



## European Rural Networks' Steering Group

# Report back from working Groups

#RNSteeringGroup

11<sup>th</sup> Meeting  
Brussels – 13<sup>th</sup> May 2019

# PRIORITY 1 - Effective Programming Implementation

- General consensus on the topics under consideration (good mix of proposals responding to MAs and stakeholders' needs, subthemes discussed)
- Suggestion to extent stakeholder groups where relevant for the specific topic
- Strengthening workshops with background analytical activities
- Building and showing more practical examples



## PRIORITY 2 – Strengthening NRNs and NSUs

- Developing clearer messages for local-level stakeholders in particular: more visual, simpler and using connectors. Using Webinars and videos more
- Bringing together rural stakeholders in NRN activity more – involving them by bringing them to NRN Meetings, including European and local stakeholders
- Good Practice Competition – capitalise on the existing examples / winners. For a new competition, examples should be on stakeholder engagement: agricultural, territorial and environmental. Use videos and link to an event



## PRIORITY 3 - LEADER

- Communication is critical, evidence and communicate added value as part of Rural Development (thematic) and to 'Place' (strategy @ local, regional levels)
- Target specific audiences – with specific and targeted messages – make 'unusual suspects' a priority
- Produce tools and materials demonstrating the added value which others can use and deploy most effectively
- Thematic Labs – avoid the generic - involve influencers – with a concrete focus and outcomes



# PRIORITY 4 – Smart Villages

- Adapt issues and themes to national/regional concerns – Digitisation is the base but the drivers vary (mobility, decentralise energy, services and farming, depopulation)
- Priority is how to programme support for local responses to **specific** practical challenges and opportunities – Operational Group type approach and involve other funds
- Interest in demand-led meetings for particular groups of countries and/or issues
- Communicate through examples, enhance existing tools of communication to engage stakeholders (webinars, moderating Facebook groups, etc.)



# PRIORITY 5 - Bioeconomy

- Support to the idea of further dissemination of rural bioeconomy outcomes – especially in view of the CAP strategic plan
- Added value of the Thematic Group can come from a stronger focus on environmental sustainability aspects
- Climate theme enables synergy with NRNs, OGs and research, scale-up activity to enable national level activity
- Stronger focus on biodiversity
- More outreach to local-level stakeholders e.g. advisory services
- Link with the Smart Villages



# PRIORITY 6 – Approaches to revitalising rural areas

- Approach to the work: Look for local and territorial solutions
- Presenting the topic as an opportunity not just the problem – positive messages
- Cross sectorial issue: identification of synergies between funds, DGs and initiatives (e.g. LEADER, Smart Villages)
- Presenting strong examples and stories

