

An aerial photograph of a rural landscape. The top half of the image shows a large, rectangular field of reddish-brown soil, possibly a fallow field or a field of a specific crop. Below this field is a horizontal road with a line of trees and bushes along its edge. The bottom half of the image shows several smaller, rectangular fields of various colors, including green, yellow, and brown, indicating different crops or stages of growth. The overall scene is a typical agricultural landscape.

ENRD Workshop for National Rural Networks on Valorising and Communicating Successful Projects

Lithuanian NRN

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Selection model

Approving nominations

- What are the key focus areas?

Identifying possible information sources

- Who is involved?

Setting out criteria (sub-criteria) for good examples

- How to measure “good” and what are **success factors** of the project?

added
value

contributes to
several objectives of
the RDP

innovative
solutions

environmentally
friendly

encourages community
engagement

...

How to communicate about success...

Website

Publications

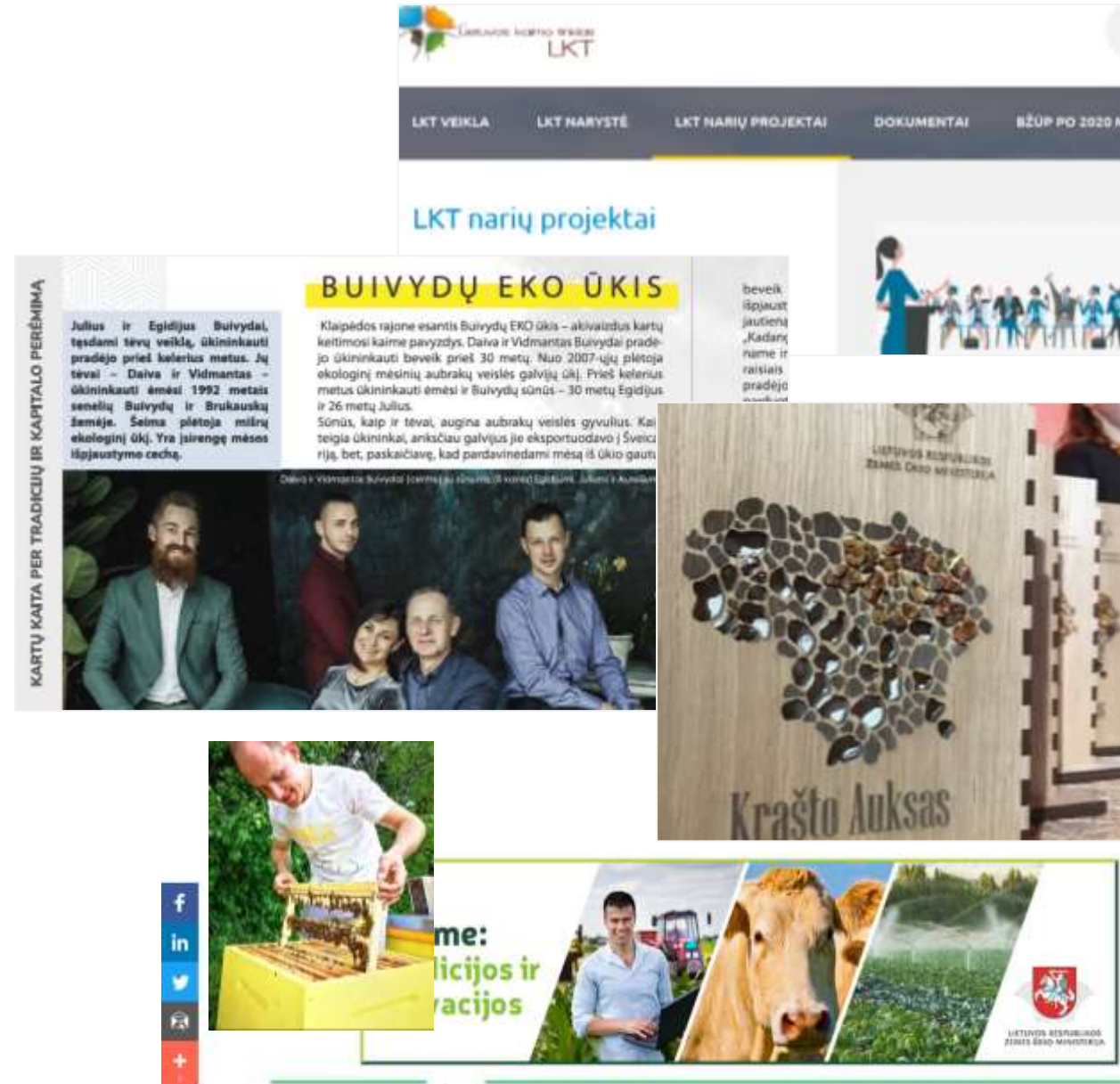
Events & meetings

Newsletters

Social media

Awards

Promotional short films



Thank you for your attention!

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