

Communication Strategy of Estonian Rural Network Unit

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LEADER
EESTI



Maaelu Arengu Euroopa
Põllumajandusfond
Euroopa investeringud
maapiirkondadesse



Structure of Estonian Rural Network

- **Estonian Rural Network Unit** - no formal membership, at the moment 4 full time employees + 3 part time
- **Network Cooperation Chamber** – involves associations and organizations representing programme beneficiaries and organizations and authorities engaged in rural development. The members are selected according to the objectives of the axes of the Rural Development Plan
- **Working groups:**
 - Leader working group
 - Other working groups – planned in near future
- **Budget** – for period 2007-2013 max. 4.480.000 €

Overall objective of Estonian Communication Strategy

To add value to the implementation of the Estonian Rural Development Programme, therefore:

- to increase exchange of experiences and knowledge between rural actors;
- to exchange of experiences between LAGs;
- to increase collection, aggregation and dissemination of best practice and innovative approaches.

Target group of network communication activities

- Mainly 3 bigger target groups:
 - 1) 26 Local Action Groups (Axis 4)
 - 2) wider rural development (Axis 1-3)
 - 3) authorities realted with implementing RDP (Axis 1-4)
- Keywords:
 - Step by step widening the target group (axis 1-3)
 - consideration of bottom-up initiative and cooperation

Priorities of network activities

Every year main priorities have been set:

- 2007-2008 - Support provided by the Rural Network to Leader action groups in transition to the new programming period
- 2009 – i) international relations;
ii) cooperation and common marketing
- *2010 – best practises*

Set of communication tools

- Webpage www.maainfo.ee (partly also in English)
 - Rural network
 - LEADER
 - Fisheries network
- Weekly e-newsletter “VÕRGUKIRI” and publications
- Operative change of information, incl with NRNs of other member states
- Events, incl cooperation events and international events
- Studies and inquiries

Website

- **Internet website** (www.maainfo.ee) – information about:
 - LAGs, incl. their contact persons, webpages;
 - Calendar with Leader events around Estonia;
 - Events that network unit organises or is engaged with, incl. international events;
 - News and articles about Leader and RDP measures;
 - Information about Leader transnational partnership search;
 - Information materials, for example Estonian RDP and connected regulations; important links incl. links to other member state NRN webpages;
 - Estonian NRN in English (lately renewed)

Hopefully NEW improved website will be opened this year and we can start working also with different databases (LAGs, best practises, experts).

maainfo.ee: Estonian Rural Network - Mozilla Firefox

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http://www.maainfo.ee/index.php?lang=et&page_id=2721

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>> Avaleht > in English > Estonian Rural Network Jäned, Tapa vald 73602 Lääne-Virumaa | Tel 384 9700 Faks 384 9701 | info@maainfo.ee

MAAMAJANDUSE INFOKESKUS

AVALEHT VÕRGUKIRI KONTAKT PÕHIMÄÄRUS IN ENGLISH

ESTONIAN RURAL NETWORK

- EVENTS
- INFORMATION SHEETS
- ERDP 2007 - 2013
- Network structure
- Network unit contact

LEADER GROUPS

FISHERIES GROUPS

STATUTES

Estonian Rural Network

Estonian National Rural Network: name of rural network - **Eesti maaeluvõrgustiku üksus**

Coverage of the rural network - **the Estonian National Rural Network covers the whole territory of Estonia.**


The mission of the Estonian Rural Network is to add value to the implementation of the Estonian Rural Development Programme (RDP).

The Estonian Rural Network aims to facilitate flexible, open-minded and gradual development, with bottom-up initiatives based on needs and developed through cooperative activity among rural actors.

Examples of best practice will be sought and publicized. The network actively promotes the exchange of knowledge and experience throughout Estonia, supports the coordinated implementation and evaluation of rural development policy, and the processes of information exchange at local, national and EU level.

