

This ENRD workshop brought together representatives of the Network Support Units (NSUs) to explore ways of identifying, collecting and disseminating project examples and good practices.

The event looked at the state-of-play across the EU and at various aspects of NSU work related to project examples and good practices.

Interactive group work sessions allowed the discussion of methods for approaching project holders, challenges and opportunities to address, ways of capitalising on the collected examples and effective dissemination methods. In addition, innovative examples of dissemination highlighted transferable practices that could be replicated by the networks.

Event Information

Title: ENRD Workshop on Project Examples and Good Practices: Approaches for collection and dissemination

Date: 8 November 2018

Location: Brussels, Belgium

Organisers: ENRD Contact Point

Participants: NSU representatives

Outcomes: Exchanges on how to work with good practices more effectively, agreement on closer cooperation of NSUs and ENRD CP

Web page: https://enrd.ec.europa.eu/news-events/events/enrd-workshop-project-examples-and-good-practices-approaches-collection-and_en

Workshop Highlights

State-of-play

Starting with a [framing presentation](#), participants gained insight into varying benefits of collection, a distinction between project examples and good practices, and how to 'capitalise' on them.

The [presentation](#) on the state-of-play across the EU gave an overview of the screening work of the ENRD CP on NSUs approaches and of the ENRD Project Database.



This was followed by concrete examples of approaches to project collection and dissemination from [Sweden](#) and [Spain](#), feeding into the group discussion, where participants shared on the approaches applied in their respective countries. For example, the Hungarian NSU works with local correspondents who collect project examples on a monthly basis and identify new subscribers for the NRN's newsletter. In Wales (UK) lists of all LEADER and other RDP-funded projects are published with concise descriptions. The Lithuanian NSU is preparing a project competition engaging various stakeholders, including umbrella organisations (e.g. young farmers) and is considering awards for the winners.

Identification and collection

This session was kicked off by a [Slovenian example](#) covering all three topics to be addressed later on in the group discussions: 1) Approaching project holders, 2) Challenges and opportunities, 3) Valorisation.

The group discussion which followed identified opportunities including coordinating the thematic priorities of NSUs and the ENRD, using ENRD-collected Common Network Statistics for benchmarking and taking advantage of existing networks (e.g. LEADER). Challenges exist in changing the focus from projects' outputs to their wider impact, for which a longer time perspective is needed. It is also challenging to measure success and to find the right communication tools to reach different audiences, especially given the limited resources of NSUs.

It is important to valorise examples collected through different means, and including good practices outside the EAFRD. It is also key to investigate projects' implementation along with the RDP delivery chain from different perspectives (e.g. MA, PA, etc.).

Dissemination

Initial presentations focused on the different approaches to the dissemination of project examples, illustrating communication campaigns by [DG AGRI](#), DG REGIO's [Road Trip project](#), ways of boosting results [transferability](#) and finally the storyboard approach used by the [Irish NSU](#). During the panel discussion, the speakers explained success factors and lessons learned. The common message was that coordination with other communication stakeholders and partners is key to success.



An interactive exercise on innovative methods for dissemination highlighted other important messages:

- Visual and audio-visual materials, short and catchy outputs and good use of digital media (such as websites, social networks and video-sharing platforms) are the prime elements for innovative and effective project example dissemination. Experiences by NSUs include video tutorials (France) and working with a famous influencer (Scotland, UK) and celebrities such as comedians and actors (Finland).
- In some cases, traditional communication techniques can prove very effective, e.g. organising meetings and capacity building activities for farmers in Flanders (Belgium).
- It is important to expand the audience of rural development communication actions to a wider audience to improve the image of rural areas. Coordinated action at EU and national level would help raise awareness.
- More and better evaluation of the impact of communication activities is needed. Both qualitative and quantitative tools should be used, including web analytics, benchmarking and networking analysis.

Outcomes and Actions

Key-note listeners summarised the final messages of the workshop:

- the importance of proper capitalisation on project examples and good practices should not be underestimated;
- dissemination should be focused on presenting results, not actions; and
- it is more effective to 'do less but better'.

Forthcoming actions agreed include closer cooperation between NSUs and the ENRD CP, for example on the 'Rural Inspiration Awards', the first such Europe-wide good practice competition for rural development, and on a further increase of submissions to the ENRD Project Database.