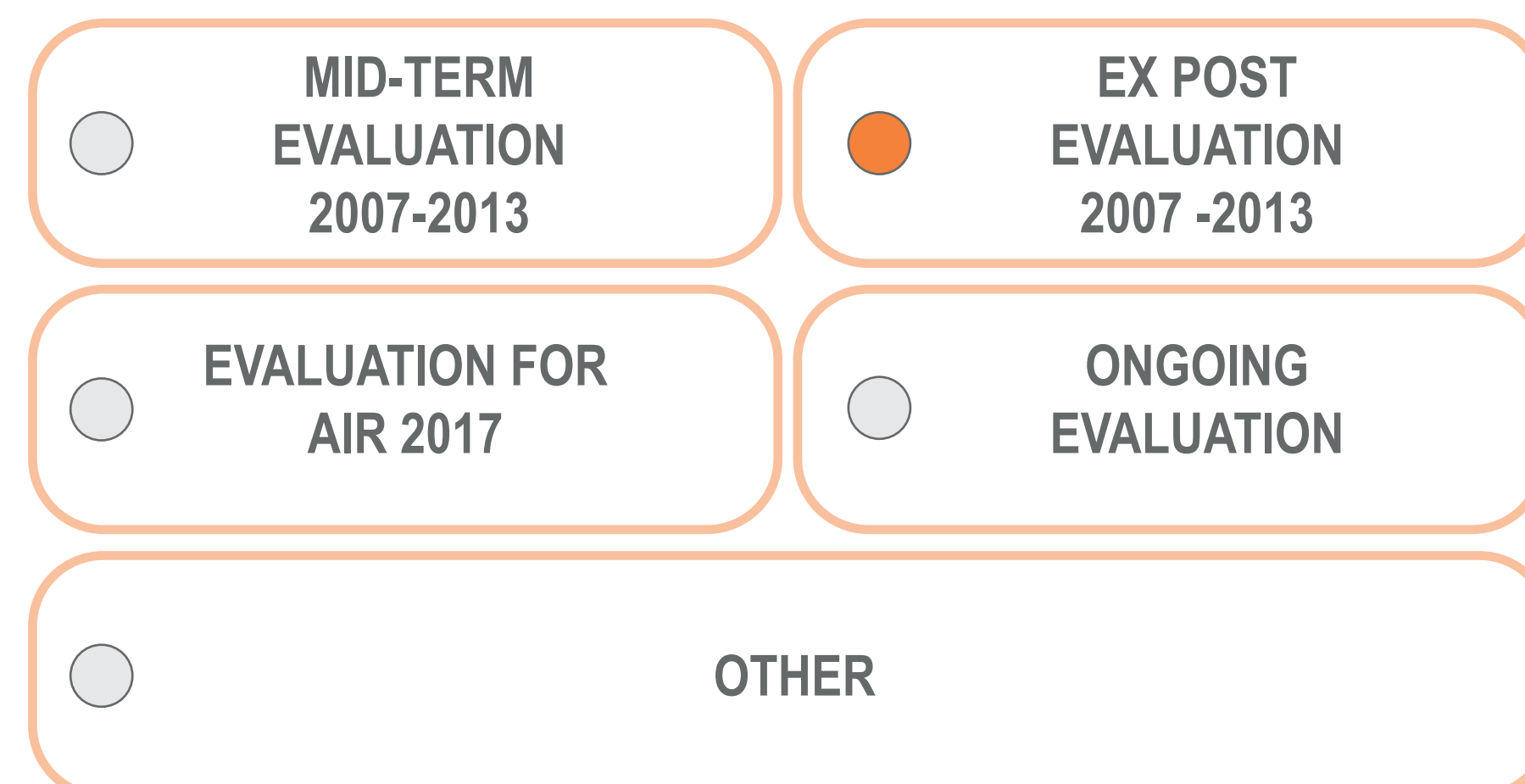




ESTONIAN NRN: EESTI MAAELUVÕRGUSTIK

Background



“Aims to facilitate flexible, open-minded and gradual development, with bottom-up initiatives based on needs and developed through cooperative activity among rural actors.”

SUCCESS STORIES OF AGRI-ENVIRONMENT MEASURES

In 2016, the Estonian Rural Network Support Unit together with the ongoing evaluators (Agricultural Research Centre) published a guide of positive project examples, **“Notice the environmentally friendly agriculture”**.

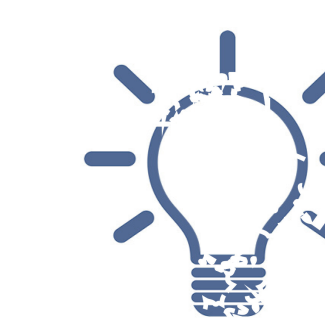


The aim of these activities is to change the image of farmers from “environmental polluters” to friends of the environment, who make an effort to sustain the current situation and to improve the environment. These activities also served as a space to present **the results of the evaluation** of the environmental measure in the Estonian Rural Development Programme (RDP) 2007-2013. The results of the competition and of the evaluation of agri-environmental measures were published in a brochure and on the internet. The assessment of RDP environmental measures is not an easy task because the impacts appear in the long term and are not fully captured through numbers and data. In addition to quantitative and objective analysis, it is very important to **present examples that everyone can relate to**, and conduct qualitative assessments. The **success stories** represent what has been done for the environment and how they arrived to an environmentally friendly mind set. While disseminating the evaluation results the texts have been made to be easy and catchy stories with emotion.



Outcomes

- **Results of the evaluation** of agri-environmental measures were published and disseminated to the wider public in an easy language.
- **11 farmers** agreed to share their stories.
- Agricultural producer organisations also **disseminated the good practices**.
- The **success stories** were published on **Facebook** and collected a large number of “likes” as well as being shared.
- **High interest** from the media and significant publicity around the publication was achieved.



Recommendations

- Involve every stakeholder from the **very beginning** – MA, PA and evaluator.
- Consult with the **representatives of target groups**.
- **Involve the opinions** of stakeholders as a qualitative contribution to identify the most active beneficiaries.
- Use more **new dissemination channels and methods**.