU surveys and Rural Network members themselves**

- Transmission of rural enterprises
- Support to future entrepreneurs
- Collective entrepreneurship / female entrepreneurship
- Group of employers
- Small clusters, rural micro-areas of activities,...
- Networking
- Innovation, research and development
- Entrepreneurship in agriculture (access to land)
- Ways of financing small & risky businesses



## **Step 2 : To identify some relevant answers, ideas, expertise, case studies all around Wallonia and Europe**

- To gather a panel of experts and structures active in rural economy field.
- To decide priorities and what issues will be analyzed deeper.
- To organize two main events :
  - **Regional conference on Rural entrepreneurship** (transmission of SME, group of employers, partnerships between enterprises)
  - **European conference on Rural entrepreneurship and Creativity** (alternative financing for local projects, innovation, access to land and rural clusters)



How to use this wonderful diversity, all these brains to find solutions to problems faced by farmers about access to land ?

School for  
Agriculture

Peter Voltz  
(DE)

Jörgen

Andersson (SE)

Claudia  
Silva (PT)

Managing  
Authority

Farmers  
Association

Farmer

Young Farmers  
Association

LAG Manager

Studen

Entrepreneur

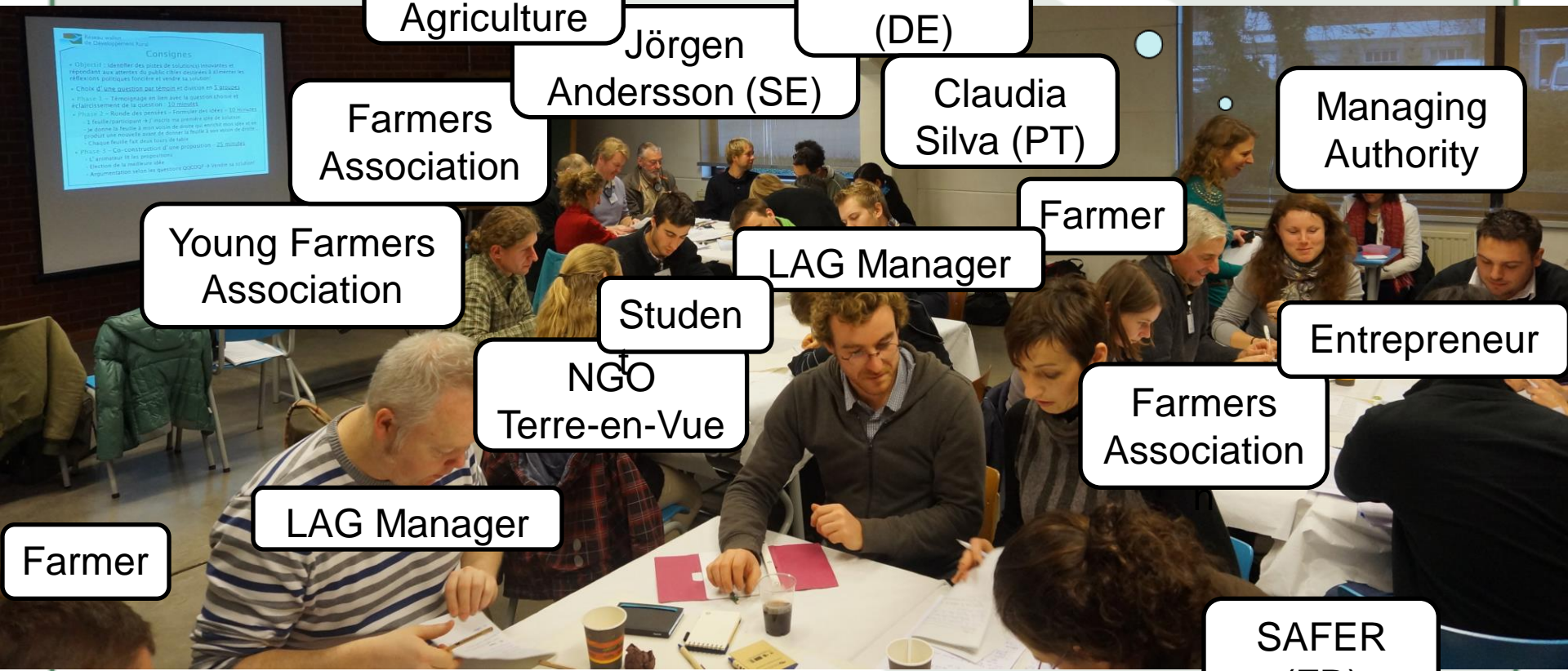
NGO  
Terre-en-Vue

Farmers  
Association

LAG Manager

SAFER  
(FR)

Farmer







### **Step 3 : To make people think out of the box by using creativity**

- Lighting performed by strong and relevant **leading figures** in rural economy world (ex : Bernard Lietaer, Sjoerd Wortena, Jörgen Andersson), able to deliver contrasting messages.
- **Methods** to be creative, to make an idea picking up on an other one (*World Café, Atelier de Réflexion Créative,...*).
- **Combination**, networking of people with different horizons, expertises, points of view.

