

ENRD Communications survey 'Stakeholder engagement'

David Lamb – ENRD Contact Point



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Background Information

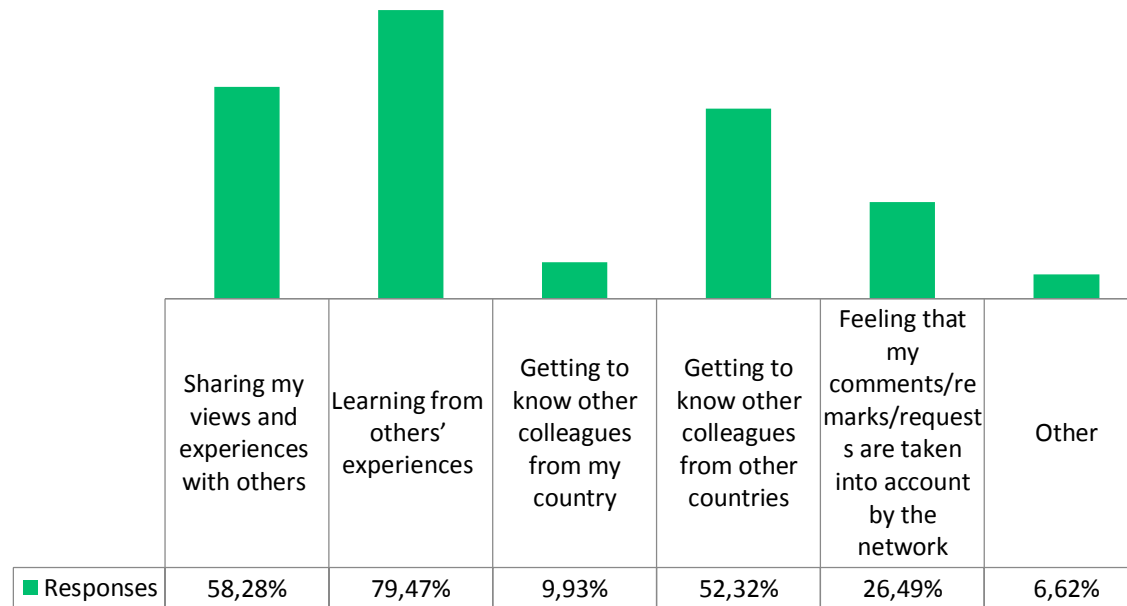
The online survey covered the overall activities of the ENRD, focusing on **live meetings, publications and online interaction** offered by the **ENRD website, social media and other collaborative online platforms**. The overall purpose was to identify areas where the existing methods for stakeholder involvement can be further improved and adapted to stakeholders' current and emerging needs.

The survey received **151 valid responses** from stakeholders based in **27 EU Member States** (all but Luxembourg) as well as working in European institutions.



What is the main added value of engaging with the ENRD for you?

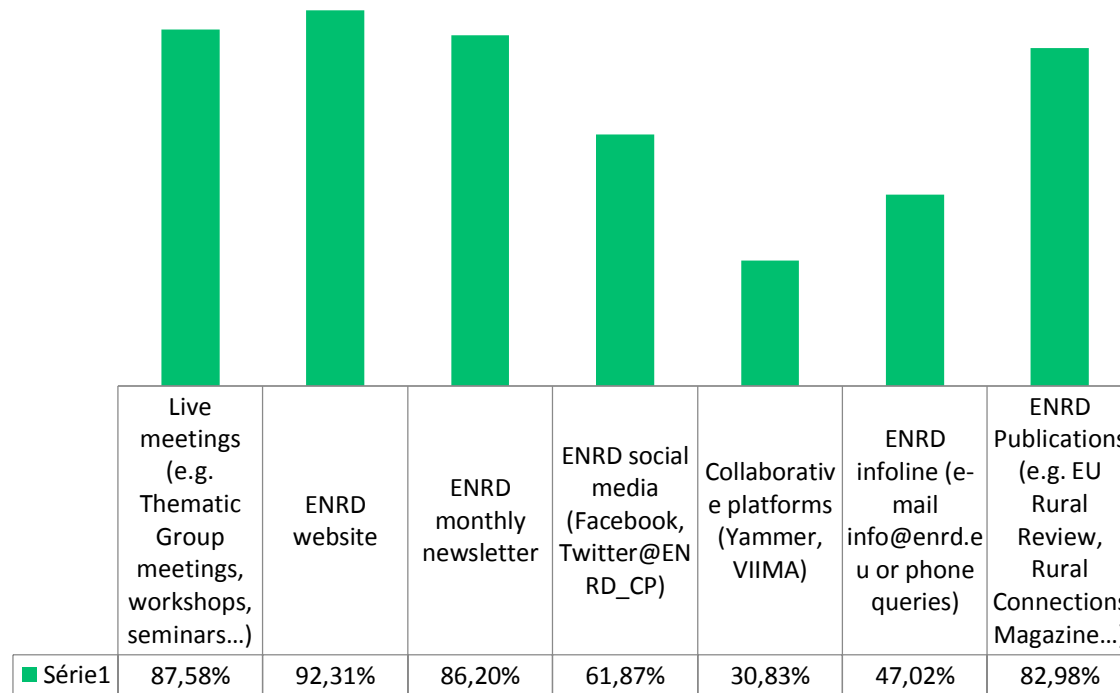
According to the respondents, the main added value of engaging with the ENRD lies in **networking and exchange**: learning from others' experiences (**79.47%** of responses), sharing one's views and experiences with others (58%) and getting to know colleagues from other countries (**52%**).





