



European Network for
Rural Development


Preliminary findings and recommendations for 'improving RDP implementation'

Fabio Cossu, ENRD CP

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3rd Meeting*

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The following are a series of considerations and recommendations coming from the work of the TG, discussions held at the ENRD Seminar on 'improving RDP implementation' and other ENRD activities carried out in the first half of 2015 (workshops, Steering Group and NRN meetings, publications). They are to be considered as an attempt to draw preliminary conclusions for the ENRD Integrated work package on 'improving RDP implementation' and subject to improvement following discussion with TG members. They are expected to inform the contents of the TG final report.

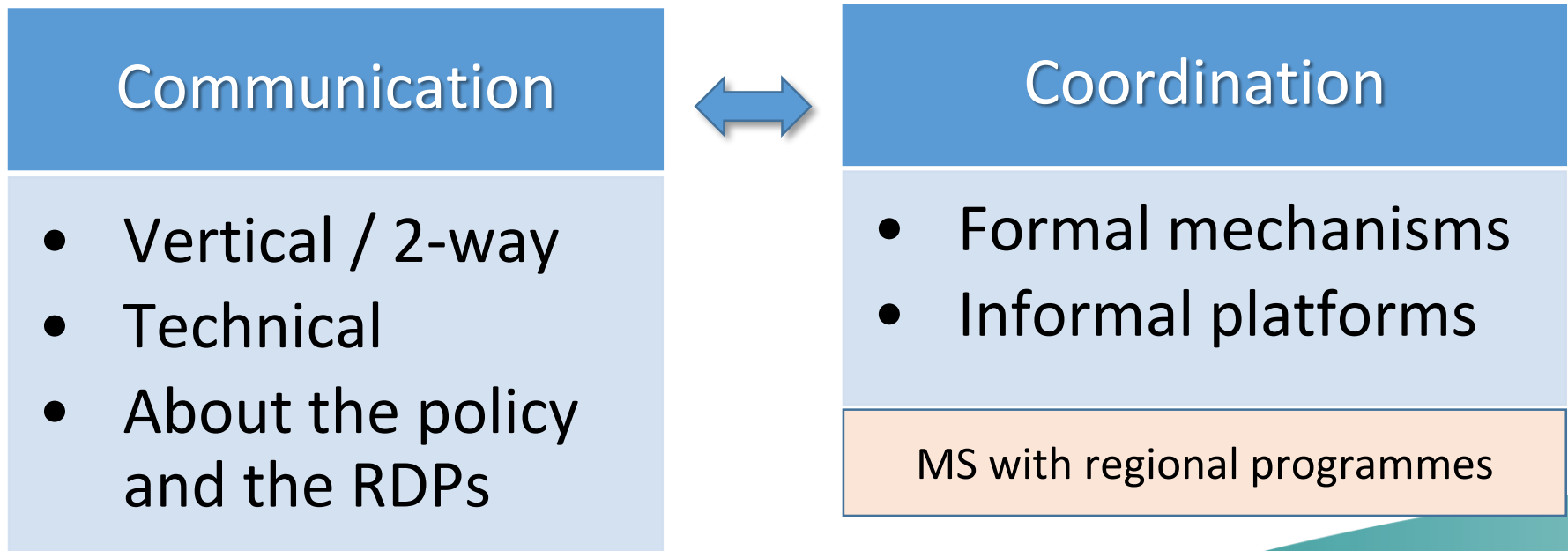


‘Improving the quality of RDPs’ means:

1. Addressing stakeholders’ real needs
2. Rules are understood and there is clarity of intent for everyone involved
3. Staying focused on results and delivering them avoiding unnecessary complications
4. A higher capacity and quality of RDP management

