



EN RD CONTACT POINT

Information and Communication Plan

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Context

- Information and Communication Action Plan for 2nd Year of EN RD CP:
 - objectives;
 - target groups / audience;
 - communication content;
- The Plan cuts across all services of the Contact Point
- Tools developed during the 1st Year:
 - participating and organising events (NRN meetings, Coordination Committees, Leader Subcommittees, thematic seminars, etc);
 - receiving visitors and preparing presentations to visitors;
 - preparing different publications (electronic newsletter, RD periodical, NRN fiches, etc).

Objectives of the Information and Communication Plan

- to reach and engage in the EN RD a wide range of rural development stakeholders in all Member States of the EU, using various communication tools;
- to offer the stakeholders relevant content and tools, in a manner that motivates and supports them in contributing and sharing information and experience;
- to give visibility to the EU's rural development policy and demonstrate its efficiency by promoting its most representative achievements; and
- to gradually shift in balance towards the practical/bottom up aspects reflecting the growth in EN RD and NRN activity.

Target Groups and Audience

- Stakeholders operating at European or national level, with a focus on policies and/or EU programmes (including Managing Authorities, members of the EN RD Coordination Committee and the equivalent committees/structures of NRNs) plus European institutions, delegations, representations, information services;
- LAGs and local/regional organisations, including farmers' organisations and NGOs, with a direct or indirect interest in programme/measure implementation;
- Farmers and other individuals, mostly actual or potential beneficiaries of programmes; and
- Media and academics.



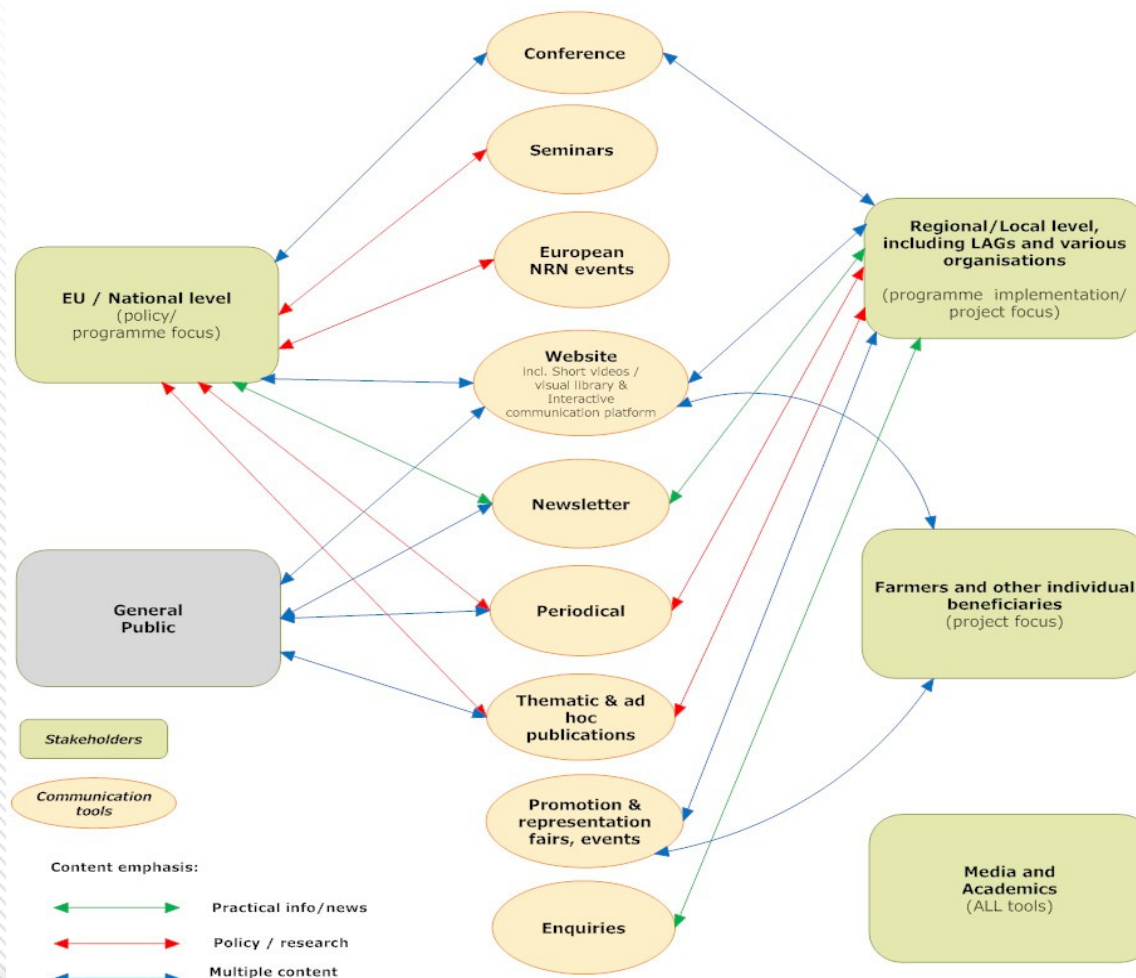
Communication content

- The EN RD objectives are mainly to inform and persuade its audiences, helping them to:
 - make informed decisions
 - achieve results
 - address existing problems
- In terms of the nature and source of the content, a balance should be achieved between policy / top down and practical / bottom up aspects
- A gradual shift in balance towards the practical/bottom up aspects reflecting the growth in EN RD and NRN activity. Nevertheless a core of quality information regarding rural development policy and programmes will be maintained.

