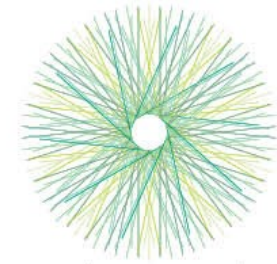


# Workshop

## 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





# Break-out sessions

3 x groups (pre-selected and badges are marked)

1 x facilitator per group +  
Commission colleague supporting

Around 1 hour 15 mins of  
discussion until 17:20 -> return to  
plenary

No reporting back



# The Question:

What are the **best** tools and approaches for fulfilling the main NRN tasks to support implementation of the EIP-AGRI – and why?



## The Task:

Identify the tools

Connect to NRN tasks

List strengths of the tools and potential (practical) challenges

Collect examples



# The NRN tasks...

**Task 1** - raising awareness of the EIP-AGRI amongst relevant stakeholders

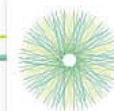
**Task 2** - facilitating the search for Operational Group (OG) partners

**Task 3** - networking for advisers and innovation support services

**Task 4** - collecting and disseminating examples of Operational Group (OG) projects



# The Groups:





# GREEN GROUP

## “Offline” tools

- Face-to-face meetings
- Events
- Focus Groups etc.





# “Offline” tools (1/2)

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# “Offline” tools (2/2)

OFFLINE	4	5	6
TASK	Focus Groups TASKS 1, 2, 4.	SPECIFIC TRAININGS 1, 2	TRAINING (SPECIFIC) 1-3
STRENGTHS	- KNOWLEDGE TRANSFER	- KNOWLEDGE TRANSFER - QUALITY - CONSISTENCY	- STRENGTHEN MEMBERS AND PARTICIPATION
POTENTIAL CHALLENGES	- GOOD FOR FOCUSING THE THEMES	- HOW TO FIND BEST IDEAS	- POTENTIAL CHALLENGES - UP TO DATE - COMBINE WITH OTHER ON-LINE TOOL - INTEREST OF THE PARTICIPANTS
EXAMPLES	- USED AS A SUBNETWORK MANY MEMBER STATES (ES, IT, PT, SE) others are planning!		- GOOD MODERATORS (THE LACK OF) - CAMPS IN PORTUGAL, FINLAND, SWEDEN ETC.

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# BLUE GROUP

## “Online” tools

- Website tools
- E-learning
- Databases etc.

# "Online" tools

(1/2)

TOOLS	① A WEBSITE	② PARTNER SEARCH TOOLS	③ ONE-WAY COMMUNICATION TOOLS
TASKS	1, 2, 3, 4	2, 3	1, 4
STRENGTHS	<p>update fast</p> <p>multifunctional (all tools)</p> <p>widely available: 'open'</p> <p>"LINKING"</p>	<p>no personal data problem</p> <p>volunteer to share data</p> <p>effective</p> <p>efficient</p> <p>easy to use</p>	<p>- target audience</p> <p>- great audience (big/broad)</p> <p>- knowledge of process</p>
CHALLENGES	<p>internet access is needed</p> <p>willingness of using internet</p> <p>operator of the website might change</p> <p>TO MAKE IT SIMPLE AND EASY TO USE</p>	<p>willingness of registration (mainly: farmers)</p> <p>RISK of MISUSE</p> <p>disturbance</p> <p>Connecting the tools of partner search</p>	<p>- target group audience</p> <p>- lack of feedback</p> <p>- costly / overflow of info</p>
EXAMPLES	<p>EIP Service Point (EU level)</p> <p>also at national level</p> <p>PROMOTION!</p>		<p>- Newsletter</p> <p>- Video's</p> <p>- Articles</p> <p>- Infographics</p>

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# "Online" tools (2/2)



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# RED GROUP

“Media” tools - working with:

- Press articles
- Video and broadcast
- Newsletters etc.