Customer-oriented RDPs


1. Addressing stakeholders' real needs
2. Rules are understood and there is clarity of intent for everyone involved



Customer-oriented RDPs: Communication aspects

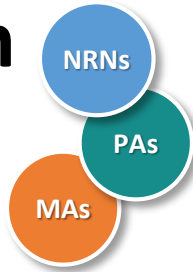
- Information generated at the EU level to ‘come down’ to the regional level and generate more engagement with stakeholders – **FI**: *‘reading together’*
- Two-way communication: establishing feedback mechanisms, role of formal platform such as **MCs**
- Targeted & timely (technical) communication to beneficiaries - **CZ**: *campaign for launch of RDP*; **BG**: *‘hotline’ on RDP measure*; **PL**: *targeted communication to farmers*
- ‘Pedagogic’ function of communications: raise profile of the policy and expectations, keep stakeholders ‘warm’, prepare the ground – **AT**: *Liveable campaign*; **Scotland**: *#ruralhour*; **FI**: *‘update your country side’ campaign*
- Time pressure

Customer-oriented RDPs: Coordination aspects

- Recognition of the role of formal and informal mechanisms: **MC central** but needs to be improved (e.g. time, quality, representation, participation, feedback mechanisms, links to informal mechanisms) - **AT: MC working groups; SK: use of cohesion fund to support NGOs' participation**
 - Specific to MS with regional RDPs: dealing with multiplicity of actors, implementing bodies, layers of rules - **ES: working groups & road shows; ES: national framework + coordinating bodies; DE: Regional innovation offices**
 - Access to relevant information, provision to online resources **FR – 'tool box' for RDP measures**
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Some actions and possible actors involved

➔ Develop a sound **publicity and information strategy** (early identification of needs and audience)



➔ Early sharing of good practices



➔ Farm trips and study visits



➔ Staff exchange / secondment



Some actions and possible actors involved

→ Collect good practices on **MC**

ENRD

→ More informal /flexible platforms for exchange (including at the local level)

MAs

NRNs

LAGs

→ Sharing information about procedures and practices, develop contact lists.

ENRD

NRNs

→ Public online discussion fora

MAs

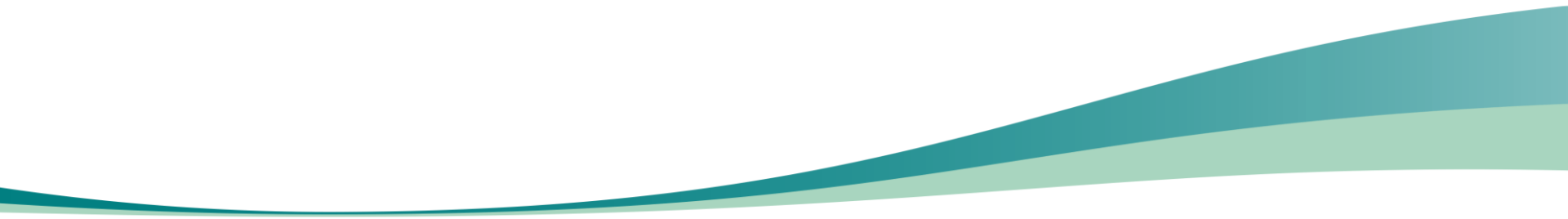
PAs

Comments, observations, remarks?

Specifically:

*What role and added value for the **RDP information and publicity strategy**? What synergies with the **NRN communication plan**?*

*What occasion is there for the **Monitoring Committees**? How to move them forward?*



Results-oriented RDPs

3. Staying focused on results and delivering them avoiding unnecessary complications
4. A higher capacity and quality of RDP management

