



Maintaining and widening stakeholder engagement

4th LEADER thematic Lab

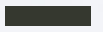
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4th June 2020, Brussels

why widening stakeholder engagement
is important for LEADER implementation

LEADER, the benchmark for European
intervention in local development





Because is LEADER
added value



Without social capital
rural areas cannot
progress .



Jointly thinking and
working is the unique
way to sort out rural
problems and needs

OUR considerations:

*Is still LEADER the best instrument for enabling the
participation? YES*

Do villages need LEADER? YES



Are we reaching to the proper audience?

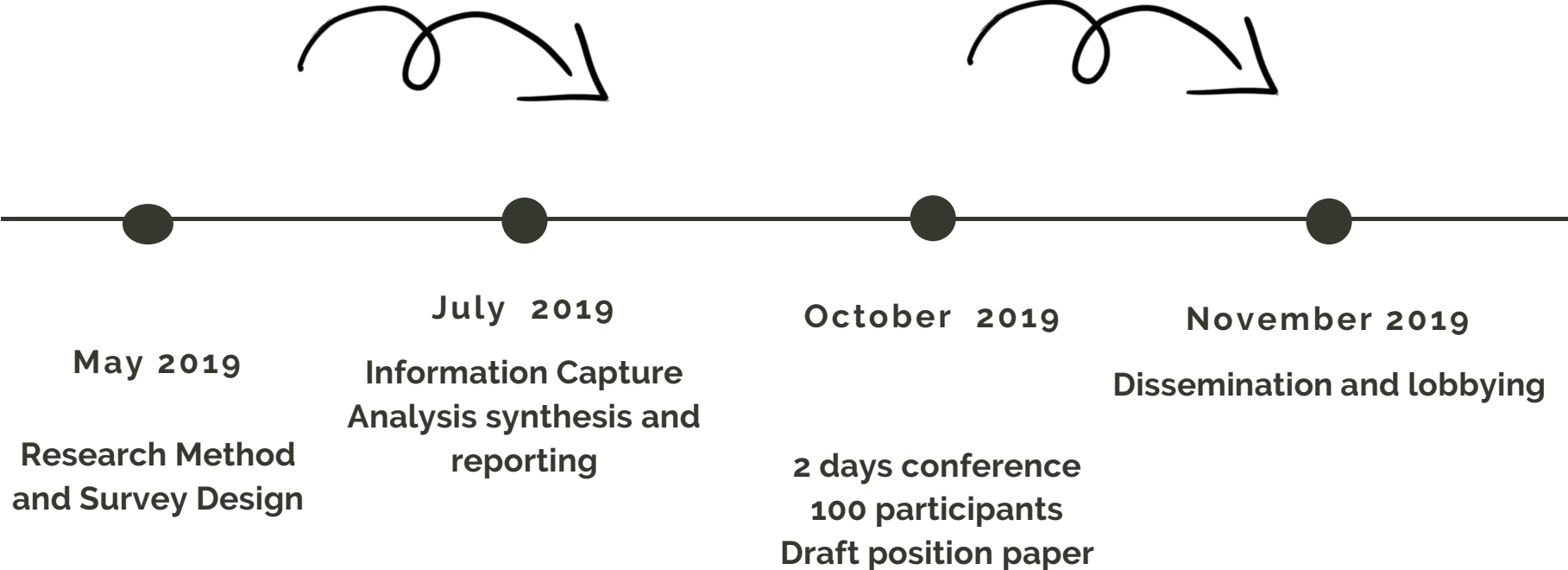
Are we doing that correctly?

