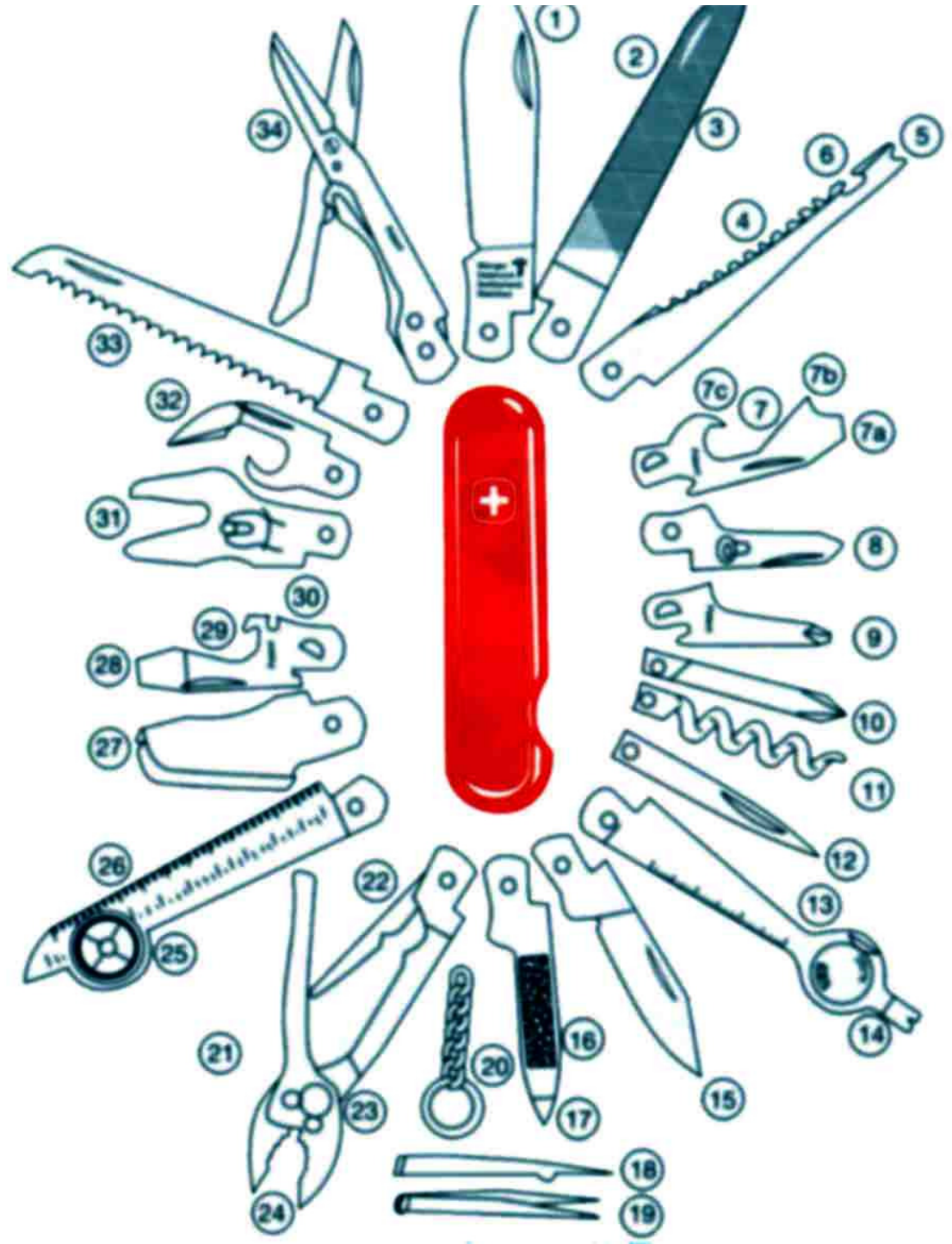




Communicating Rural Development Gateway


Progress and future actions

Tomar, Portugal, 6th of June 2013




Communicating Rural Development gateway


[Policy in Action](#) > [Communicating Rural Development](#) > EAFRD CRD Gateway


The aim of this gateway is to provide examples of EAFRD-funded information and publicity tools used at Member-State and EU levels to promote the Rural Development Programmes and improve their effectiveness. Would you like to upload your own communication tools? Read our tutorial [PDF ]. Send us your feedback and queries at info@enrd.eu

