



European Network for
Rural Development



eip-agri
AGRICULTURE & INNOVATION

Exchange Forum

Ed Thorpe

2nd NRN meeting

Jurmala, 12 May 2015




#NRNmeeting


Exchange on core elements of NRN tasks and Action Plans

- Innovation – EIP – Operational Groups
- NRN Communication Plans
- Communicating the RDPs


Corner One: Innovation – EIP - Operational Groups

- Key questions:
 - Does your RDP include support for EIP-AGRI Operational Groups?
 - What are your main challenges regarding EIP-AGRI Operational Groups?
 - What are your support needs from the EIP-AGRI Service Point?
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Corner Two: NRN Communication Plans

- Key questions:
 - What are the main challenges in developing the Plans?
 - How are links being made with MA info and publicity strategies on the RDP?
 - How is communication with the European level foreseen?
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Corner Three: Communicating the RDPs

- Key questions:
 - What methods are NRNs using to communicate the RDPs?
 - How can communications be used to sustain engagement with rural development?
 - What are the different approaches for reaching a broader concerned public?
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Key principles for the session

- Relatively informal set-up
 - Participants are free to move between corners
 - Also some clear breaks
 - Active participation
 - Focus is on exchange
 - Talk like it's a coffee break
 - Don't get lost
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Timetable of planned interventions

	Corner 1: Innovation – EIP - Operational Groups	Corner 2: NRN Communication Plans	Corner 3 – Communicating the RDPs	
14:00	Custodia Maria Correia, Portugal “Portuguese Rural Network and activities for EIP Agri”	Joelle Silberstein, France & Stephen Jackson, Wales (UK) “Perspectives on Communication Plan development”	Irena Šťávková, Czech Republic “Coordination of communication activities with NGOs when launching the RDP 2014+”	
14:40	Agata Markuszewska, Poland “NRN and EIP in Poland”	Xavier Delmont, Belgium-Wallonia & Ivan Ciprijan, Croatia “Perspectives on Communication Plan development”	Ariane Van Den Steen, Belgium-Flanders “Information sessions on the new CAP”	Reve Lambur, Estonia “Communicating the Estonian RDP”
15:10	Jan Swoboda, Germany “German Rural Network Unit (DVS) and activities for EIP Agri”	Mariam Sanchez Spain & Custodia Maria Correia, Portugal “Perspectives on Communication Plan development”	Joel Karlsson, Finland “Campaign to launch new RDP”	
15:40	Conclusions and next steps	Christopher Bathgate, Scotland (UK) “Perspective on Communication Plan development”	Patrik Ohlsson, Sweden “Grass is Greener than Gold Campaign - communicating RDP role and effects”	