

# Valorising & communicating successful projects

Points for further reflection



#RuralNetworking

## Success factors & Added value - Effective communication

- Long term concrete results and inspiration.
  - Small projects can have strategic impact if they bring innovation and new knowledge.
  - More added value or better results if combined with other investments.
  - Respond to real needs identified at grassroots level.
  - When combating social exclusion, offering skills acquisition is key.
- ✓ Be inclusive by involving the local community, policy makers, administration officials, etc.
  - ✓ Focus on participation and exchange of knowledge between actors.
  - ✓ Comms should target multiple levels (national, regional, local).
  - ✓ Use multiple comm channels, e.g. social media, vids, newsletters, fairs, etc.
  - ✓ Effective communication relies a lot on a strong visual presence on line.