


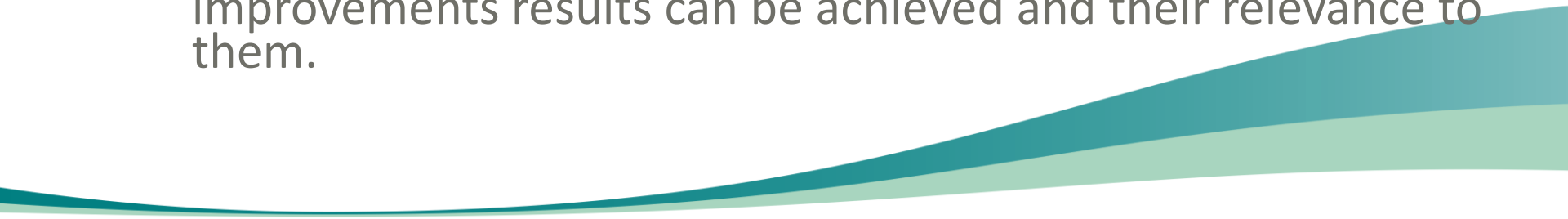
Empowering hidden voices

Hard to reach groups


- Effective animation is critical. Right people, place, time and quality.
 - Identify right entry points or people, door openers not door keepers
 - Constantly review engagement, animation, refresh, train to improve.
 - Do not assume rural stakeholders should fit your expectations LAG, NRN, RDP, NGO, turn it around, how can we fit theirs?
 - Focus on identifying and addressing real needs.
 - Meeting the needs of the programme can compromise the ability to engage, red tape, admin, spending imperative etc.
 - Demonstrate tangible benefits, early wins, communicate these.
 - Be inclusive at local level, active animation, mobilise demand.
 - It takes time, a long term approach, invest in the young.
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Empowering hidden voices:

Hard to reach areas

- Establishing trust is more important in hard to reach areas, often feeling of isolated, conservative and resistant to change.
 - Local animators, people widely known and trusted by local stakeholders enable the communication flows and high engagement levels required.
 - Seminars organized at local level can increase stakeholder commitment to the discussion.
 - Well designed consultation processes can help create commitment from rural stakeholders and the NSU/LAG. Show stakeholders that each voice is as important as the other.
 - Long term stakeholder involvement: 'one off' does not achieve the same results as longer term more sustained involvement.
 - Demonstrate and communicate what specific and concrete improvements results can be achieved and their relevance to them.
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New methods for building urban-rural linkages:

- New methods(eg Theory U) involve a range of techniques: reaching out beyond usual suspects (eg to city dwellers), effective listening, deeper problem analysis, connecting to emerging futures, prototyping..
 - Provide toolkits, training for trainers, capacity building.
 - Bring policy makers into the process.
 - Ensure flexibility in the strategies.
 - Pick the urgent hot topics where there is energy eg. food, flooding.
 - Build up a mosaic of cooperation from remote rural to urban – encourage partnering, mentoring, study visits.
 - Use social media but also face to face.
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Strengthening local cooperation:

Regional Deals

- The key is TRUST, needs to be built from each side
 - Communication is vital, practical and helping to explain complexity
 - Don't be driven by money only, social capital matters
 - Horizontal (not hierarchical) relationships of all actors of the regional deal
 - Decentralising decision creates responsibility
 - „Action” mode, not just talking and planning
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