

Pilot Network Support Unit (NSU) Training Programme

Outline of Pilot NSU Peer-to-Peer Training Module 3: COMMUNICATION IN RURAL DEVELOPMENT AND NETWORKING

Location Hotel Dos Templarios, Tomar, Portugal – hosted by the Portuguese Rural Network

Date 7 June 2013

Facilitator Angelo Strano

Context Efficient and effective communication is a huge topic in rural networking and will become **even more significant** in the next programming period (2014-2020) with the expanded and strengthened role¹ of the NRNs in accordance with Article 55 of the EAFRD legislative proposals. BUT the relationship between communication and networking is complex - it has **multiple dimensions**.

Communication is conducted in an **increasingly complex communications environment** which not only embraces rapidly evolving new technologies, but also a sophisticated landscape of narrative and policy messages from a variety of public authorities on key cross-sectoral issues such as climate change.

Aim of Training Module 3 The role and responsibilities of NRNs on communication activities will be discussed during the 11th Coordination Committee on the morning of 6 June, and additional communication issues will be discussed during the 18th NRN meeting that follows in the afternoon.

The training module² on 7 June will build upon the communication theme started in the CC / NRN meeting by bringing together representatives of national / regional rural networks, with their Managing Authorities, for deeper reflection and sharing of knowledge and experience about **how best to plan / implement** the multiple dimensions of communication in rural networking.

Specific Objectives of Training Module 3 The specific objectives of Training Module 3 are to enable participants to:

- **Acquire** a better understanding of the multiple dimensions of communication associated with effective rural networking, including specific reference to the obligatory actions for NRNs listed under Article 55 of the EAFRD legislative proposals for 2014-2020;
- **Practice** a simplified communication planning process that will lead to the rapid identification of communication tools that are available, or could be used, for specific network functions;
- **Share** their in-depth knowledge and experiences about which of these communication tools are most effective / appropriate for specific network functions

Expected Outcomes At the end of training module 3 it is anticipated that all participants will:

- a) have a clearer understanding of the multiple aspects of communication in rural networking, and;
- b) have acquired new knowledge about
 - the process and possible tools for developing a communication strategy and

¹ This includes new roles and responsibilities such as providing a 'consultation platform' for the new RDPs, supporting the improved governance of programme processes, fostering and brokering innovation, interpreting complex policy concepts and language for the wider public, etc.

² The 3rd Training Module forms part of a Pilot Training Initiative conducted during the period from November 2012 to June 2013

communication plan

- what communication tools to use for what network function – knowledge that can subsequently be effectively applied to enhancing the operation and efficacy of their national / regional rural network.

Furthermore, the ENRD Contact will have collected valuable additional materials for the on-line 'NRN Tool-kit' (http://enrd.ec.europa.eu/networks-and-networking/nrn-toolkit/en/nrn-toolkit_en.cfm).

MODULE 3 – Communication in Rural Development and Networking

Friday, 7 June 2013

Start time: 08:30

Getting Started



08:30 -
09:30

- Welcome and introduction (ENRD Contact Point / Portuguese Rural Network)
- Hello and check-in – “who are we, why are we here and what do we expect”
- Introduction to the final pilot Training Module
- Ice-breaker

Communication Landscape: Lessons Learned 2007 – 2013



09:30 -
10:30

- Introductory presentation on the multiple dimensions of communication and networking – observations and experiences from the ENRD Contact Point
- Input, reflection and feedback from NRN / MA representatives
- Discussion – challenges, lessons learned, success factors for effective communication and NRNs role

10:30 – 11:00 Coffee break

Group Work: Building an Effective and Efficient Communications Plan



11:00 –
12:30

- Introductory presentation on communication planning, including a simplified process and task for subsequent group work
- Divide into groups (according to predefined operational tasks and obligations in relation to communication) and reiterate key steps of planning process in each group
- Each group to work in parallel to practice simplified planning process for their specific communication task/obligation: objectives; target groups; key messages (if relevant); tools and activities; resources; responsibilities; timescales; evaluation and adjustment.

Report Back



12:30 –
13:00

- Each group to report back briefly on key elements of their communication plans
- Collect and cluster communication tools from each group

13:00 - 14:00 Lunch

Open Discussion: Experiences & ‘Expert Tips’ on Communication Tools for NRNs



14:00 -
15:30

- Launch open discussion session for sharing of knowledge and experiences on the selected communication tools
- Select communication tools for open discussion session and identify hosts for leading a discussion on each selected communication tools. Hosts to collect / develop ‘expert tips’ for success of the communication tools
- Report back on ‘expert tips’ for making best use of communication tools for networking

Wrapping-up



15:30 -
16:00

- Check-out with a whole group reflection on key learning points from the process - “how was it and what will we take home?”
- Complete individual feedback forms

Finish time: 16:00