 Home/Country


 Background & References


 Information Tools

 Target Audience

 Advanced Search

 Guidance & Support

 Monitoring & Evaluation

 Go to ENRD

Click on a country flag to explore examples from all across the European Union



Connect with EU



Share 



 Search



+ Advanced Search

Latest Update

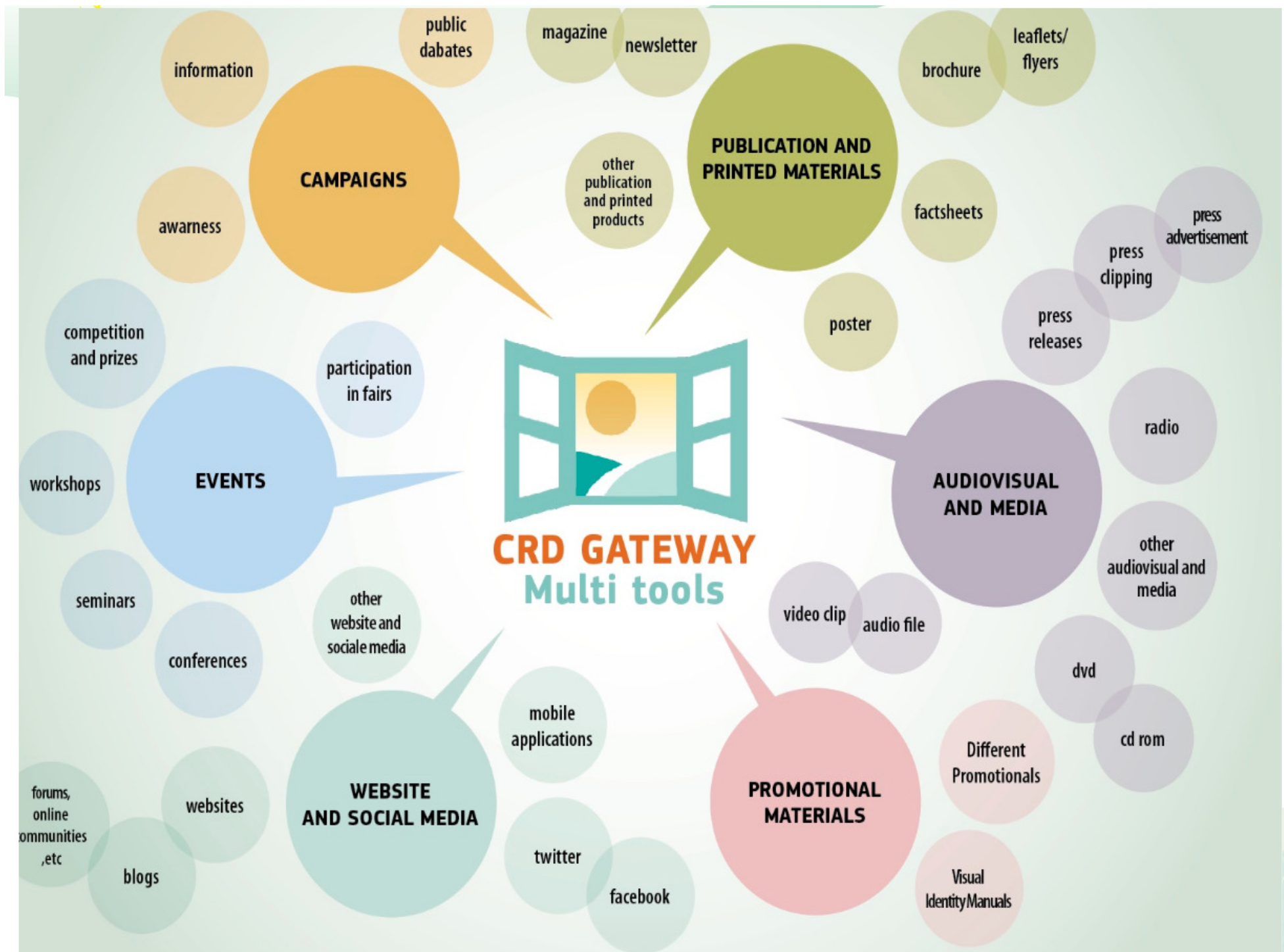


Web portal supported by NRN England to inform and advise the livestock...

Keywords Cloud

Awareness raising
Communications

Entrepreneurship General public
Information Leader Local
Action Group National Rural
Commission





20 JOER
LEADER mēnschen an der region



Publications

ENRD Connecting Rural Europe

<http://enrd.ec.europa.eu>



Videoblog on CAP | Farming on Crisis?

from foodpolitics 2 months ago

The EU Common Agricultural Policy is under reform. And it is a challenge for all peoples of Europe to jointly draw a new strategy for a better food and farming system.

...new machines remain. What future can we have for with just 7% of Europe's farmers under the age of 30? What are the challenges...

