

Strategic & Assessment Framework for the EU Rural Networks (EU RN)

European Rural Networks' Steering Group, Brussels, 4 March 2016

[Work in progress]

General Objective 1: Enhance participation

Specific Objectives as per Regulation (EU) 1305/2013	Operational Objectives	Types of Activities	Output indicators	Preliminary 'result' indicators	Questions with regard to the achievements of the EU RNs
<p>Increase the involvement of all stakeholders in the implementation of rural development (Art. 52.2.a)</p>	<p>Understanding RD stakeholders and their needs:</p> <ul style="list-style-type: none"> Stakeholders diverse needs and potential for involvement in RDP implementation is widely understood <p>Increasing stakeholder capacity for meaningful involvement:</p> <ul style="list-style-type: none"> The Networks provide a platform where targeted exchanges take place involving the relevant stakeholders at the most appropriate level Stakeholders have improved skills & capacity for effective involvement in the implementation of RDPs 	<ul style="list-style-type: none"> Surveys & needs analysis Stakeholder profiles Seminars, workshops and other events Periodicals, magazines, social media exchanges Website updates, including relevant toolkits Methodological good practices Thematic Groups 	<ul style="list-style-type: none"> Number of survey reports Number of stakeholder profiles produced and/or updated Number (and type) of participants at events Number of editions of relevant publications produced Number of methodological good practices Number of visitors to relevant webpages Number of e-forums / groups set up (including MyENRD) Number (and type of) members in TGs 	<ul style="list-style-type: none"> Relevance of event content Usefulness of events Improved skills/capacity of NSUs to involve NRN stakeholders Improved skills/capacity of targeted stakeholders to be involved in rural development 	<ul style="list-style-type: none"> Do networks and other stakeholders feel that their needs were well addressed? Were examples/practices used by stakeholders in their national/ regional contexts? Did stakeholders disseminated further the results of ENRD activities/ information produced? Have various stakeholders got more involved in rural development as a result of EU RN activities?

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Establish a dialogue between farmers and research community <i>(Art. 53.2.b – 1st part)</i>	Promoting adoption of innovations: <ul style="list-style-type: none"> Findings from research are translated better and faster into practical farming applications Research agendas are based more on actual needs of farmers 	<ul style="list-style-type: none"> Targeted stakeholders involvement EIP-AGRI Focus Groups Seminars and workshops on specific innovation topics Publications, newsletters and media exchanges Face-to-face meetings with farmers, foresters, researchers, NRN and advisors Participation in events organised by farmers, foresters, researchers, advisors and NRNs Specific tools designed for this purpose (e.g. presentation for Universities) Identification and use of stakeholders' communication tools and channels 	<ul style="list-style-type: none"> Number of Focus Groups organised Number of seminars and workshops on specific innovation topics Number of publications and reports linking research and practice Number of EIP-AGRI network's contributions to events organised by other stakeholders 	<ul style="list-style-type: none"> Number of Operational Groups informed by EIP-AGRI Focus Groups or other EIP-AGRI activities Number of research initiatives, e.g. thematic networks, informed by EIP Focus Groups or other activities 	<ul style="list-style-type: none"> To what extent has the EIP-AGRI network contributed to translate research results into farming practice? To what extent has the EIP-AGRI network contributed to launch research activities based on farmers'/foresters' needs?
Facilitate the inclusion of all stakeholders in the knowledge exchange process <i>(Art. 53.2.b – 2nd part)</i>	Knowing how innovation works: <ul style="list-style-type: none"> Stakeholders are familiar with the opportunities to stimulate innovation under the different policies 	<ul style="list-style-type: none"> Knowledge exchange and communication tools based on the outputs of stakeholders' mapping Joint actions with stakeholders 	<ul style="list-style-type: none"> Number (and type) of tools for knowledge exchange Number (and type) of participants in networking activities organised by EIP-AGRI 	<ul style="list-style-type: none"> Percentage of participants in EIP-AGRI events stating increase of knowledge about innovation opportunities [linked to events]. Percentage of readers of 	<ul style="list-style-type: none"> To what extent has the EIP-AGRI network contributed to make stakeholders more familiar with innovative initiatives? (campaigns, contents, awards, brochures...)

