

#nrnmeeting

# WELCOME

TO THE 8th NATIONAL RURAL NETWORK MEETING  
"DELIVERING SMART RURAL DEVELOPMENT"  
26 - 29 JUNE 2017  
JYVÄSKYLÄ REGION, FINLAND



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# 8th NATIONAL RURAL NETWORK MEETING "DELIVERING SMART RURAL DEVELOPMENT"

## Main objectives of the event/meeting

- Develop new rural networking tools and methods to meet the objectives of Cork 2.0 in the delivery of the RDPs
- At least six practical activities to be tested

# WORKING METHOD: INNOVATION CAMP CONCEPT

The NRN meeting will be conducted using the Finnish 'Innovation Camp' approach.

- Innovation Camp is an intensive and productive working method

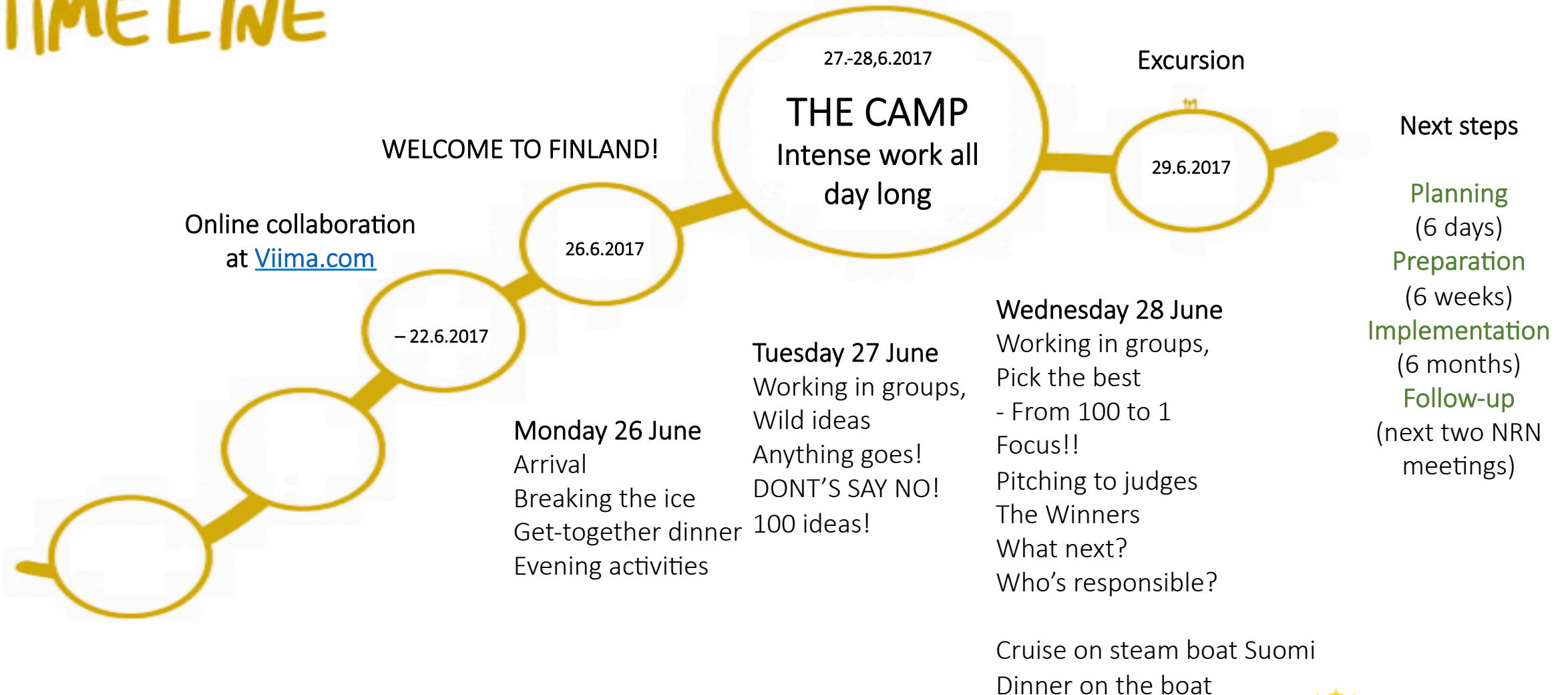
- It is also spiced up with an element of competitiveness

- It starts off with brainstorming, followed by ranking of ideas and working in groups. Innovation camp ends up with developing practical & testable methods/projects/products – which are pitched to the camp jury.

To succeed, only one thing is required – **participants who are enthusiastic to work together intensively for two whole days!**

Introduction to working method and guidance session to team coordinators will be held on Monday evening during get-together dinner.

# TIMELINE



Agenda of the 8th NRN meeting can be found [here](#)

# GETTING READY FOR INNOVATION CAMP ADVENTURE...

## CAMP HOST

Teemu Hauhia, head of the Finnish NSU, will be the camp host.

The entire [Finnish NSU team](#) will be present at the camp, supporting the work of the teams - and to answer any practical questions you may have.