Existing tools and updates

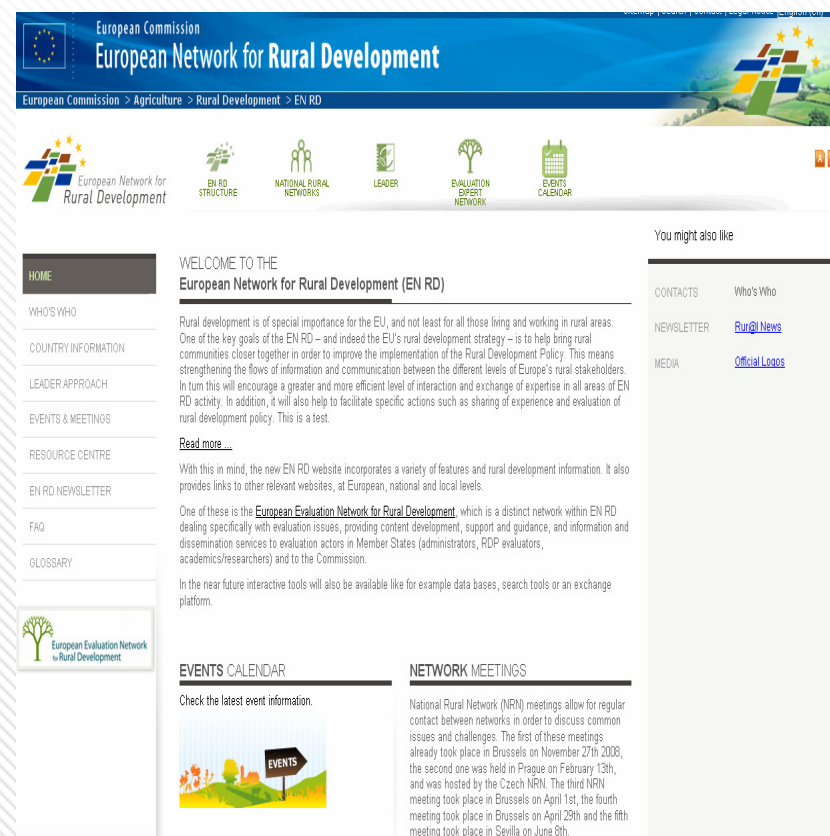
- **Seminars and Conferences;**
- Organise different types of **meetings** (CC, LSC, TWG, NRN, Technical Workshops, etc);
- **Website** (continuation/improvement of static sections; launch of dynamic sections by end of 2009);
- Electronic **Newsletter;**
- **Periodical;**
- **Thematic and ad hoc publications** (such as NRN, RDP and good practice fiches);
- **Promotion and representation** (participation in a cross section of events organised by NRNs and other organisations);
- Responding to **enquiries.**

Communication Plan: Tools and Target Groups



Website

- Maintaining and enhancing the EN RD public website
- Completing the development of, and subsequently maintaining and enhancing 'My ENRD'
- Offer a complete set of interactive tools for different target groups and users, to facilitate interaction and exchange of knowledge and experience:
 - e-networks for TWGs, CC and LSC members, NRNs, consultative/reflection groups
 - cooperation platform, including partners search tool
 - databases



Planned events and meetings

- Coordination Committee meetings
- Leader Subcommittee meetings
- Thematic Working Group meetings
- General meetings, technical workshops, other small meetings for NRNs;
- Thematic seminars:
 - Semi-subsistence farming; and possibly on Intermediate results of TWGs 1,2 & 3 or Capacity Building follow-up);
 - Preparing a “Cooperation Fair” or “Leader Fair” (to take place in the Autumn of 2010?).

Promotion and representation

- Participation in events organised by other organisations
 - Events of NRNs of EN RD-wide interest
 - Events promoting / supporting TNC and Leader
 - EU-level events of particular relevance to axes 1, 2 or 3
 - Major national fairs
- Events and missions as part of networking
 - Fact finding or advisory missions to NRNs
 - Participation in thematic and other cooperation meetings between NRNs.

Publications (Newsletter)

- 6 to 8 newsletters will be developed for the 2nd Year. These will be available electronically on the EN RD website, the EU bookshop and on hardcopy;
- RUR@L NEWS will be translated in 6 languages (EN, DE, FR, IT, ES and PL);
- To improve its 'user-friendliness', it is intended that the newsletter will be restricted to 4 pages per edition.



Publications (Periodical)

- 3 periodicals will be prepared for the 2nd Year
- Each periodical has a main theme (e.g. rural diversity, creativity and innovation in 1st Year; climate change and other themes in 2nd Year)
- Length: 40 pages
- Structure of the periodicals: Commissioner's foreword; Rural Focus; Rural Development, including case studies; Rural Citizens; Rural Research; Rural Insights.

The territorial ⁽¹⁾ overview

The following territorial overviews are based on the territorial synopses (which were provided by the territories themselves) for the final Leader+ Observatory conference, Leader achievements: a diversity of territorial experience, Évora, Portugal, November 2007. The individual synopses used in the mini-plenary sessions can be found at the following link: http://ec.europa.eu/agriculture/rur/leaderplus/events/22112007_en.htm



(†) The concept of 'territory' as used for the Evora conference and in this present issue is used in a broad sense: it covers not only the LAG geographical delimited area with its natural resources but also its rural community and territorial organisation (representative institutions/organisations/ local networks) as well as its local identity influencing the local actors in their decisions.

Main challenges

- Ensuring relevance/usefulness of content to a wide range of stakeholders; identifying/reaching stakeholders
- Increasing content input emanating from the activities of the network
- Developing the website and web-based tools as the main means of a long-term communication strategy; achieving a high degree of interactivity
- Links with communication activities of NRNs.

THANK YOU FOR YOUR ATTENTION

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