



Podcast on rural areas

Swedish Rural Network support unit

A bi-monthly podcast on hot rural development topics with experts from the rural network broadcast by the Swedish NSU all year round.

The objective is to raise awareness of EU programmes and rural development, but also to reach NRN members, policy-makers, and potential beneficiaries with specific information.

Production is managed by the NSU and costs around € 19 500 per year. Dissemination includes:

- short promotional videos on Facebook a week before the episode is broadcast;
- a news flash to newsletter subscribers on the day of the broadcast;
- sponsored posts on Facebook to targeted audiences depending on the topic;
- Twitter and Instagram are used for additional promotion.



Target audience

Project beneficiaries, NRN members and organisations (and their members), and the broader public depending on the topic.

Results

- The podcast "Landet" has reached 33 000 unique listeners (an average of 634 listeners per week) and has around 1500 subscribers.
- Each episode is measured statistically via the pod hotel where it is uploaded.
- In 2017, Sweden's largest agricultural media group recognised the podcast as the most influential in its area.
- Increases in phone calls to EIP-AGRI innovation support and in people contacting their LAG areas following topical episodes.

Find out more

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➔ <http://www.landsbygdsnatverket.se/poddenlandet>

Funded by the

