



European Network for
Rural Development

RDP Communication

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Thematic Group on 'Improving RDP implementation'
2nd Meeting

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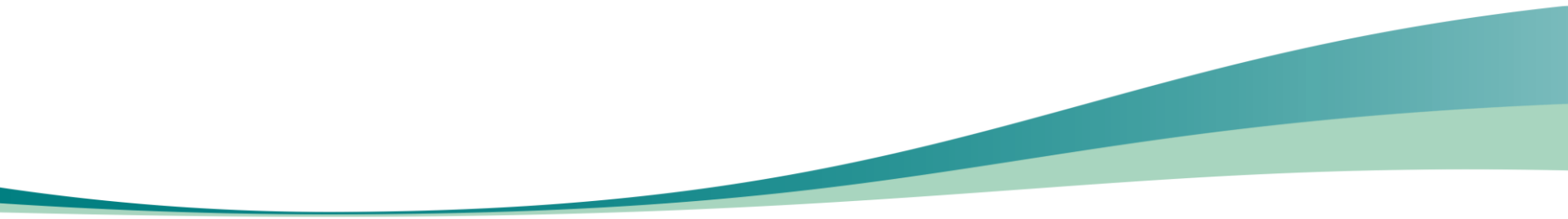
Messages from First TG Meeting

- Communication is key to ensure good RDP roll out
 - Tools and measures provided by the programme
 - Potential of the RDPs
 - Practical information on access
 - Raising the profile of rural policy intervention
 - Generating a common vision




Role of Rural Networks


- Ensure communication goes beyond explaining rules
- Keep engaging stakeholders



Communications as a tool to....

- Inform (potential) beneficiaries
 - Consistent, accessible basic information
 - Also ongoing communication. Example: Slovenia SMS messaging
 - Raise awareness of a broader public
 - Accessible layman information
 - Also outreach; events etc. Example: Austrian Liveable campaign
 - Support networking and exchange amongst RDP stakeholders
 - Provide platforms for exchange
 - Actively disseminate messages Example: NL Rural Connector
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What can be done now?

- MA Info and Publicity Strategies
 - NRN Communication Plans
 - Launching the RDP
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Final question

- What about the European level?
 - ENRD tools
 - Peer exchange; peer learning