



NATIONAL RURAL NETWORK

Coordination of communication activities with NGO's when launching the RDP 2014+

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Background / Why?

- **The upcoming launch of the new RDP**, the Ministry of Agriculture of the CZ implements communications activities at national and regional levels. Other communication activities were planned for the first quarter of the year 2015. At that time lot of information was already on the website, in professional journals etc.

November 2014 – a letter to 15 NGO's¹ was sent with these types of questions:

- **Evaluation of available information**, whether they are helpful for the organization. Do the organizations need and want information before the official approval of the RDP (is it relevant for them while it is provisional)?
- **Planned communication activities** of the organization in order to:
 - generate synergy effects and to ensure transmission of information to as wide as possible audience/target group
 - **avoid** that particular communication activities will **compete** - (not to organize more seminars in a single week for the same audience and with the same content = inefficient for the organizers and especially for participants)
 - the possibility of **ensuring speakers / lecturers** from the Managing Authority (who have limited time options) in a **coordinated way**
- The **method used for transmission of information** from representatives of NGO's as members of working groups of the Ministry of Agriculture (Managing authority) in the dissemination of information they receive **further within their organization**.

Responses received from five organizations included information/findings:

- At the beginning there was **not enough information** (understanding that it was affected by late Regulations etc.)
- **Yes** to all the information, **even if it is not final** (the RDP is not approved; the Implementing rules are not available). The information received gives an overview – an outline for potential applicants.
- It was identified that some **information** from the paying agency is **missing**.
- An appeal for ensuring possibility of **participation of lecturers/experts** from the Managing Authority) at workshops – with an easy approval of superiors.

¹ (the Agrarian Chamber of the Czech Republic, the Association of Regions in the Czech Republic, Association of Private Farming of the CR, the Czech Union for Nature Conservation, the Czech Chamber of Commerce, the National Network of Local Action Groups in the CR, the Federation of the Food and Drink Industries of the CR, The Association of Municipal and Private Forest Owners in the CR, the Young Agrarians' Society of the Czech Republic, the Association for rehabilitation of countryside, the Union of Towns and Municipalities of the Czech Republic, the Association of marginal areas, Local government associations, the Agricultural Association of the Czech Republic, the Czech Moravian Union of Agricultural Entrepreneurs)

- The role of a **mediator – the Ministry of Agriculture (the National rural network)** - is appropriate.
- Recommendation of **escalation of provided information** at the time of approval of the RDP.
- The organization addressed, were planning to organize workshops where participation of representatives of the Managing Authority was needed.
- Organizations **use information** from websites, newsletters **from the Ministry of Agriculture (NRN)** - and then disseminate it further within their own communication channels.

January 2015 – an offer (repeated) to selected organizations that have not responded was done. It was offered to **secure speakers** from the Managing Authority. It was necessary to repeat this again in that “hard time” of negotiation with EC - to coordinate activities because of **saving time** of everyone involved in. Results:

- **organization of a workshop** paid from Technical assistance on the subject of CLLD.
- seminars for farmers organized with the Agrarian Chamber of the Czech Republic with participation of representatives of the MA
- seminars for owners of forest with participation of representatives of the MA
- these general seminars were followed by specific seminars organized within the NRN with the theme of sharing good examples before submission of single application etc.

Conclusion:

- **Positive responses from NGO's** (but rather from those with based long-term cooperation, no reaction from others); coordination of communication has helped to **save time** of employees of the Managing Authority, the activity has been seen as a **positive step** from the Ministry of Agriculture (maintaining **good relations with organizations**); employees of the Managing Authority has received **direct feedback** from seminars they have attended from the "most competent" – possible applicants, beneficiaries of the RDP; ensuring the **effectiveness** of the work of both parts - organizers and participants - use of time of the target group in more meaningful way.