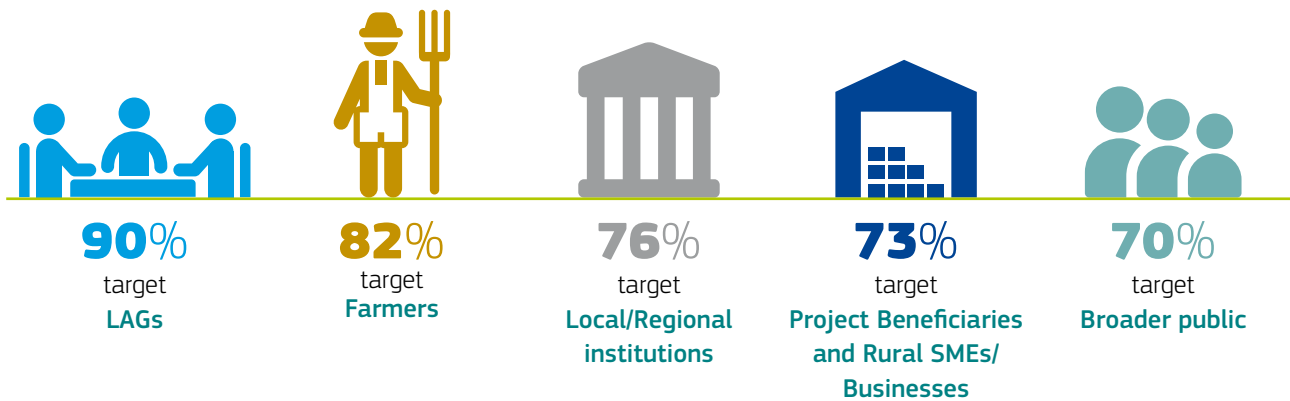




NRNs communication survey 2018

Target groups

The top 5 main target groups for NRN communication are:



Main communication channels



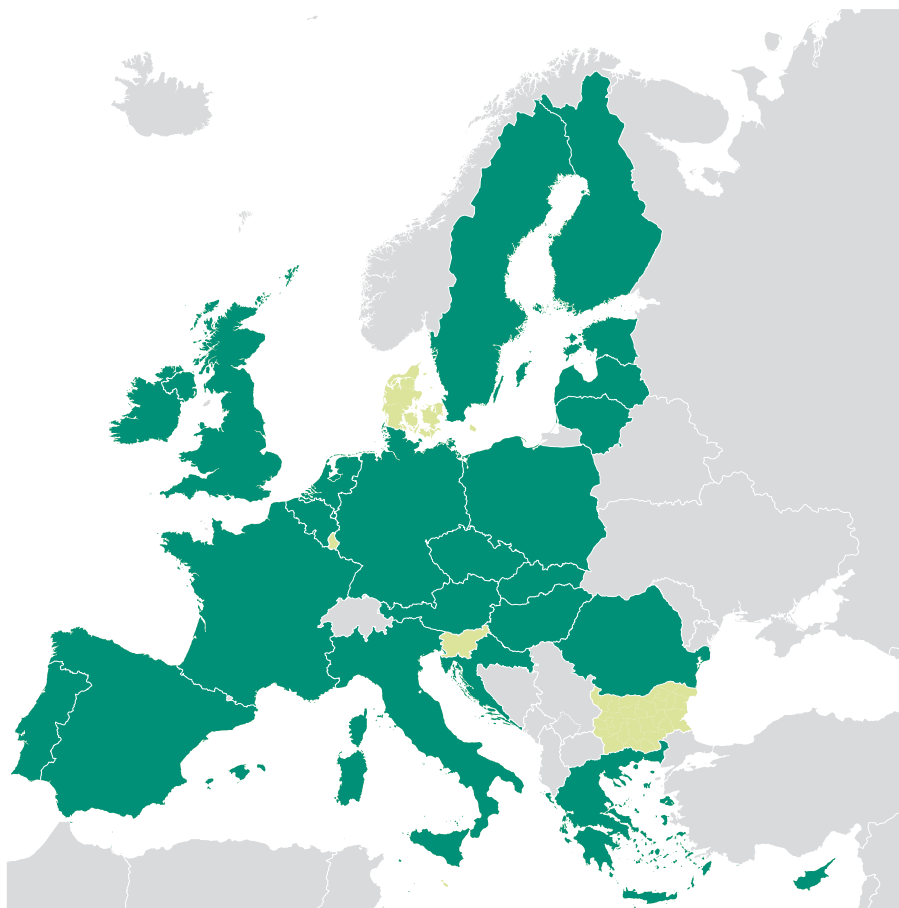
Type of information to target the groups

	RDP funding opportunities	Cooperation offers	National news & events	Good project examples	Benefits of the policy
Local Action Groups (LAGs)					
Farmers					
Local/Regional institutions					
Project Beneficiaries and Rural SMEs/Businesses					
Broader public					

Respondents

27 out of 32 NSUs replied to the survey

- Austria
- Belgium – Flanders
- Belgium – Wallonia
- Croatia
- Cyprus
- Czech Republic
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Poland
- Portugal
- Romania
- Slovakia
- Spain
- Sweden
- The Netherlands
- UK-Northern Ireland
- UK-England
- UK-Scotland
- UK-Wales.



Time dedicated to communication tasks

15%
of respondents dedicate time to
communication activities **based
on needs or just 20%**

36%
of respondents work **full-time**
on communication activities



49%
of respondents work **part-time**
on communication activities