TOOLS	① REGIONAL & LOCAL NEWSPAPERS	② SOCIAL MEDIA Youtube	③ PROCEDURES FLYERS
TASKS	1, 4	1, 4	1, 4
STRENGTHS	<p><b>STRENGTHS</b> ①</p> <ul style="list-style-type: none"> <li>• MORE "PERSONAL" (READERS MAY KNOW THE PERSONS IN THE ARTICLE)</li> <li>• LOW COST</li> <li>• QUITE EASY TO GET IT PUBLISHED</li> <li>• YOU CAN PICK UP A LOCAL PROBLEM AND INNOVATION IDEA</li> </ul>	<p>② YOUNG USERS</p> <p>Not expensive EASY TO USE.</p>	<p><b>STRENGTHS</b> ③</p> <ul style="list-style-type: none"> <li>• TOTAL CONTROL</li> <li>• CHEAP</li> <li>• EASY TO SPREAD</li> <li>• EASY TO READ AND UNDERSTAND</li> <li>• DIFFERENT TOPICS CAN BE PRESENTED IN DIFFERENT BE. AND FLYERS</li> <li>• MORE ESSENTIAL INFORMATION</li> <li>• BOTH PRINTED AND ONLINE</li> <li>• GOOD TO USE AT SPREAD EVENTS WHEN PEOPLE ARE MOTIVATED TO READ</li> </ul>
CHALLENGES	<p><b>CHALLENGES</b> ①</p> <ul style="list-style-type: none"> <li>• MAY BE THERE ARE NO OG's IN THE REGION</li> <li>• YOU DON'T REACH THE YOUNG GENERATION?</li> <li>• COULD NEED A PROFESSIONAL COMMUNICATOR</li> <li>• COULD BE USED FOR POLITICAL PROPAGANDA</li> <li>• THE NEWSPAPER IS THROWN AWAY..... (MAKE WASTE)</li> </ul>	<p><b>CHALLENGES</b> ②</p> <p>→ HOW TO BE REALLY FOCUSED ON THE TOPIC</p> <p>→ NEED FOR WEBINARS</p>	<p><b>CHALLENGES</b> ③</p> <ul style="list-style-type: none"> <li>• CAN BE THROWN AWAY</li> <li>• HAVE TO BE "FRESH" OR/AND REFRESHED</li> <li>• DON'T REACH SO MANY PEOPLE</li> </ul>
EXAMPLES	<p><b>EXAMPLES</b> ①</p> <ul style="list-style-type: none"> <li>• CALL INFO GOES TO NEWSPAPERS (COPEN)</li> </ul>	<p>② PORTUGUESE FACE BOOK PAGE</p> <p>③ HOW TO USE SOCIAL MEDIA (SOCIAL NETWORK)</p> <p>EXAMPLE OF SOCIAL NETWORK FOR YOUNG FARMERS IN ITALY</p>	<p>DE - Saksung H. PT SWE</p>

# "Media" tools (1/2)

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TOOLS	① RADIO & TV	⑤ FILMS & VIDEO	⑥ FARMERS JOURNALS & WEEKLY NEWS MAGAZINES
TASKS	1, 2, 4	1, 2, 4	1, 2, 3, 4
STRENGTHS	<p>Strengths ④</p> <ul style="list-style-type: none"> <li>high impact</li> <li>wide audience</li> </ul>	<p>TASKS STRENGTHS ⑤</p> <ul style="list-style-type: none"> <li>easy tool to transcribe the idea</li> <li>is funny &amp; informative</li> </ul>	<p>Strengths ⑥</p> <ul style="list-style-type: none"> <li>credible</li> <li>targeted</li> <li>detailed info</li> <li>low compared to mainstream</li> <li>make story line</li> </ul>
CHALLENGES	<p>challenges ④</p> <ul style="list-style-type: none"> <li>Money</li> <li>Planning</li> <li>Content - finding</li> </ul>	<p>⑤ CHALLENGE</p> <p>VIDEOS SHOULD PROVIDE FOR "TANGIBLE" USEFUL INFORMATION</p>	<p>challenges ⑥</p> <ul style="list-style-type: none"> <li>Time / workload</li> <li>People don't read (attraction)</li> <li>needs to be eye catching</li> </ul>
EXAMPLES	<p>④ Examples TV</p> <ul style="list-style-type: none"> <li>All Gore Climate Change</li> <li>Farmer seeks wife</li> <li>Home Inventions</li> </ul> <p>④</p> <p>3 films of starting innovation projects for regional news</p> <p>TV to use public resources to get into zone of change (market)</p>	<p>⑤ EXAMPLE:</p> <p>TUTORIAL VIDEO BY ITALIAN NRN ON "HOW TO BUILD AN OPERATIONAL GROUP"</p> <p>⑤</p> <p>Projects examples of "Operational Group" PI</p> <p>TED x Talks on food/agri/</p>	<p>⑥ Examples</p> <p>Farmer's Unions Magazines:</p> <ul style="list-style-type: none"> <li>"Oceandry" - "Ongil"</li> <li>"Farming Today"</li> <li>"Slow Food Magazine"</li> <li>"Nature Magazines"</li> <li>"Outdoor / Country Fair"</li> </ul> <p>⑥</p> <p>Series of 17 Articles in weekly farmers journal "Bauernblatt" (1970s)</p>

# "Media" tools (2/2)

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