

Workshop 1

“Customer-oriented RDP implementation”

Brussels, 11 June 2014



#RDPS_2014_2020

Context of the workshop

- **Customers** = (potential) beneficiaries = rural stakeholders
- Increased importance of **stakeholder involvement/consultations** (‘partnership principle’)
- Challenge: balancing compliance with regulation – addressing ‘customer’ needs (‘user-friendliness’)



Diversity of tools & approaches

- **Communication:** increasing the level of understanding of rules – vertical communication – targeted information
- **Coordination mechanisms:** different layers of laws and regulations, multiplicity of bodies...
- **Monitoring Committees:** increased importance of formal stakeholder consultations
- ...other tools...

Process of the workshop

- **Three examples:** communication, use of Monitoring Committees, building common understanding
- **Discussion** (in small groups) on your experience:
 - ✓ What was done and why?
 - ✓ What did/do you try to achieve?
 - ✓ Constraints/obstacles?
- **Recommendations:** *What can be done and by whom to support customer-oriented RDP implementation?*