Audiovisual and Media



Програма за развитие на селските райони
„Европейски земеделски фонд за развитие на селските райони. Европа инвестира в селските райони“

ПРСР

1,530 likes · 161 talking about this

Like

Message

Farming/Agriculture
Европейски земеделски фонд за развитие на селските райони - Европа инвестира в селските райони

About

Photos

ПРСР

Полезна информация

Videos

Likes

Social media



RDPE Network
@RDPENetwork

The RDPE Network has been set up to support the delivery of the Rural Development Programme for England (RDPE).

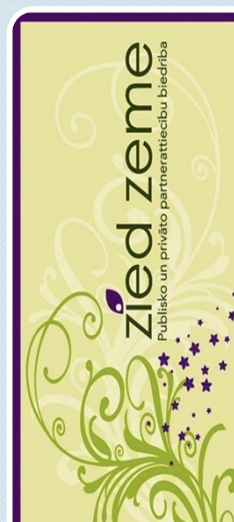
England - <http://rdpenetwork.defra.gov.uk>

666
TWEETS

215
FOLLOWING

1,198
FOLLOWERS

Follow



**Branding and
promotional
materials**



**Mobile
applications**



**Events and
campaigns**

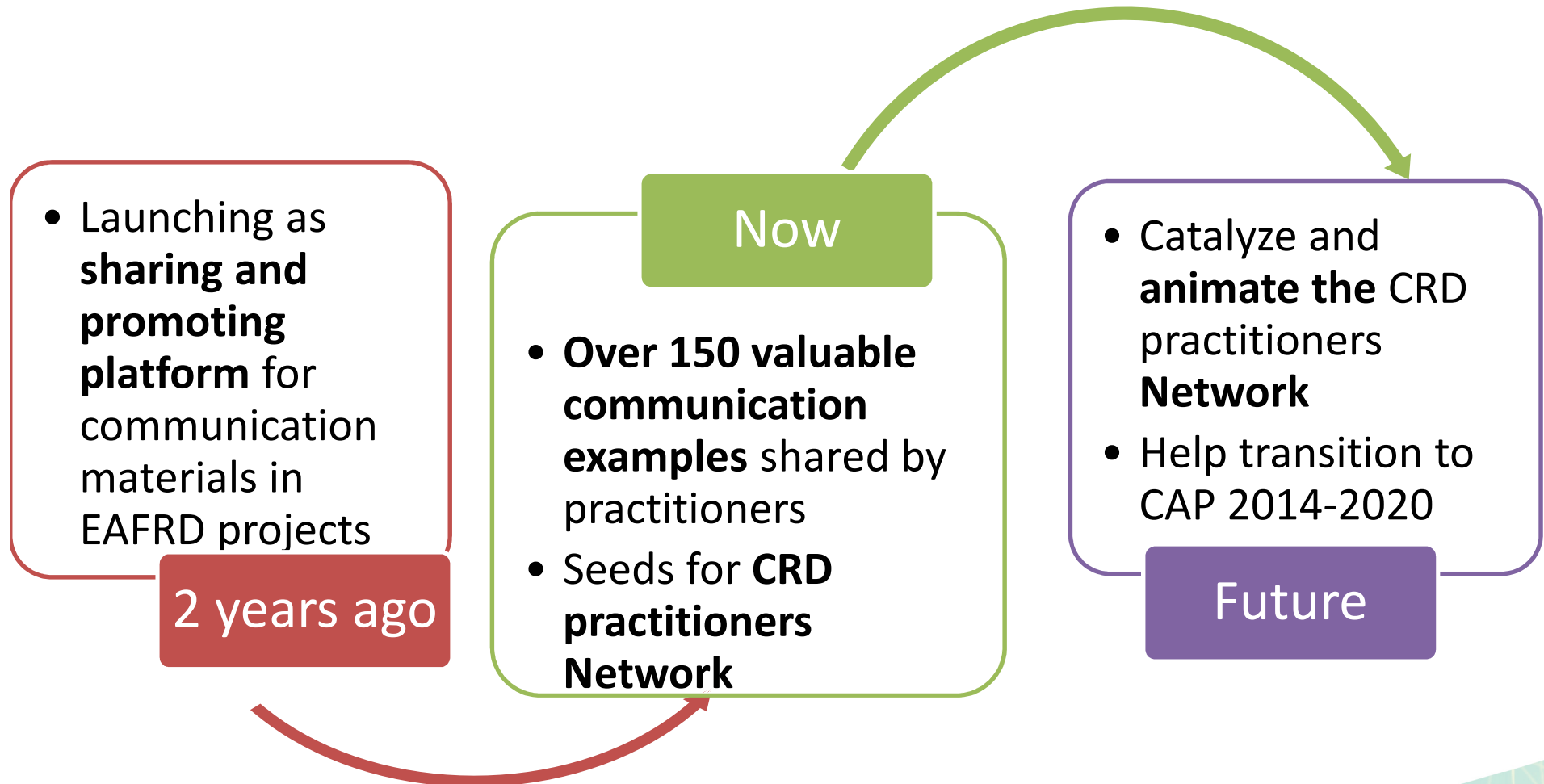
ENRD Connecting Rural Europe


<http://enrd.ec.europa.eu>

Funded by the



Communicating Rural Development Gateway





Our 'mini' vision (Cyprus NRR meeting – Oct 2012):

