



MINISTRY OF AGRICULTURE OF THE CZECH REPUBLIC



NATIONAL RURAL NETWORK

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

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1) Background / Why?

2) The activity (1)

- **The upcoming launch of the new RDP.**
- **November 2014** – a letter to 15 NGO's was sent:
 - **Evaluation of available information.**
 - **Planned communication activities** of the organization in order to:
 - **generate synergy effects**
 - **avoid the competition**
 - **ensuring speakers / lecturers** from the Managing Authority in a coordinated way
- **The method used for transmission of information further within their organization.**



Information/findings

- **Not enough information.**
- **Yes** to all the information, **even if it is not final.**
- Some **information** from the paying agency is **missing.**
- An appeal for ensuring possibility of **participation of lecturers/experts** from the Managing Authority).
- **Mediator – the Ministry of Agriculture (the National rural network)** - is appropriate.
- **Escalation of provided information** at the time of approval of the RDP.
- Organizations **use information** from websites, newsletters **from the Ministry of Agriculture (NRN).**



The activity (2)

- January 2015 – an offer (repeated) to selected organizations with an offer to **ensure speakers** from the Managing Authority.
 - organization of a workshop,
 - seminars for farmers,
 - seminars for owners of forest,
 - general seminars were followed by specific seminars organized within the NRN.



Conclusion

- **Positive responses from NGO's.**
- **Saved time** of employees of the Managing Authority, a **positive step** from the Ministry of Agriculture.
(maintaining **good relations with organizations**).
- **Direct feedback** from seminars from the "most competent" – possible applicants, beneficiaries of the RDP.
- Ensuring the **effectiveness** of the work of both parts.



Thank you for your attention

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