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

European Rural Networks' Assembly, Brussels, 1 December 2016

General Objective 1: Enhance participation

Specific Objectives *as per Regulation (EU) 1305/2013*	Operational Objectives	Types of Activities	Output indicators	Preliminary 'result' indicators
Increase the involvement of all stakeholders in the implementation of rural development *(Art. 52.2.a)*	**Understanding RD stakeholders and their needs**: • Stakeholders diverse needs and potential for involvement in RDP implementation is widely understood **Increasing stakeholder capacity for meaningful involvement:** • The Networks provide a platform where targeted exchanges take	• 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	• 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	• 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

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	place involving the relevant stakeholders at the most appropriate level • Stakeholders have improved skills & capacity for effective involvement in the implementation of RDPs		MyENRD) • Number (and type of) members in TGs	

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Establish a dialogue between farmers and research community *(Art. 53.2.b – 1st part)*	**Promoting adoption of innovations:** • Findings from research are translated better and faster into practical farming applications • Research agendas are based more on actual needs of farmers	• 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.	• 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	• 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

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		presentation for Universities) • Identification and use of stakeholders' communication tools and channels		
Facilitate the inclusion of all stakeholders in the knowledge exchange process *(Art. 53.2.b – 2nd part)*	**Knowing how innovation works:** • Stakeholders are familiar with the opportunities to stimulate innovation under the different policies **Connecting partners:** • Stakeholders are able to find other stakeholders relevant at national and EU level **Cooperating effectively:** • Different types of stakeholders, research project groups, thematic	• Knowledge exchange and communication tools based on the outputs of stakeholders' mapping • Joint actions with stakeholders • Participation in events organised by stakeholders • Identification and use of stakeholders' communication tools and channels	• Number (and type) of tools for knowledge exchange • Number (and type) of participants in networking activities organised by EIP-AGRI network • 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	• Percentage of participants in EIP-AGRI events stating increase of knowledge about innovation opportunities [linked to events]. • Percentage of readers of EIP-AGRI publications stating increased knowledge about innovation opportunities [linked to publications] • Number of EIP-AGRI stakeholders stating that EIP-AGRI events/activities increased their network

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	networks, Operational Groups, cluster initiatives, pilot and demonstrative projects are increasingly and efficiently involved in both networks			• Increased number of participants in EIP-AGRI network activities [compared to baseline situation]

General Objective 2: Improve policy quality

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Facilitate the exchange of expertise and good practice *(Art. 53.2.a – see also Art. 52.3.c)*	**Diffusing of innovations, projects and practices**: • 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	• 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	• 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	Number of organisations that use or promote innovative activities collected and disseminated by the EIP-AGRI network. Share of these organisations which have farmers/foresters as primary target group.

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Improve the quality of RDP *(Art. 52.2.b)*	**Increasing awareness of the opportunities and needs for improving RDPs:** • Relevant stakeholders have a common understanding of the real opportunities for improving RDPs as well as the main needs and organisational hurdles that have to be overcome **Identifying promising approaches at EU level:** • Promising approaches to RDP improvement are identified, analysed and shared rapidly among stakeholders including RDP managers **Consolidating and developing communities of practice for improving RDPs:** • Stakeholder groups including RDP managers actively exchange and transfer methods and tools	• Analysis on Rural Development • Individual, comparative and thematic analyses of RDPs • Thematic Groups (TG), TG events and reports • (RDP) events, seminars and workshops • Periodicals, magazines, social media exchanges • Website updates, including relevant tools/ databases • Good practice development	• Number of RDPs screened • Number of (RDP/TNC/LAG/etc.) fiches/factsheets produced • Number of TGs organised • 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)	• Increased awareness among stakeholders about RDP-related needs and opportunities • Relevance & usefulness of RDP information, approaches, practices and case studies identified and shared through the EU RNs • Improved skills and capacity of RDP managers and other relevant stakeholder groups as a result of EU RN capacity-building

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	for improving RDP quality **Informing better RD Policy:** • Networks outputs are used to improve RD policy both now and in the future			
Support the evaluation of RDPs *(Art. 52.2.d)*	**Improving evaluation capacity of all actors involved in RDP evaluation** • Evaluation stakeholders in the Member States and at EU level have at their disposal relevant methodologies and tools for evaluating RDPs and receive appropriate training for their application. **Consolidating and developing communities of practice for RDP evaluators:** • RDP evaluators actively exchange and transfer evaluation methods and tools • Good practices related to	• Databases, glossaries and guidance documents on evaluation • EU-level thematic working groups producing guidance or developing methodologies to address issues related to the evaluation of RDP • Technical support and training activities for RDP evaluation stakeholders • Exchanging knowledge, experiences and good practices on RDP	• Number of evaluation-related queries processed and answered • Number of evaluation guidance / support documents published • Number of thematic working group meetings organised • 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	• % of surveyed stakeholders confirming relevance and usefulness of Helpdesk guidance received • Number and type of stakeholders actively contributing to HD thematic exchanges • % 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

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	rural development policy evaluation are identified, collected and exchanged among practitioners **Informing rural development policy decision-making** • Evaluation results provide valuable information feeding in future rural development policy development	evaluation • Meetings and events related to rural development evaluation • Setting-up communication tools, including electronic, for targeted dissemination of information on evaluation-related topics	events at EU and MS level • Numbers of newsletter recipients • Number of web-updates	relevance and usefulness of HD Dissemination products

General Objective 3: Increase awareness

Play a role in informing the broader public on the benefits of rural development policy *(Art. 52.2.c)*	**Communicating the benefits of RDPs:** • There is greater awareness of the benefits of RDP for major societal challenges (food security and quality, climate change, jobs, social inclusion, etc.) • Success stories from RDP implementation show the impact of RDP on people's 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	• Easy-to-follow policy guides and overviews of RD programmes (via websites and promotional material) • Identification and communication of 'human interest' RDP stories (magazine, 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	• Number of newsletter editions & other publications (accessible to/targeted at the wider public) produced • Number of good practice examples developed and 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	• Number of subscribers to relevant publications • Number of website users/ Number of website downloads • Relevance and usefulness of the ENRD and EIP-AGRI websites information • Number of Facebook posts (EU RN corporate account) • Number of tweets on Twitter (EU RN corporate account)