Establishing the CRD Gateway as **the definitive source of RD communication products** to inspire and guide the current & future generation of RDP communication campaigns



Proposed next steps (Cyprus NRN meeting):


- 1) Expand CRD Practitioners network to engage all MSs
- 2) Expand the CRD Gateway examples
- 3) Host next CRD Network Meeting




44
TWEETS

368
FOLLOWING

98
FOLLOWERS



Tweets



Amalia Rippea @Rippea_ENRD
Fresh, out of the stream communication tools on the #ENRD's "Communicating #Rural#Development" Gateway - bit.ly/W2oyJE
Expand

10 May



Ana Nechita @Nechita_ENRD
@ENRD_CP #ENRD is always on the lookout for interesting rural development videos and photos. Interested? Find out more bit.ly/ZH6iHo
Retweeted by Amalia Rippea
Expand

8 May



European Network for Rural
Development - ENRD

51 likes · 14 talking about this · 0 were here

<http://enrd.ec.europa.eu>

Communicating Rural Development

The ENRD's online Communicating Rural Development (CRD) Gateway celebrates excellence in communication. Here we delve into some great examples...

Project winners in the category LEADER administrative local action of the gateway in Tampere, Finland in November 2012.



Finland: Sharing good practice via the web

The Finnish National Rural Network is an innovative online competition known as 'the all Network best Practices'. The competition gathers together inspiring project ideas and good practices that have received funding and been implemented throughout Finland.

To enter, the candidates feed their proposal into an online database. The 2012 edition saw nearly 200 projects submitted and the prizes for winning entries were awarded at a gala ceremony in Tampere, Finland. Categories included best rural enterprise, best environmental effort and best LEADER IAG.

The inside story

Kirsi Heikkinen, Information Officer with the Rural Network Unit in the Finnish Ministry of Agriculture and Forestry, explains the reasons behind this successful Finnish communication project:

"We know that there are great projects helping to build vibrant rural communities. To boost knowledge about those Finnish rural development success stories, we used a web-based participatory approach to uncover and promote successful projects."

The competition "renewed an identified communication need and supported a central aim of our network activity, which is to showcase the development results and to pass on best practices. It also contributed to our network knowledge assessment and analysis needs and delivered useful feedback about the measures financed by the RDP."

The original idea for the competition - the first of which was held in 2010 - highlights the benefits of networking: "we were impressed by a competition organised by the

Swedish rural network. As we further developed the concept in our working groups, we also benefited from the experience of our Austrian colleagues.

The campaign required detailed planning, "we communicated about the competition prior to launching it at our network events. Targeted communication was carried out online, in newsletters, press releases and to email groups. We also developed brochures, advertisements and social media support."

The campaign also leveraged support from the network: "regional communication played a vital role as a messenger for the competition. They helped attract visitors, generated publicity about the selected finalists and they helped the finalists prepare their presentations for the final ceremony."

The Finnish NRNs were happy with the outcome of this coordinated communication effort: "we achieved our goal of promoting good rural development practices nationwide. We have received a lot of encouraging and positive feedback and we look forward to another edition in 2014."

The campaign was not just about communications, it was about "networking with rural community actors in order to find real Finnish rural development 'gems'."

And finally a key lesson? "Access to planning and allocating sufficient resources to preparation is essential!"

For more about the Finnish network www.enrd.europa.eu/fi/en/



© Rural Network of Finland

10 ENRD MAGAZINE Spring 2013

Communicating Rural Development

Portugal: 'Living Land' radio campaign

MINHA TERRA, the Federation of Portuguese Local Action Groups Association, produced an engaging radio broadcast series about LEADER-financed rural development projects. Thirty short programmes were produced in a format which brought to life the story of a LEADER project through the voice of an experienced journalist, accompanied by interviews with the project owners who explained how the project began, how it evolved, outlined the constraints of the project and highlighted the importance of LEADER support.