## Field visits, practical workshops, documentation



Alternative financing  
of local projects



Hemp production  
and eco-renovation

## Thematic study to complete, fulfill a lack of information



- Study on rural SME transmission
- Collaboration with University of Liège (Dpt of Rural Economy)
- Survey to 45 rural entrepreneurs
- Identification of obstacles they face, possible improvements AND recommendations to authorities



## **Step 4 : To follow up and do in-depth work on some relevant issues**

### **Innovation and creativity activities**

- Workshop on
  - How to get more familiar with innovation ?
  - How to prepare the next Innovation and Agriculture Network ?
  - How to stimulate innovation in rural SMEs?
- Study visit in Flanders and exchanges with Flemish LAG

### **Entrepreneurship in agriculture**

- Study on « Female entrepreneurship in agriculture » (in collaboration with University of Liège)



## **Step 4 : To follow up and do in-depth work on some relevant issues**

### **Access to land and rural economy**

- Study visit in Scotland (June 2014) on land management, short chain supply, renewable energies, support to rural entrepreneurs, management of natural resources, of climate change impacts,... (in collaboration with NSU and LAG).
- Consultation of stakeholders organised by NSU on **lease agreement in agriculture** (in order to prepare a coming soon reform)



# Results

- Creation of an **Innovation & Agriculture network**, strongly anchored to the field, based on expertise of existing initiatives and agro-geographic research centers.
- Implementation of **concrete projects** resulting from Network work (ex : Group of employers in agriculture)
- Involvement of more participants from **administrations, decision makers.**
- **Media coverage** of Rural Economy issue