How useful are the ENRD Contact Point's activities to facilitate the engagement of rural development stakeholders?

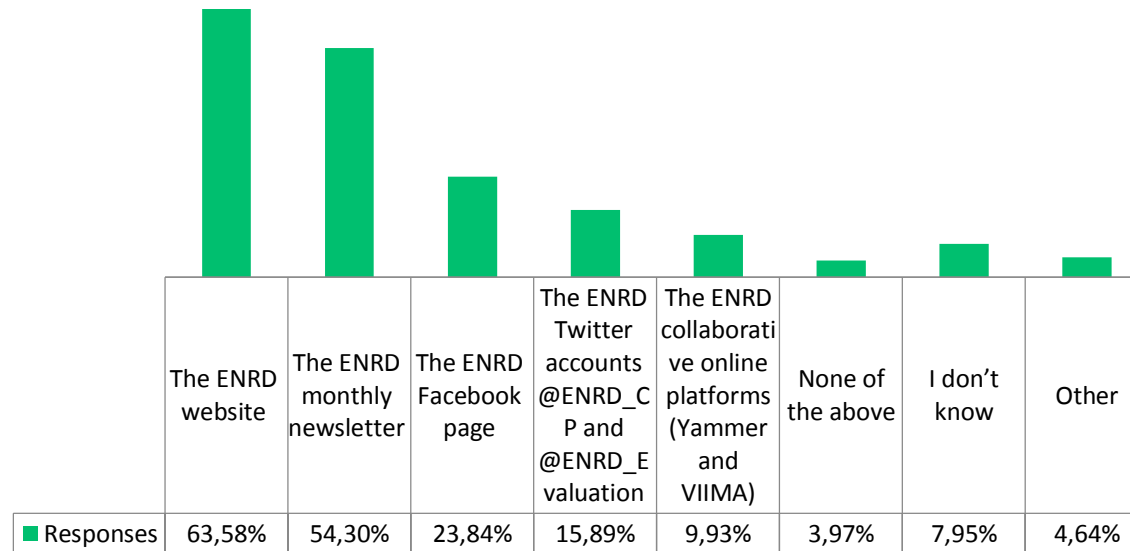
According to the respondents, the most engaging activities and tools organised by the ENRD CP are the **ENRD website** (92%), the **live meetings** (88%), the **ENRD monthly newsletter** (86%) and the ENRD CP publications (83%).





What are the best opportunities for stakeholder engagement provided by the ENRD online presence?

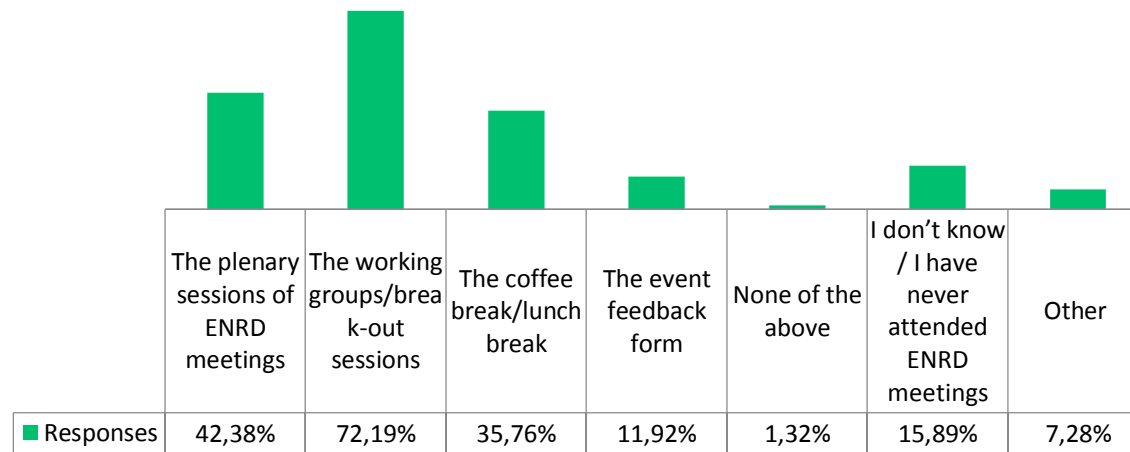
The **ENRD website** provides the best opportunities for online stakeholder engagement (64%), together with the ENRD monthly **newsletter** (54%).