© ENRD



Access inspiring examples of rural development communications on the CRD Gateway: <http://enrd.ec.europa.eu/gateway/en/enr/> communications.rdg.eu/

The Portuguese 'Terra Viva' for Living Land campaign was one of the winners in the 'communication to the public' category of the Communications Awards 2012 organised as part of the 50 years of CAP celebrations. The award is a highly visible campaign communication for its short ways to a national, personal timeline.

The inside story

Luis Calves, coordinator of MINHA TERRA, which was used in the campaign, explains why Living Land was successful:

The creative execution of the concept was one of the campaign's key strengths, "we used a journalistic approach to effectively communicate the reality of the rural world and people really connected with it."

The objective was to raise awareness of the LEADER approach, conveying the message that it promotes the integrated development of rural areas from entrepreneurship to environment, to local products, etc. The two-minute radio programmes emphasised the

dynamism of rural areas - Terra Viva - and the concrete results of LEADER-supported projects. "Each story explains how the money is invested to create jobs, to help diversify the rural economy and to improve quality of life."

The outcome was impressive. By presenting LEADER projects from different regions, the public understood the diversity inherent to LEADER and the impact of EU funds in terms of local development and job creation.

"By broadcasting on TSE, the main news and station, we were able to maximise the campaign's impact. The 30 programmes were all aired at peak listening times. It is estimated that we reached around 400 000 people."

All the 30 programmes are so still available to stream from the TSE radio website. The radio station also broadcast more than 60 thirty-second trailers to promote the programmes.

The campaign, which was run on a modest budget, was part of a wider communication strategy of the MINHA TERRA network, as well as part of a wider project financed under the Portuguese Rural Network Program, which involved other communication channels including newspapers and seminars.

For more information: MINHA TERRA: www.minhaterre.pt 50 Years of CAP: 50years.europa.eu enrd.ec.europa.eu/gateway/en/enr/ communications.rdg.eu/



One of the many projects promoted during the radio campaign: the Portuguese artist Jose da Ribeira, in the Algarve, Portugal. The video is 1:53 long and is suspended 1.35 metres above the ground!