# Links with the ENRD

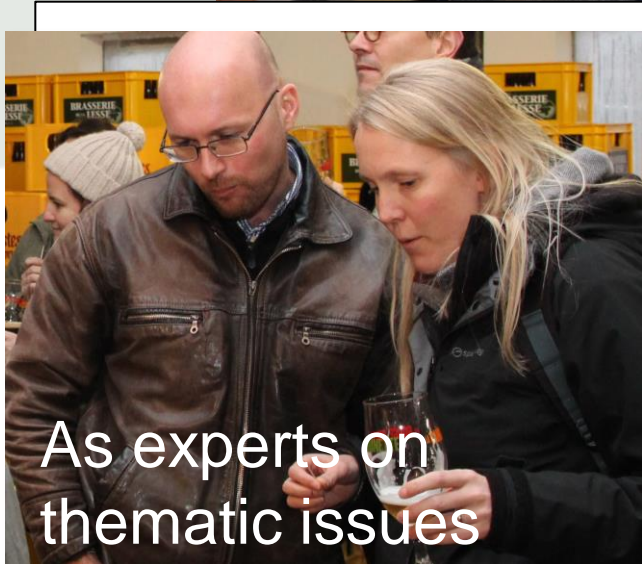
As speakers  
during events



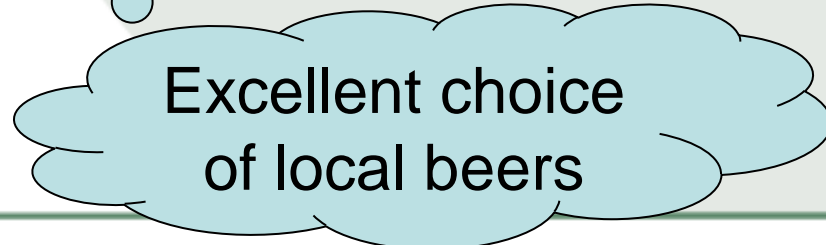
As resource center



As experts on  
thematic issues



Excellent choice  
of local beers





# Links with the ENRD

- Support for identifying case studies and relevant people able to enlighten our work (thanks to ENRD events, NRN meetings, publications, databases,...).
- Increase of our NRN efficiency (centralisation of datas, contacts, information, expertise), especially on Rural Economy issue : Gateway Entrepreneurship, ENRD magazines, studies,...
- Share of information with other European colleagues, quick access to relevant examples and people.
- European visibility of Walloon RDP projects and Network activities (agenda, publications,...).
- ENRD support during our events.
- And personally, I appreciate more than a technical assistance... **a real human adventure**, a trust and friendship story, with a fantastic team.

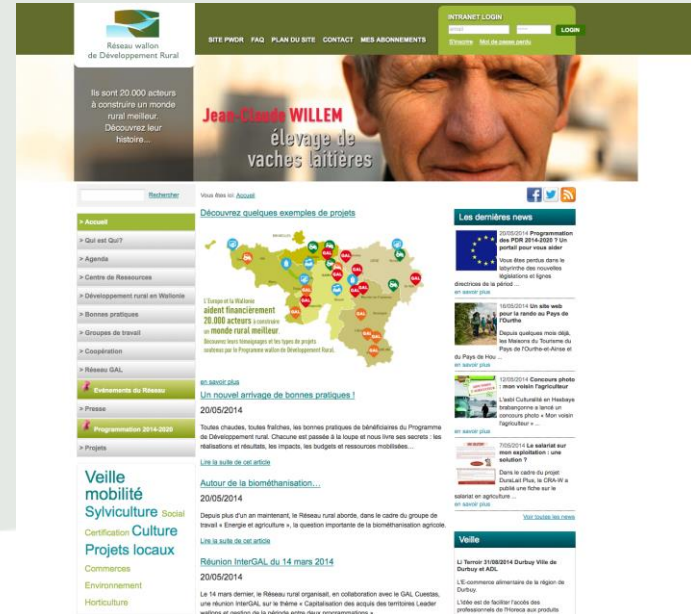
# Follow us

## Réseau rural wallon

[www.reseau-pwdr.be](http://www.reseau-pwdr.be)



Facebook page for Réseau rural wallon. The page features a cover photo of Véronique CORNETTE, coordinatrice de l'ASBL CAIAC. The profile picture shows the Réseau rural wallon logo. The page has 469 likes and 10 people on the wall. A recent post mentions the 1er Salon du Fromage et des Produits Laitiers à Ciney, organized by GAL Saveurs et Patrimoine en Vrai Condroz.



Website screenshot for Réseau wallon de Développement Rural. The header includes navigation links: SITE PWDR, FAQ, PLAN DU SITE, CONTACT, MES ARRONNEMENTS. The main content area features a banner for Jean-Claude WILLEM, éleveur de vaches laitières, and a map of Wallonia with various project locations. The right sidebar contains news and a 'Veille' section with links to 'Veille mobilité Sylviculture', 'Certification Culture', and 'Projets locaux'.

# ...and thanks for your attention !

Cécile Schalenbourg – RwDR

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