What are the best opportunities for stakeholder engagement provided by the ENRD meetings?

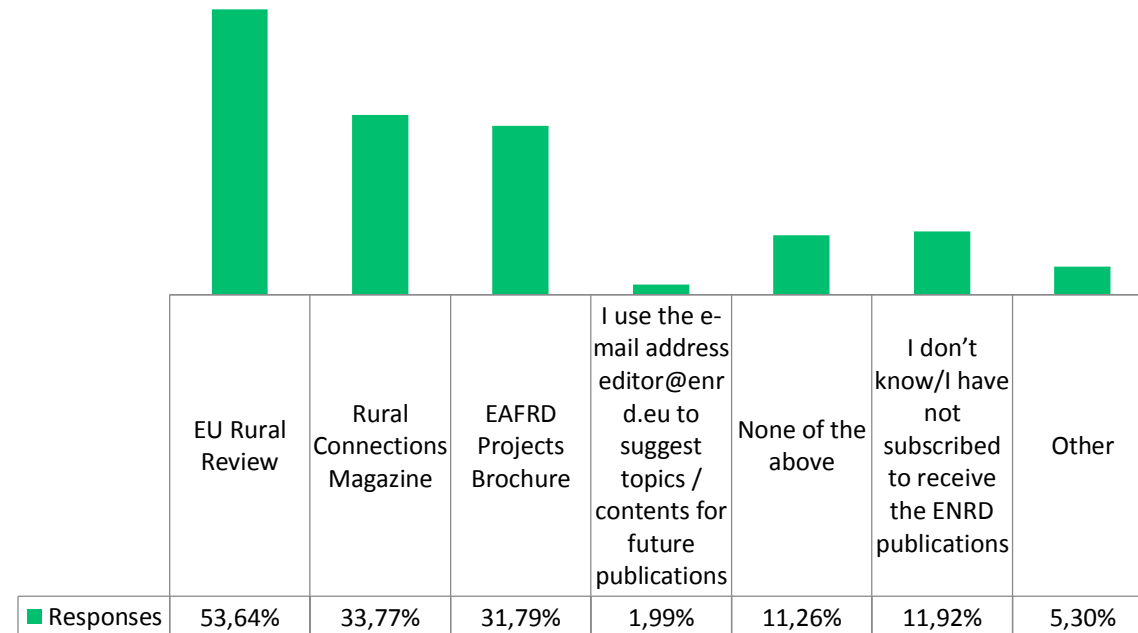
During ENRD live meetings, the best opportunities for stakeholder engagement are provided by the **working groups/break-out sessions** (72% of responses). The plenary sessions are quite important, too (42%) and so are the moments of informal networking like lunch and coffee breaks (36%).





In your daily work, what ENRD publications developed by the ENRD Contact Point do you engage with the most?

The **'EU Rural Review'** is considered the most engaging publication produced by the ENRD CP (54%). The **'Rural Connections Magazine'** and the **'EAFRD Projects Brochure'** are quite engaging, too (34% and 32%). However, the survey results confirm that only a few stakeholders contact the CP directly to suggest contents or topics for the publications.





Suggestions for improvements of the ENRD CP activities and tools (A)

- For live events (meetings, seminars, workshops...), the main suggestions put forward concerned:
 - organising smaller working groups of break-out sessions to facilitate the active participation of the attendants;
 - organising meetings more often outside Brussels, to visit different MS and learn about local context/experiences as well as field visits; consulting MS for suggestions of relevant topics for the events;
 - live-stream the meetings or making video recordings available after the events;
 - considering translation/interpretation during the meetings and translation of reports; and
 - involving other rural development stakeholders (e.g. LEADER national networks).



Suggestions for improvements of the ENRD CP activities and tools (B)

- To improve the engagement of stakeholders through the ENRD website, the respondents suggested:
 - showing the website during live events (pages, contents, functionalities...);
 - uploading reports from events quickly after the events themselves; and
 - include in the newsletter how issues that are relevant for agriculture are tackled by other funds/policies.
- As for publications, the main suggestions were:
 - giving them more visibility, also during the ENRD live events; and
 - including more contents about non-agricultural activities.



Thank you for your attention!

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