11

© Photo: Associação Operadora do Ar, Instituto Geográfico, Lda

Guidelines for authors to publish examples on the

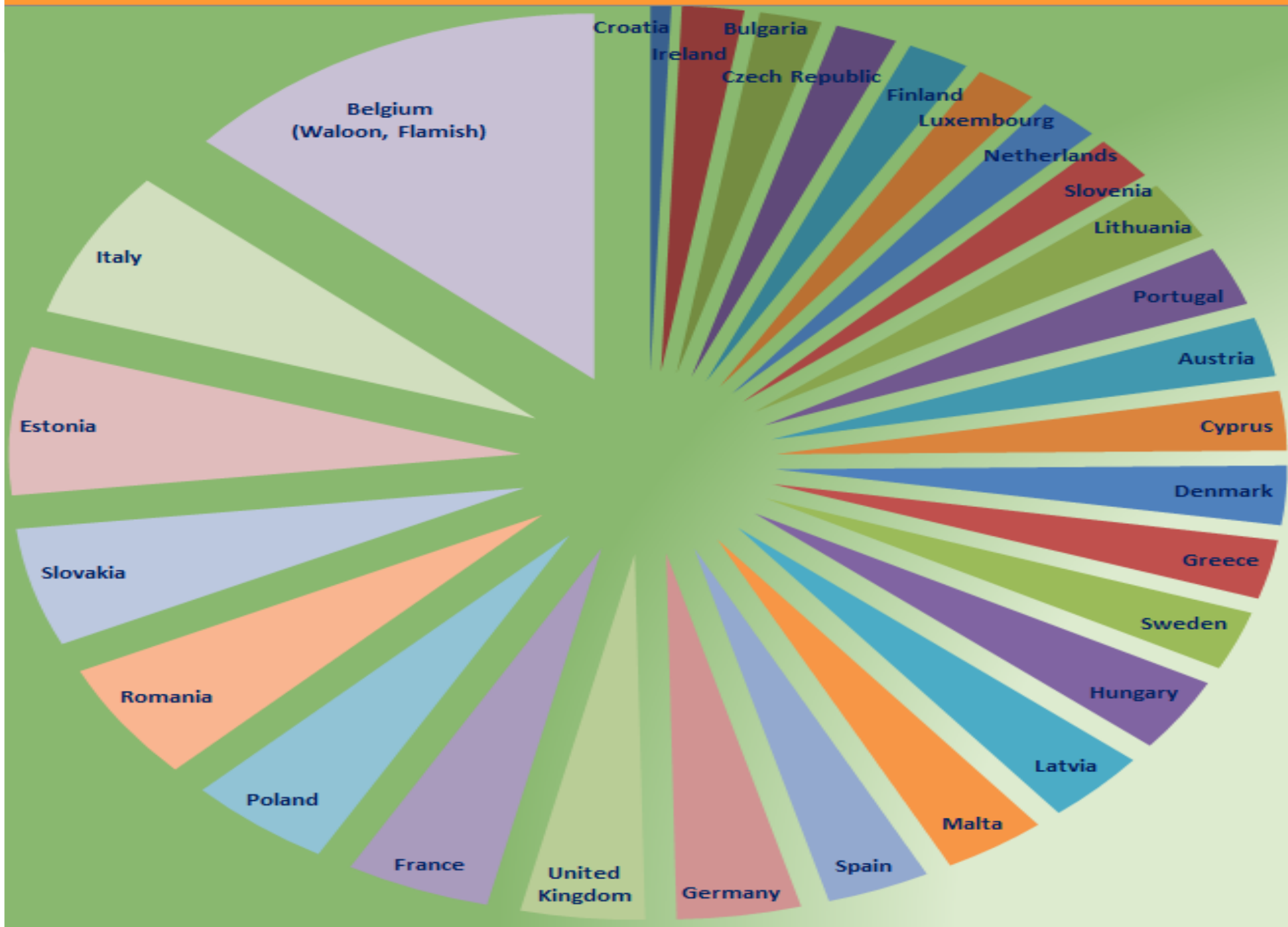


Communicating
Rural Development Gateway

Funded by the

