

# Rural4Learning

## Italian Rural Network support unit

A comprehensive communications campaign – including a website, publications, educational materials, networking events, audio-visuels, business and peer-to-peer trainings – aimed at raising awareness of Rural Development policy's role in supporting environmental sustainability and consumers' protection.



The campaign provided support to Italian regions to communicate the importance of sustainable agricultural practices, disseminate good practices and innovative approaches to local stakeholders, including young people and students.

It involved regional public authorities, and economic and social partners, public Institutions, and knowledge providers (schools and universities).

### Target audience

- Managing Authorities (Communication Plan Representatives)
- Farmers and young entrepreneurs
- Broader public: high school and university students, professors

### Results

- A partnership-based communication approach involving a wide range of stakeholders working to develop and disseminate coordinated communication materials.
- Dialogue and capacity building for universities and schools.
- E-learning: 17 universities, 1100 students, 550 attending courses, 21 didactic modules.
- RuralCAMP: 62 participants (students, teachers, young farmers), 12 study visits, 4 focus groups.
- LabBPOL: 3 events, 400 participants.
- Portfolio of best findings; press conference at the regional level.

### Find out more

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→ <https://www.reterurale.it/rural4learning>

→ <http://www.rural4learning.it/site/>

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