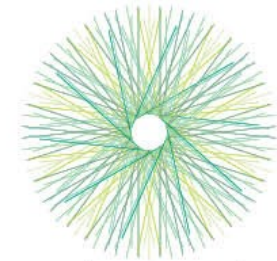


# Workshop

## EIP-AGRI Networking & Communication

4-5 October, 2016 – Budapest, Hungary



eip-agri  
AGRICULTURE & INNOVATION



funded by



# Workshop 'EIP-AGRI Networking & Communication'

## Day 1: Tuesday 4 October 2016

12:00 – 13:00 Registration and buffet lunch

### Introduction – why is networking so important for the EIP-AGRI

13:00 – 13:15 Welcome and opening

- *Anikó Seregélyi, DG Agriculture and Rural Development*
- *Zsolt Feldman, Deputy State Secretary for Agriculture, Hungarian Ministry of Agriculture*

13:15 – 14:00 Setting the scene

- Objectives and flow of the workshop – *Mark Redman, EIP-AGRI SP*
- Introductory presentation and results of the NSU survey – *Sirpa Karjalainen, DG Agriculture and Rural Development*

### Existing approaches to the support of EIP-AGRI Operational Groups

14:00 – 14:45 Different models of network support for EIP-AGRI OGs

- Hungary – *Attila Nagy, Prime Minister's Office, EAFRD Strategy Department*
- **Sweden – Inger Pehrson, Innovation Network – Swedish Rural Network**
- Poland – *Iwona Obojska, Agricultural Advisory Center – Brwinow Branch*

14:45 – 15:15 Coffee break and networking

15:15 – 16:00 Different models of network support for EIP-AGRI OGs (cont.)

- Germany – *Natascha Orthen, National Rural Network Unit (DVS)*
- Spain – *Carolina Gutiérrez, Ministry of Agriculture, Food & Environment*
- Italy – *Riccardo Passero, Italian Rural Network*

### Exchange of experiences I: Networking for the EIP-AGRI

16:00 – 17:30 Parallel break-out sessions, followed by feedback

18:30 – 22:30 Networking dinner



# Workshop 'EIP-AGRI Networking & Communication'

## Day 2: Wednesday 5 October 2016

09:00 – 09:05 Brief recap on the results of Day 1  
*Mark Redman, EIP-AGRI SP*

### Exchange of experiences II: Communication tools and information flow for the EIP-AGRI

09:05 – 10:00 Fulfilling the EIP-AGRI: communicating and connecting OGs

- Introductory presentation, supported by the introduction and discussion of different approaches and tools from selected MSs highlighting the role of NRNs

*Fabio Cossu & Inge Van Oost, DG Agriculture & Rural Development*

*Johanna Stieblehner, Austrian Rural Network*

*Pascale Riccoboni, National Support Unit for EIP, France*

*Natascha Orthen, National Rural Network Unit (DVS), Germany*

### Strengthening of network support for the EIP-AGRI – key practical issues

10:00 – 10:15 How are we going to work together?  
*Mark Redman, EIP-AGRI SP*

10:15 – 10:45 Coffee break and networking

10:45 – 12:15 Interactive discussions about key practical issues  
Feedback from interactive discussions

12:15 – 13:00 Lessons learnt, evaluation and upcoming NRN activities

13:00 Closing of the workshop, light lunch and goodbye



# EIP-AGRI – communication by press/media in Sweden

**Budapest the 4th of October**

**Inger Pehrson, coordinator,  
Swedish Rural Network**



# EIP-AGRI in Sweden

- **Managing authority is the Swedish Agricultural Board (SAB)**
- **Swedish Rural Network (SRN)**
  - is inserted in SAB
  - has a coordinator who works with promotion, marketing, networking and programming
  - has an innovation support group who works part time (support service and brokering)





- **First call for setting-up funding and project funding opened at the end of August 2015**
- **Around 165 applications (Sept. 2016), mostly setting-up funding**
- **Decision meetings for setting up support at least once a month**
- **Meetings with the advisory selection committee three times per year**
- **The innovation support group has had contact with about 300 potential applicants**

# Communication activities

- PR-activities
- Conferences, seminars, meetings and agricultural fairs
- Innovation race
- Webpage
- Articles in agricultural and horticultural press
- Flyers, newsletter
- “Kick off” for EIP-Agri with the Minister of Rural Affairs



# **Communication strategies**

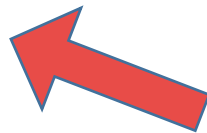
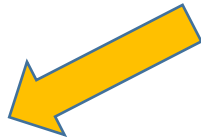
## **Agricultural/horticultural press and media**

- + The best way to reach many people all over the country**
- + Suitable for PR**
- + Increases credibility and availability**
- + Generates feedback from readers/viewers**
- + Cost efficient**
- No opportunity to make the information specially adopted to different readers/viewers**
- The message might be too simplified**
- The information can be incorrect**
- The topic is not "crowd-pleasing"**



# Communication strategies

**How should we use agricultural/horticultural press and media?  
Which are the most important challenges in  
that communication?**

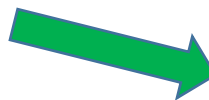


- **Innovation is a new concept for many people**
- **Many practitioners do not realize that their own improvement suggestions or solutions to problems on the farm/in business/in the food chain could be potential innovations.**
- **An innovation project doesn't necessarily lead to an innovation. That uncertainty is new for both applicants and authorities**
- **A fear for too complicated rules and application process**
- **The need for protection of business idea (IPR) can collide with the requirement for dissemination of results**

# Communication strategies

**How should we use agricultural/horticultural press and media?  
Which are the most important messages?**

- **Being able to get 100% reimbursement of project costs, including own work is brand new and a great opportunity**



- **Being part of an European network /context is new and can bring new contacts, knowledge and experiences**





## How have we worked with press/media?

- Agricultural weekly newspapers and trade magazines to reach all target groups
- Articles on initiative from NSU, a few times close to a bought advertisement
- Articles as a result of PR-activities
- NSU has written some articles and always demand to read the articles before publishing

”The new innovation support is a pure blessing”

Land Lantbruk Feb. 2015

# Experiences

+

Great interest from media if you have a tempting message, nicely packaged.

Good feedback - more questions from interested people after articles.

■

There has to be a news.

It is difficult to get new articles before the first projects have been officially approved. We have to respect secrecy.



*Thanks for your attention!*

Inger Pehrson, coordinator,  
National Innovation Network  
inger.pehrson @ jordbruksverket.se, +4672-9775901

[www.landsbygdsnätverket.se/eip](http://www.landsbygdsnätverket.se/eip)