Participants in the rural network:

Membership is not formal but involves bodies representing programme beneficiaries and organizations and authorities engaged in rural development including RDP implementation including Chamber of Agriculture and Commerce, Numerous agricultural bodies and associations, Private Forest Union, Council of Environmental NGOs, Centre for Ecological Engineering, Rural Village Movement KODUKANT, Association of Rural Municipalities, Rural Tourism, Network of Nonprofit Organizations, Association of SMEs, EUROPEA, Estonian University of Life Sciences, University of Tallinn, Pärnu College (University of Applied Sciences)



EVENTS:

- **International Place Marketing Conference, May 20-21, 2009 in Alatskivi castle, South Estonia**
- **International Leader Conference, May 28-29, 2009 in Narva-Jõesuu, Estonia**
- **Rural Parliament for Estonian Villages, August 5-9, 2009 in Rannu, Tartu County, Estonia**
- **Leader Summer Seminar, July 29-30, 2009 in Kapteinu Osta, Latvia**

European Network for Rural Development:

- **NATIONAL RURAL NETWORK SUMMARY INFORMATION, Estonia.pdf**

Done

Weekly e-newsletter (1)

Võrgukiri

Maaeluvõrgustiku n@dalakiri



Weekly e-newsletter in every Tuesday sent in two e-mail lists:

1) LAGs; 2) Wider rural network (about 100 e-mail addresses)

Newsletter is divided into three bigger sections:

- 1) Overview about important Estonian network events and important information;
- 2) Information from European rural development network: EN RD news, introduction of NRNs and Leader of other member states etc;
- 3) Information from Europa: set of European news from different sources, mainly news about agriculture and rural development, environment.

Weekly e-newsletter (2)

Võrgukiri

Maaeluvõrgustiku n@dalakiri



Section about **European rural network:**

- Already published articles about Spain, Danish, Swedish, Czech, Latvian and Polish NRNs and Leader;
- Information we get from internet about NRNs, through Google translator; also by email (for example about Polish Leader);
- Estonian NRN has done interviews with our foreign guests from other NRNs (for example Joanna Gierulska and Beata Krajewska from Poland, Daniel Wathelet from Wallonia (Belgia); Peter Melin from Sweden.

Organising events – information days and seminars

- **Information days and seminars for LAGs:**

- Summer seminar for Estonian LAG-s in Latvia – 29.-30. July 2009
- “Rules for book-keeping in Leader” - information day with Paying Agency;
- “Contracts and Law” – seminar with lawyer;
- Preparation of NEW LAG-s
- Improvement the work of LAG’s selection committees
- Implementing strategies
- Information days and meetings between managing authorities and LAG representatives to prepare and improve Leader legislation

- **Seminars for agricultural producers:**

- Seminars about cooperation and common marketing

Organising events – conferences

Conference on joint marketing of agricultural products, October 2009

Estonian Rural Network Unit is partner for international conferences and seminars in Estonia:

- International conference "The first five years in EU" organised by Central Union of Estonian Farmers – Tartu, April 2009;
- "International Place Marketing Conference" organised by LAG Tartu Development Association - Alatskivi Tartu county, May 2009;
- International LEADER conference „Involving and developing the Community through the Projects“organised by LAG Virumaa Koostöökogu and LAG Kirderanniku Koostöökogu - Narva-Jõesuu, May 2009;
- Rural Parliament of Estonian Villages: "Active villages help to guarantee the sustainability of rural areas" organised by Estonian Village Movement KODUKANT - Tartu County, August 2009.

Participating in conferences in other MS

- Participating in the international conferences with presentations about Estonian Leader experience and network activities (Turkey);
- Organising rural development actors participation (incl LAGs) in conferences and seminars with Estonian Rural Network and Estonian Leader information (Belgia, Finland, Germany, Portugal, Latvia, Italy, Poland, Slovakia, Czech Republic, Spain, Hungary, Scotland etc)

Study-tours

2008

Study-tour with representatives of local action groups to Denmark organised with a close cooperation with Danish Rural Network Unit

2009

Two study-tours to Sweden organised with a close cooperation with Swedish Rural Network Unit:

- 1) Study-tour with representatives of local action groups
- 2) Study-tour with unions of agricultural producers and rural entrepreneurs

Studies and inquires

Two studies:

- “Implementation of LEADER activities in Estonia” (October 2008 to January 2009.)

The part of the survey was systematized examples of best practice of Leader activities and the analysis of all 24 action groups.

- “Practical examples of joint marketing of agricultural products (on local level)”. (November 2008 – February 2009)

To find examples of joint marketing of agricultural products produced and processed within joint activity of agricultural producers and other representatives of the sector of enterprise.

Differents Leader inquires through email, during seminars:

– about strategy implementation etc.

Merry Networking!