Simplification


- Shifting mentality
- RDP implementation



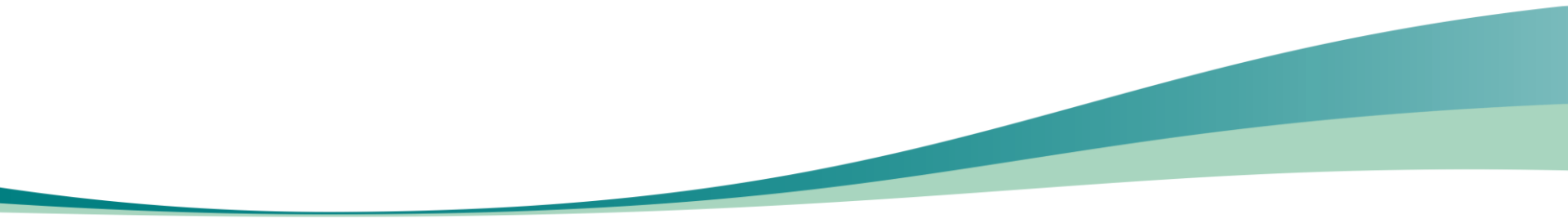
Capacity and quality

- Needs analysis
- Technical knowledge & tools

Results-oriented RDPs: Simplification aspects

- Moving (together) towards a simplification approach: involvement of PAs and Auditors is key alongside establishing informal contacts among delivery actors - **FI: 'reading together'** (to be replicated and 'expanded')
 - Stakeholders' involvement in design and evaluation of 'simplification'
 - A number of concrete possibilities for simpler RDPs: forthcoming **Rural Review n.20 'getting RDPs going' (Simplified Cost Options: DK, ES)**
 - Crucial role of collecting and sharing good methodological practices and build on them through e.g. trainings, FAQ etc. Lessons from evaluation!
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Results-oriented RDPs: Capacity and quality

- Technical knowledge and tools: substantial margin for improvement (e.g. centralised IT systems, training, mentoring) -
FR: PA trainings at regional level; IE – Mentoring programme
But: need to invest in ‘soft skills’ and motivation of admin staff
 - The whole system needs to work: **risk assessment**, analysis of existing procedures and rules, training needs is a prerequisite -
IE: monitoring & audit trail; IT: Quality Management System; FI: Quality Management Handbook
 - Effective use of available tools: role of technical assistance and of the NRNs within it; joint action plans for error rates; etc.
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Some actions and possible actors involved

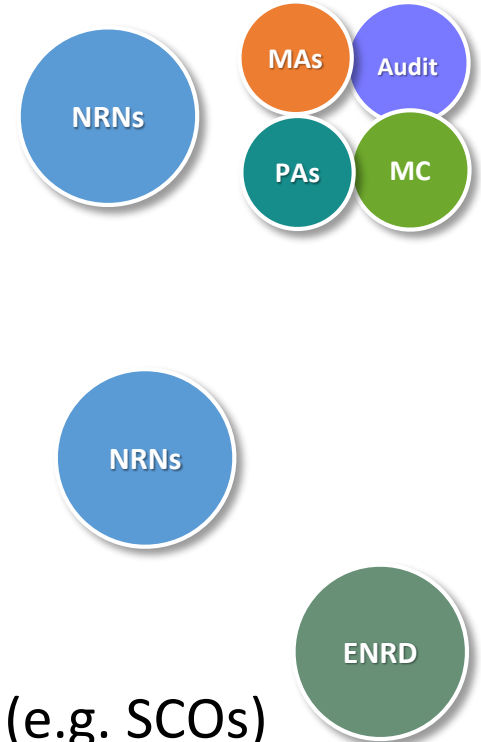
→ Analysis of existing procedures and follow-up

→ 'Common readings' of rules

→ Contribute to design admin processes & tools

→ Promote the flow of technical knowledge:
establish contacts in administrations

→ Promote the adoption of simplification practices (e.g. SCOs)



Collect needs --> put forward questions --> retrieve expertise, examples and information
--> identify key steps and actors --> share 'methodological' practices - FAQs - trainings
and workshops

Comments, observations, remarks?

Specifically:

*What are the (already) **available instruments and tools** to tackle capacity-building issues?*

*Is **Technical Assistance** exploited to its full potential?*

*What role for **NRNS**?*

