



RURAL 2020

New ways of communicating and re-connecting to rural stakeholders

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The European Agricultural Fund
for Rural Development:
Europe investing in rural areas





Update your countryside

- Two meanings:
 - Asking people to **update** and rethink the idea the idea they have of rural areas
 - Telling that there are tools and money available via RDP to carry out activities to **update** their own environment



How?

- Network of communicators across the country
- Events, national and regional
- Campaign webpage
- Active presence in social media, photo competition
- TV, radio and Facebook advertising

PÄIVITÄ MAASEUTUSI.



Millainen on maaseutu? Entä millainen sen pitäisi olla?
Katso maaseutuohjelman ideat, hae rahoitusta ja tartu toimeen!

päivitämaaseutusi.fi



latelg

SEURAA

96 tykkäystä

16 vk

latelg Käytiin #maatalousnäyttelyssä
#farmari2015 #farmari #päivitämaaseutusi
@purkkine

harkonenn Vuoden talkoolaiset 😊😊
remilindholm 😊👍

👍 Lisää kommentti...





And now?

- Focusing on entrepreneurship, partly with the same visual elements
-> main thing: clear and understandable message
- Videos and stories
- Partnership with a tv programme for health and well being
- Active social media presence