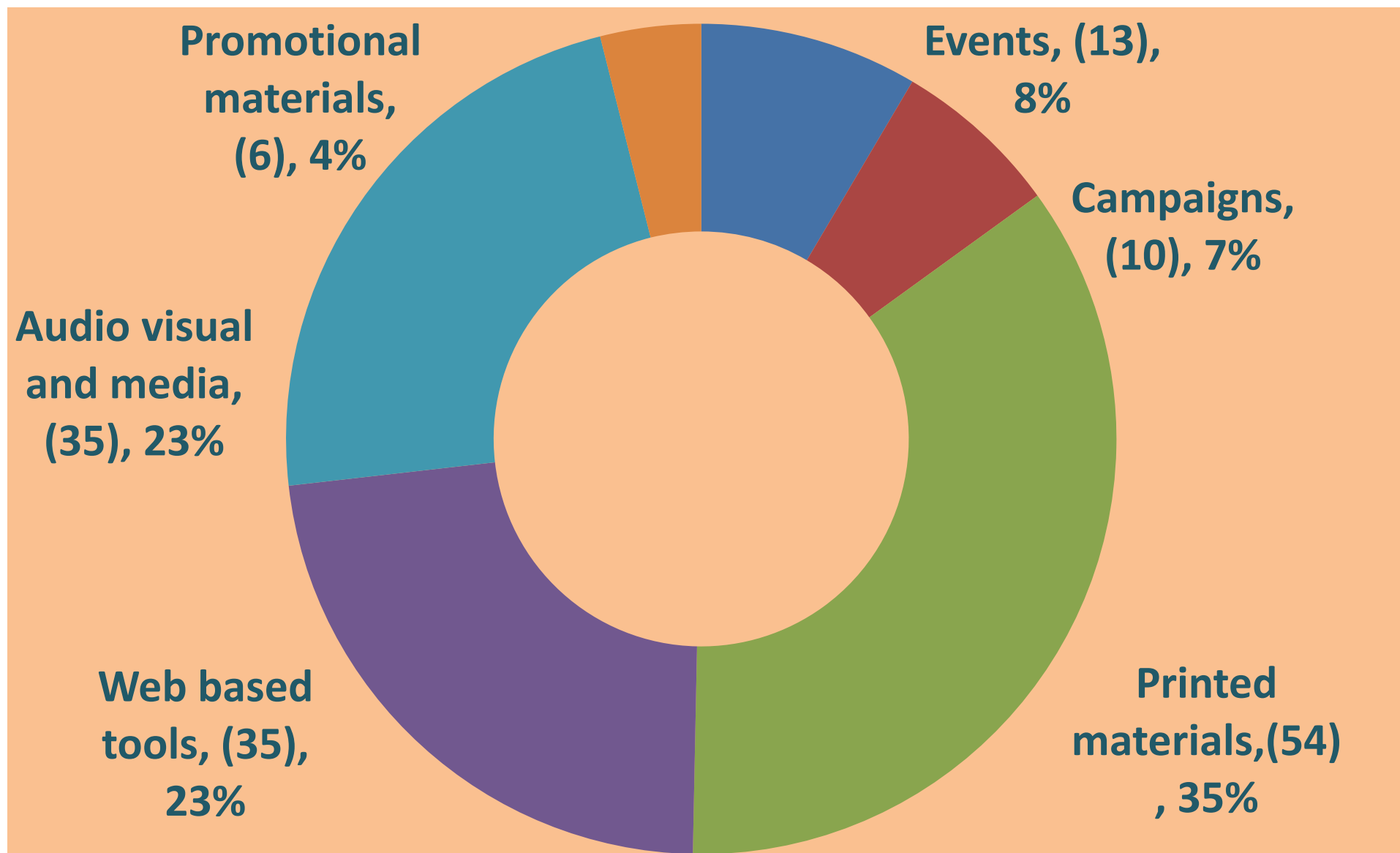


CRD Gateway by EU Member States



CRD Gateway's *in stock* experiences

Over 150 communications examples

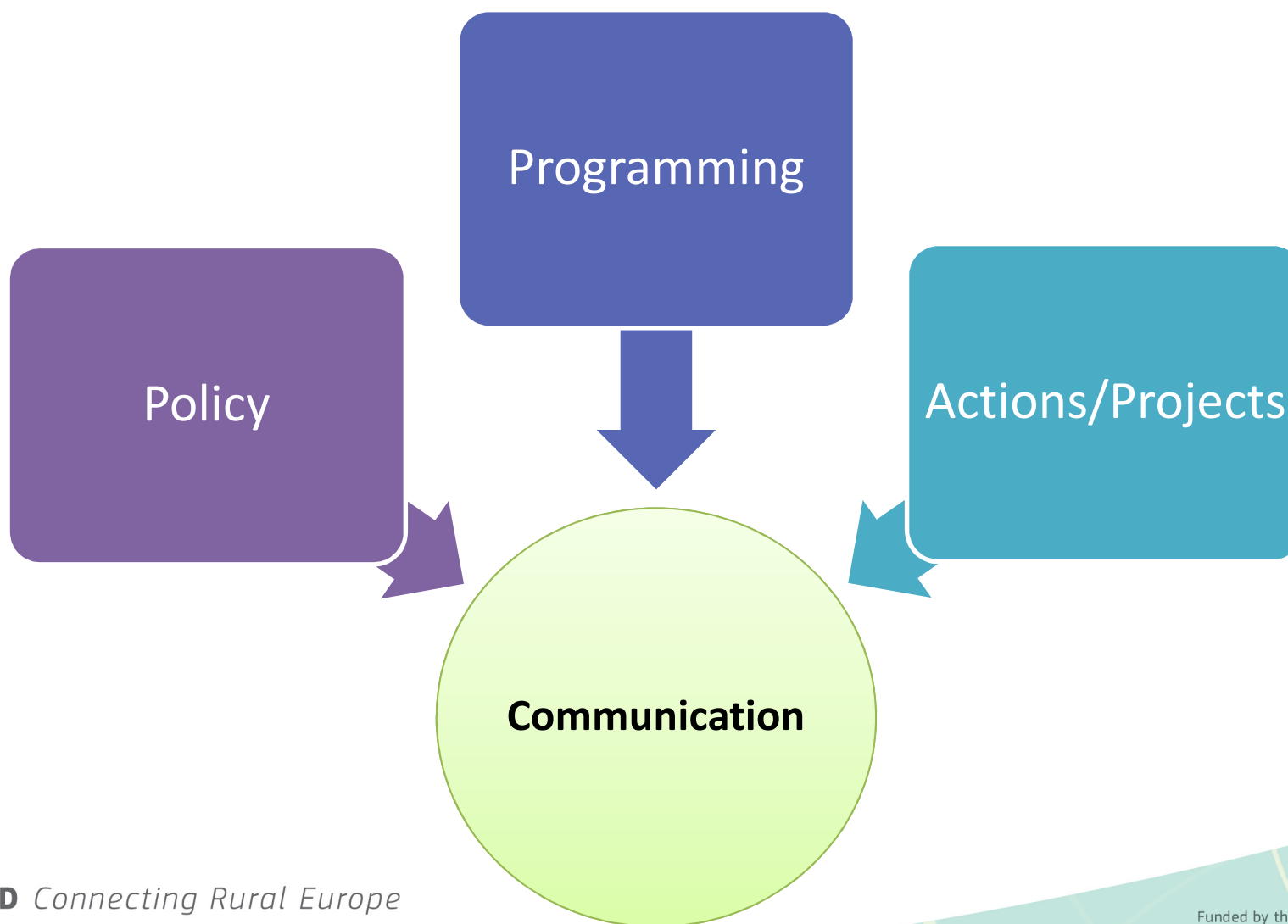


What's new now?