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	<p>Connecting partners:</p> <ul style="list-style-type: none"> Stakeholders are able to find other stakeholders relevant at national and EU level <p>Cooperating effectively:</p> <ul style="list-style-type: none"> Different types of stakeholders, research project groups, thematic networks, Operational Groups, cluster initiatives, pilot and demonstrative projects are increasingly and efficiently involved in both networks 	<ul style="list-style-type: none"> Participation in events organised by stakeholders Identification and use of stakeholders' communication tools and channels 	<p>network</p> <ul style="list-style-type: none"> Number of EIP-AGRI network's contributions to events organised by other stakeholders Number and type of EIP-AGRI materials translated Number of stakeholders' interactions with EIP-AGRI communication tools (e.g. re-tweets, forwarded newsletters, etc.) Number of registered users on the EIP-AGRI website 	<p>EIP-AGRI publications stating increased knowledge about innovation opportunities [linked to publications]</p> <ul style="list-style-type: none"> Number of EIP-AGRI stakeholders stating that EIP-AGRI events/activities increased their network Increased number of participants in EIP-AGRI network activities [compared to baseline situation] 	

General Objective 2: Improve policy quality

Specific Objectives <i>as per Regulation (EU) 1305/2013</i>	Operational Objectives	Types of Activities	Output indicators	Preliminary 'result' indicators	Questions with regard to the achievements of the EU RNs
<p>Facilitate the exchange of expertise and good practice</p> <p><i>(Art. 53.2.a – see also Art. 52.3.c)</i></p>	<p>Diffusing of innovations, projects and practices:</p> <ul style="list-style-type: none"> Information on successful innovative activities is more easily available by systematic collection and dissemination Identification and dissemination of projects and practices in order to consolidate the learning potential for improving RDPs on the ground 	<ul style="list-style-type: none"> Regular collection, analysis, consolidation and dissemination of RDP implementation “good practices”, innovative actions and projects EIP-AGRI Focus Group Seminars and workshops Publications, newsletters and media exchanges Identification and use of stakeholders’ communication tools and channels 	<ul style="list-style-type: none"> Number of innovation good practices collected & disseminated Number of dissemination plans related to Focus Groups’ outcomes Number of seminars and workshops Number of visits to the website Number of links to EIP-AGRI network website Number of innovation stakeholders connected through LinkedIn groups set up by EIP-AGRI network Number (and type) of recipients of EIP-AGRI publications and reports Number and type of EIP-AGRI materials translated 	<p>Number of organisations that use or promote innovative activities collected and disseminated by the EIP-AGRI network.</p> <p>Share of these organisations which have farmers/foresters as primary target group.</p>	<p>Innovative practices</p> <ul style="list-style-type: none"> The share of innovation produced that was/will be applied in practice (useful for farmers) <p>Good practices</p> <ul style="list-style-type: none"> What is done with the collection of good practices (only informative? Real exchange?) Good and bad examples. How were they used? Improvement of added value of Good Practices How relevant is the information it generated/the exchange of information it facilitated (best practices, learning from each other, aiming to improve rural areas and the livelihood within).

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Improve the quality of RDP <i>(Art. 52.2.b)</i>	Increasing awareness of the opportunities and needs for improving RDPs: <ul style="list-style-type: none"> Relevant stakeholders have a common understanding of the real opportunities for improving RDPs as well as 	<ul style="list-style-type: none"> Analysis on Rural Development Individual, comparative and thematic analyses of RDPs Thematic Groups 	<ul style="list-style-type: none"> Number of RDPs screened Number of (RDP/TNC/LAG/etc.) fiches/factsheets produced Number of TGs 	<ul style="list-style-type: none"> Increased awareness among stakeholders about RDP-related needs and opportunities Relevance & usefulness of RDP information, approaches, practices and case studies 	<p>Furthermore, this also applies for the RDP measures which can be effectively measured by their uptake.</p> <ul style="list-style-type: none"> Easy to find examples of projects and contact persons to discuss practical aspects <p>Dissemination (impact)</p> <ul style="list-style-type: none"> Translation of the FG results and TWGs Concrete information (sheets, flyers, handouts,) on how to apply for support, assessment of already achieved projects (and dissemination of related information to potential stakeholders, circulation of information in regionalized MS. <ul style="list-style-type: none"> Did the EU RN share useful information with regard to RDPs/ RDP implementation? Were the practices shared during Thematic Groups relevant &

