



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin.



MAA- JA METSÄTALOUSMINISTERIÖ

Finnish Rural Network and Rural Network Unit

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Rural Network in Finland

- All actors under the Rural Development Programme for Mainland of Finland and
- Actors under the Rural Development Programme for the Province of Åland

...form the Finnish Rural Network

The Actors of Rural Network

Rural development organisations

Official bodies

(e.g. Ministry of Agriculture and Forestry, Agency for Rural Affairs, T&E Centres, municipalities)

Rural advisory organisations

Research and training organisations in different axes

Local action groups

Associations

Benefits to the rural areas

Legislation

Instructions, implementation, training
Funding, administration of supports,
communication

Advice, training, influence

Producing research information
Influencing the society
Training

Funding, activators

Project implementation, activators

The Objectives of Rural Network:

- To increase information about the opportunities and results of the Rural Development Programmes among the actors, potential beneficiaries and the public at large.
- To improve the flow of information between the authorities and interest groups implementing the programmes.
- To increase human capacity and skills through exchange of experiences

Vision of the Rural Network

In 2013 the Rural Network is
a firm and flexible network of rural developers that
brings benefits to the countryside.

Vision of the Rural Network Unit

In 2013 the Rural network Unit is
a nationally and internationally recognised and
valued partner and active pioneer in rural
development.

Rural Development Program

Financial plan by axes

Axis	Total public funding (mill. euros)	EAFRD contribution (%)	EAFRD funding (mill. euros)
Axis 1	504,2	45	226,8
Axis 2	5 406,0	28	1 513,8
Axis 3	433,0	45	194,8
Axis 4 (Leader)	242,0	45	108,9
Technical assistance <i>- Rural Network</i>	40,0 <i>(12,0 M€)</i>	45	18,0
Total	6 625,6	31	2 062,4

Steering Group and Working Groups

- **Steering Group of the Rural Network**

- ~ is set by Ministry of Agriculture and Forestry
- ~ 19 members + secretary
- ~ Meets four times a year
- ~ Approves the annual action plan
- ~ Steers and supervises the implementation of the action plan

- **Five Working Groups**

Working Groups on different themes function as background animators and discussion forums for new ideas

- » Innovation
- » Inter-territorial cooperation
- » Leader Working Group
- » Working Group for annual RDP theme

- **Rural Network Unit**

- ~ Operational activities
- ~ Implementation of action plan

Rural Network Unit

- started its activity in October 2007.
- operates as a unit of the Ministry of Agriculture and Forestry.
- is located in Seinäjoki, 350 kilometres north of Helsinki.
- has seven employees
- The Rural Network Unit coordinates the activity of the Rural Network and implements the tasks established for the network
- Rural Network operates in the years 2007-2013 and the total budget is the 12 million euros

Responsibilities

Ministry of Agriculture and Forestry (Helsinki)

- National development programmes
- Legislation
- Follow-up of programme implementation

Rural Network Unit (Seinäjoki)

- Communicates
- Trains
- Constructs cooperation

Agency for Rural Affairs (Helsinki and Seinäjoki)

- Implementation
 - planning, development, follow-up
- Payment of funds and control

ELY Centre (15 regional centres)

- Regional development plan
- Granting of support
- Payment
- Control

Local action group (56 groups)

- Local development plan
- Programme implementation
- Activation
- Processing of project proposals

Municipalities (342)

- Programme implementation (LFA, environmental support)
- Activation
- Financier of local projects



Budget

Rural Network	2007	2008	2009	2010	2011	2012	2013	TOGETHER
Wages	100 000	335 000	349 000	363 000	378 000	393 000	408 000	2 326 000
Travelling	50 000	110 000	115 000	120 000	120 000	120 000	120 000	755 000
Outsourcing services	50 000	405 000	405 000	405 000	405 000	405 000	390 000	2 465 000
Communication	200 000	485 000	480 000	370 000	322 000	320 000	290 000	2 467 000
Training	130 000	450 000	380 000	360 000	360 000	347 000	242 000	2 269 000
Good Practices	40 000	40 000	50 000	60 000	70 000	80 000	90 000	430 000
Promoting internationalisation	30 000	60 000	140 000	157 000	140 000	140 000	115 000	782 000
Others (rents, it-services, etc.)	114 000	236 000	236 000	230 000	230 000	230 000	230 000	1 506 000
TOGETHER	714 000	2 121 000	2 155 000	2 065 000	2 025 000	2 035 000	1 885 000	13 000 000

Rural Network Unit

- **Producer of services**
 - Tells about the opportunities and achievements of the Rural Development Programmes for Mainland Finland and Province of Åland:
 - » sales promoter of the programmes
 - all four axes taken into account
- **Tasks:**
 - » communication
 - » training
 - » dissemination of good practices
 - » promotion of internationalisation

Communication

- Organises meetings on themes relating to rural development (e.g. national seminars).
- maaseutu.fi | landsbygd.fi | rural.fi website on the Internet
 - ~ web pages in Finnish and Swedish, some in English and Sami language
 - ~ database of experts, database of good practices
 - ~ training material available on the web pages
- Press releases on current issues
- Media campaigns on the opportunities offered by the Rural Development Programmes
- Participation in different kind of fairs
- Producing printed material and various kinds of PR material
- Guides on background info and supplementary material e.g. for project applicants, LAG-board members

Good practices

- Compiling, analysing and disseminating information on rural development and good practices both nationally and internationally
- Collecting good practices: good projects and models of development, good administration practices
- Transmitting good practices as models to the Finnish and European Network and e.g. for training of authorities.
- Creating a register of good practices on the maaseutu.fi website.
- Good practices as part of publications and other communication.
- **Best Practices 2010 ~competition**

Training

- Training events – extensive annual training package
 - by axes
 - regionally and nationally
- Implementation
 - organize by ourselves
 - trainers from the Ministry of Agriculture and Forestry, Agency for Rural Affairs, ELY Centres and other partner groups
 - in cooperation
 - purchase training services (also planning of the training)
- Training and events calendar
 - maaseutu.fi and landsbygd.fi websites
 - producing various kinds of training material

Promoting internationalisation

- Internationalisation should be daily routine in rural development
- Active cooperation with Rural Network Units of other Member States and the European Rural Network Unit
- Organisation of systematic international cooperation between stakeholders by searching for peer groups in other countries
- Help in finding project partners
- Organizing study trips abroad
- Hoasting study trips in Finland

Yearly statistics

- Rural Network Unit organizes 50-60 events
- 3000-4000 persons participates in events
- www.maaseutu.fi/www.landsbygd.fi/www.rural.fi
- Several inserts in different magazines
- Participation in different fairs
- 4-5 Study trips to abroad

Thank you !

www.maaseutu.fi | www.landsbygd.fi