*Premise: **Ask constantly to the stakeholders***

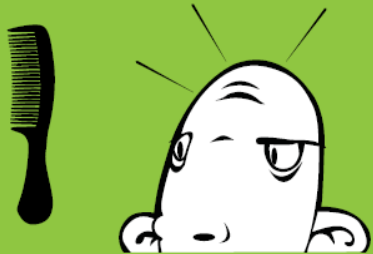


REDR:

A participative process to draw the position paper “the future of LEADER 2021-2027”



DON'T ASSUME
WHAT PEOPLE WANT:



FIND OUT
WHAT THEY NEED

REDR/ELARD SURVEY

Translated into 21 languages in the EU

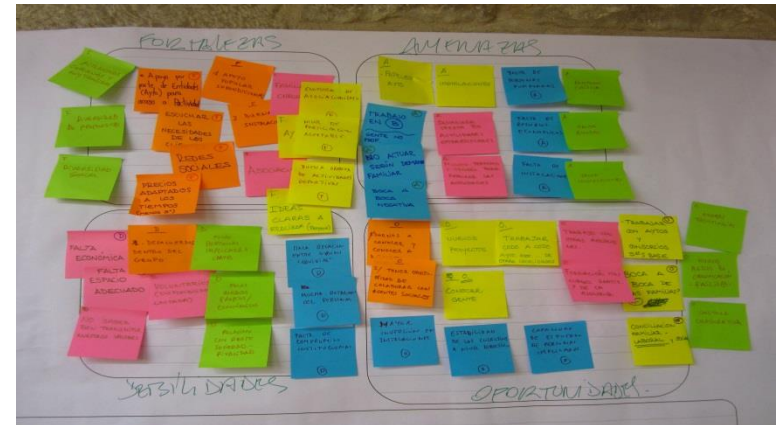
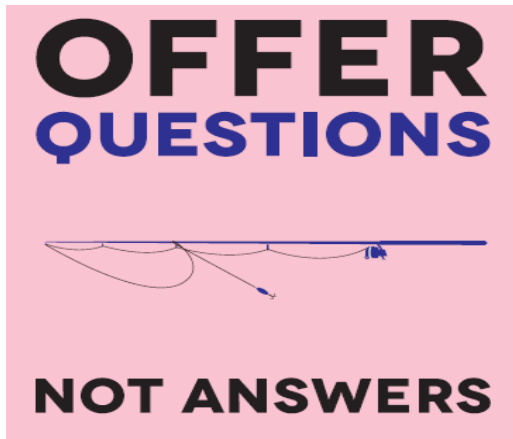


Which future do you want in rural areas?

Take part in shaping the future of rural areas

Key: actors/territories
Lessons learned to follow for
widening stakeholder
engagement





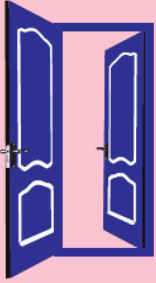
“Wish boxes” - placed in each municipality (in municipalities, post offices, restaurants, shops)

- They are involving all-public sector, private, NGOs, individuals
- General topics with questions-guides
- Needs Assessment

How?

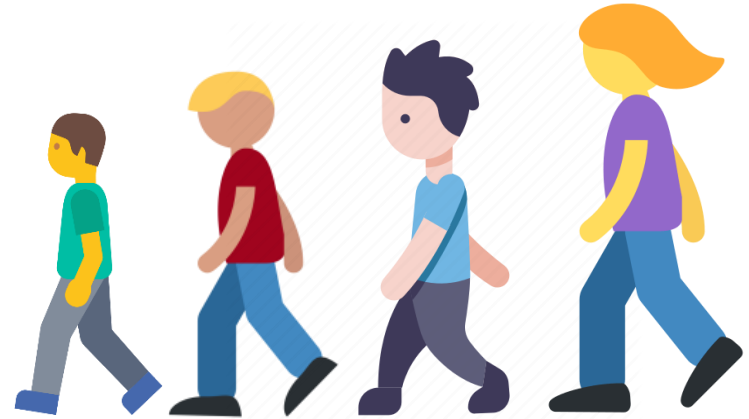
Be creative and encourage the participation,
enables the tools

BE INCLUSIVE



AND ACCESSIBLE

**MEET THE RURAL
POPULATION**



Who ?

EVERYONE IS WELCOME!!!!!!

COMMUNICATE
CONSISTENTLY



BUT DON'T
OVERDO IT

Communication!

Measure the stakeholders participation



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Thanks !

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