We all need to put on some new glasses as our reality is changing



Next steps → towards 2020



Possible C(A)RD Practitioners Network focus

To **facilitate knowledge, sharing, networking and exchange of experience** of rural development communication practices and tools

To promote **more integrated approaches and methods** for communications planning, programming & implementation

To engage with **other relevant European communications networks/** exchange platforms

Other possible objectives??

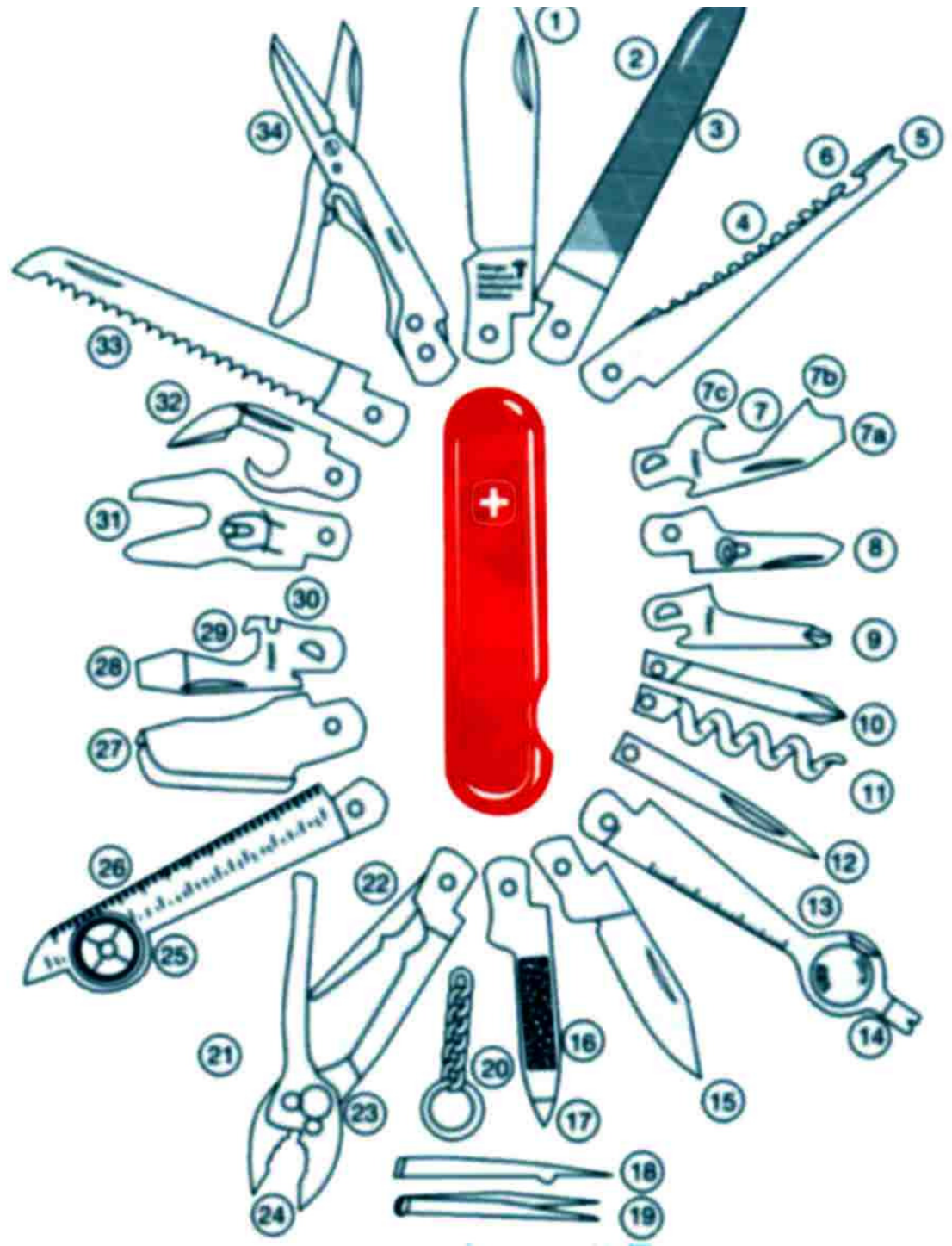
Possible activities

Peer to peer training and
experience exchange on
targeted topics

Exchange platform on
communications strategic
planning and programming

Practitioners event(s) to
showcase C(A)RD examples
and exchange experience
of communications
effectiveness

Other possible activities /
ideas / focus?



Possible questions for further discussion

- Is the CRD Gateway a useful tool for the program transitional period and if so, how best should it be developed over the next year?
- How to best develop and support the CRD practitioners network in the next period?
- What other focus areas, activities, tools or services could be useful to consider?