## FACILITATORS (MDI team)

The facilitators design and lead the Innovation Camp process and prepare all the working material for the camp.

The team will lead the working process from Monday evening's introduction meeting to Wednesday's night's pitching competition and prize ceremony.

## THE CAMP JURY

The teams pitch their innovations to the camp jury, who is assigned to evaluate the results of the teams' work – and choose the winning innovation!

The jury will be introduced to the participants at the start of the camp.

## COORDINATORS

Each team has two coordinators. The role of the coordinator is that of a guardian and caretaker. They participate in the work of the team (but do not chair it). They work as a link between MDI facilitators and the teams: they help to deliver tasks and assignments given by MDI facilitators to their own teams.

The coordinators make sure that the team work proceeds well and is pitchable to the jury!



# INNOVATION CAMP TEAMS

*(team coordinators in bold)*

1.

## RURAL PROOFING

- 1 Walter Weidel
- 2 Jan Swoboda
- 3 James Elliott
- 4 Elena Maccioni
- 5 Juha-Matti Markkola
- 6 Ave Bremse**
- 7 Maria Gustafsson**

4.

## SIMPLIFICATION

- 1 Helena Kätkönaho
- 2 Marjo Yli-Kiikka
- 3 Beata Szybinska
- 4 Christophe Picamilh
- 5 Joel Karlsson
- 6 Paul Soto
- 7 Maarja Männiste**
- 8 Maria Custódia Correia**

## Camp Jury Team

Marianne Selkänaho  
Petri Rinne  
Mike Gregory

**Jury host: Sari  
Rannanpää, MDI**

3.

## COMMUNICATION B

- 1 Leena Karjalainen
- 2 Soňa Priknerová
- 3 Ed Thorpe
- 4 Cristina Maria Savu
- 5 Bradley Agius
- 6 Sinikka Torssonen
- 7 Madli Karjatse
- 8 Tommy Nilsson**
- 9 Vija Veisa**

5.

## INNOVATION A

- 1 Michaela Torokova
- 2 Pille Koorberg
- 3 Therese Conway
- 4 Maria-Christina  
Makrandreou
- 5 Evangelia Thrasyvoulou
- 6 Lauri Hyttinen
- 7 Aiva Saulīte-Liniņa**
- 8 Alistair Prior**

2.

## COMMUNICATION A

- 1 Pirjo Ikäheimonen
- 2 Erik Lööper
- 3 Irena Stavova
- 4 Agnieszka Sagan
- 5 Giuliana Keller
- 6 Annukka Lyra
- 7 Eeke Landman-Sinnema**
- 8 John Davies**

6.

## INNOVATION B

- 1 Ana Pires Da Silva
- 2 David Lamb
- 3 Flourentzos Papanikolas
- 4 Simona Radecká
- 5 Aniko Seregelyi
- 6 Kaisa Talvitie
- 7 Ann-Marie Meikle**
- 8 Xavier Delmon**

# INNOVATION CAMP WORKING TOPICS

1.

Rural proofing aims to understand the impacts of government policy intervention and to ensure fair and equitable policy outcomes for rural areas. The idea is to discuss what the NRN's can do to promote rural proofing (training, communication, prizes for best rural proofing practices etc.) or raise the relevant questions on this topic. Is rural proofing counterproductive? If there is no rural proofing, is there something else we can do? Is there too much proofing? How can we use rural parliaments in rural proofing?

2.

**Communication** The idea is to raise ideas and important questions, challenges and potential relating to the communication, such as new methods and ways of doing things differently.

How can we promote rural image and opportunities as spelled out Cork 2.0 Declaration Point 1 ("Promoting rural prosperity")? What can the NRNs do in practice?

How can we get the national communication teams to share their expertise at European level?

Linking RDP communication with current events: Should we use current events more in our communication?

How can the NRNs better communicate the RDP results and impacts? This is the task of the NRNs in the European policy framework, and Cork 2.0 Declaration Point 10 reinforces the importance of improving performance, accountability and communication on RDP performance and accountability to wider public.

How can we improve communication with local level actors and stakeholders? Especially in networks that work on the regional level, and have little contact with the local actors

3.

4.

**Simplification** is not directly on the NRN agenda, but the rural networks can act as drivers for simplification.

What can the NRNs do practically about simplification? Simplify own procedures? Communicate about simplification? Provide input? Gather input/knowledge about simplification needs (e.g. surveys, workshops)? Assist MA/PA? Could using future oriented development better address simplification?

5.

**Innovation** The name tells it all! Cork 2.0 Declaration Point 7 ("Boosting knowledge and innovation") states that "Stronger policy focus on social innovation learning, education, advice and vocational training is essential for developing the skills needed. This should be accompanied by the strengthening of peer-to-peer exchange, networking and cooperation amongst farmers and rural entrepreneurs". What could the NRNs practically do to strengthen knowledge and capacity to foster innovation?

6.



# FACILITATION TEAM AND CAMP HOST

Consultancy for Regional Development [MDI](#)



Tytti Isokangas



Sari Rannanpää



Valtteri Laasonen



Teemu Hauhia Camp Host, Head of the Finnish NSU