



NRN Communication and Dissemination Methods and Tools

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Status of NRN Communication and Dissemination in May/June 2010

Based on 25 survey replies



Communication Plan on NRN Activities

All NRNs have some type of communication plan – although:

- in 10 cases it is part of the Annual Work Plan of the NRN (BE-FL, CY, DE, FI, IE, MT, PL, ES, SI), and
- in UK-WAL it is part of the RDP Communication Plan





Communication Plan on RDP

- In all cases the responsibility of the national/ regional MA, though in BE-WAL under the responsibility of a different structure, with an assigned communication expert
- 3 MS have separate websites for the RDP (BE-FL, HU, NL)
- 12 MS chose to provide information on the RDP via the MA's website
- 2 provide RDP info on the NRN's website (CY, IE)
- In 7 MS the MAs host both the NRNs and the RDP websites





Communication Tools used by NRNs



- **Websites:** Central to communication & dissemination of relevant RDP content
- **Different web applications:** Social networking (Facebook, Twitter, etc), Intranet forum, E-Bridge, News and RSS feed etc. (FI, IE, NL, LT, UK-ENG)
- **Publications:**
 - Newsletters/magazines/guides/studies/good practice etc.
 - Brochure on the implementation of certain measures (SK, NL)



- **Events:** Conferences, workshops etc.
- **Other media:**
 - Press, TV, radio programmes (CY, EE, FI, HU, ES, SE, SK)
 - Videos (SE)
 - DVDs
- **Training for officers etc. on:**
 - Using web 2.0 for blogging, social reporting, twitter, RSS feeds & teleconferencing (NL)
 - Communication skills (SE)

Forthcoming International Events organised by NRNs/MAs

- 18-19 Nov. 2010, "Multifunctional agriculture ", BE-WAL & BE-FL
- 19 Nov. 2010, "Rural Entrepreneurship as a driving force for rural development", Netherlands
- 22-24 Nov. 2010, Leader seminar "Planning Europe", Estonia
- 23-25 Nov. 2010, "Rural Areas 2010 on RD after 2013 ", Czech Republic
- 2-3 Dec. 2010, "II. European Periurban LEADER Meeting," Portugal
- 16 Dec. 2010, "New approaches to rural areas, new public policies", France





Communication and Dissemination via Trans-National Co-operation (TNC)

- Co-operation fairs and similar events
- Partner search facilities
- Guides and other support documents
- Training for LAGs





**THANK YOU FOR YOUR
ATTENTION**