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	<p>the main needs and organisational hurdles that have to be overcome</p> <p>Identifying promising approaches at EU level:</p> <ul style="list-style-type: none"> Promising approaches to RDP improvement are identified, analysed and shared rapidly among stakeholders including RDP managers <p>Consolidating and developing communities of practice for improving RDPs:</p> <ul style="list-style-type: none"> Stakeholder groups including RDP managers actively exchange and transfer methods and tools for improving RDP quality <p>Informing better RD Policy:</p> <ul style="list-style-type: none"> Networks outputs are used to improve RD policy both now and in the future 	<p>(TG), TG events and reports</p> <ul style="list-style-type: none"> (RDP) events, seminars and workshops Periodicals, magazines, social media exchanges Website updates, including relevant tools/ databases Good practice development 	<p>organised</p> <ul style="list-style-type: none"> Number of reports produced (out of which TG reports) Number of (RDP) events organised Number of editions of relevant publications produced Number of good practices collected & disseminated Number of webpages created/ updated (out of which updates to toolkits) 	<p>identified and shared through the EU RNs</p> <ul style="list-style-type: none"> Improved skills and capacity of RDP managers and other relevant stakeholder groups as a result of EU RN capacity-building 	<p>useful?</p> <ul style="list-style-type: none"> Did RDP managers and other stakeholders improved their skills/capacities with regard to implementing RDPs?
<p>Support the evaluation of RDPs <i>(Art. 52.2.d)</i></p>	<p>Improving evaluation capacity of all actors involved in RDP evaluation</p> <ul style="list-style-type: none"> Evaluation stakeholders in the Member States and at EU level have at their disposal relevant methodologies and tools 	<ul style="list-style-type: none"> Databases, glossaries and guidance documents on evaluation EU-level thematic working groups producing guidance or developing methodologies to 	<ul style="list-style-type: none"> Number of evaluation-related queries processed and answered Number of evaluation guidance / support documents published Number of thematic working group meetings 	<ul style="list-style-type: none"> % of surveyed stakeholders confirming relevance and usefulness of Helpdesk guidance received Number and type of stakeholders actively contributing to HD 	<ul style="list-style-type: none"> To what extent have appropriate methodologies and tools for evaluation been applied in RDP evaluations? To what extent were evaluation practices

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	<p>for evaluating RDPs and receive appropriate training for their application.</p> <p>Consolidating and developing communities of practice for RDP evaluators:</p> <ul style="list-style-type: none"> RDP evaluators actively exchange and transfer evaluation methods and tools Good practices related to rural development policy evaluation are identified, collected and exchanged among practitioners <p>Informing rural development policy decision-making</p> <ul style="list-style-type: none"> Evaluation results provide valuable information feeding in future rural development policy development 	<p>address issues related to the evaluation of RDP</p> <ul style="list-style-type: none"> Technical support and training activities for RDP evaluation stakeholders Exchanging knowledge, experiences and good practices on RDP evaluation Meetings and events related to rural development evaluation Setting-up communication tools, including electronic, for targeted dissemination of information on evaluation-related topics 	<p>organised</p> <ul style="list-style-type: none"> Number of capacity building events organized Number and type of stakeholders reached in capacity building events Number of good practices published Number of evaluation-related contributions to events at EU and MS level Numbers of newsletter recipients Number of web-updates 	<p>thematic exchanges</p> <ul style="list-style-type: none"> % of event participants confirming increase of knowledge due to HD capacity building event attended % of surveyed stakeholders confirming relevance and usefulness of good practices % of surveyed stakeholders confirming relevance and usefulness of HD Dissemination products 	<p>shared?</p> <ul style="list-style-type: none"> To what extent have evaluation capacities been improved? To what extent were contributions to the further development of M/E system made? To what extent were network members supported in organising evaluation-related events To what extent were evaluation-related topics communicated to involved stakeholders?

General Objective 3: Increase awareness

<p>Play a role in informing the broader public on the benefits of rural development policy (Art. 52.2.c)</p>	<p>Communicating the benefits of RDPs:</p> <ul style="list-style-type: none"> There is greater awareness of the benefits of RDP for major societal challenges (food security and quality, climate change, jobs, social inclusion, etc.) 	<ul style="list-style-type: none"> Easy-to-follow policy guides and overviews of RD programmes (via websites and promotional material) Identification and communication of 'human interest' RDP stories (magazine, 	<ul style="list-style-type: none"> Number of newsletter editions & other publications (accessible to/targeted at the wider public) produced Number of good practice examples developed and 	<ul style="list-style-type: none"> Number of subscribers to relevant publications Number of website users/ Number of website downloads Relevance and usefulness of the ENRD and EIP-AGRI websites 	<ul style="list-style-type: none"> How many people download the relevant publications of the EU RNs? Were the information provided in the newsletter and other relevant publications relevant &
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- Success stories from RDP implementation show the impact of RDP on peoples lives in a way that is interesting to the media

Disseminating and sharing the knowledge generated by the Networks:

- The Networks activities and outputs are communicated and shared in a way which maximises their relevance for and use by stakeholders including RDP managers

Facebook)

- Identification and dissemination of good practice examples (various channels)
- Regular communication of news (Websites, Twitter, newsletters)
- Responding to email enquiries
- Carrying out missions to MS

communicated

- Number of webpages created/updated
- Number of new Facebook and Twitter posts on corporate European network accounts
- Number of infoline enquiries responded
- Number of missions carried out

information

- Number of Facebook posts (EU RN corporate account)
- Number of tweets on Twitter (EU RN corporate account)

useful?

- Are publications further disseminated within the various Member States?
- Do social media tools trigger interest/discussion among stakeholders?