

Rural Development on film

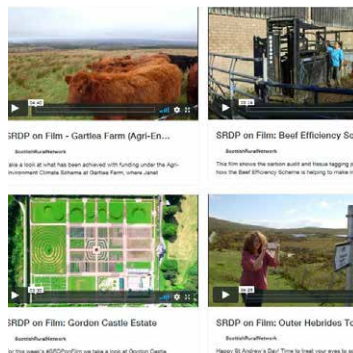
Scottish Rural Network support unit

A series of 20 short films of projects, schemes and enterprises across Scotland funded by the Rural Development Programme (RDP) communicating the end results and real experiences of the application process.

The videos aim to encourage applicants and to showcase the value of RDP schemes such as LEADER/CLLD and other more niche schemes which have not had any PR to date.

The video campaign has resulted in 17 short films, 3 compilation films across Scotland and one animation produced in-house as part of the series. Additionally, these were reproduced as written case studies.

The videos have been distributed via Facebook, Twitter, the weekly newsletter and on the NRN website, as well as at big events.



Target audience

- Potential applicants for RDP funding
- Policy and decision-makers
- Other stakeholders and the wider rural public to raise the profile of the rural network

Results

- Over 30 000 combined views – mostly via Facebook.
- Bank of content useful to promote each scheme and themes such as cooperation.
- Film will be re-promoted in 2018 with subtitled versions and cut up to bite-sized chunks for platforms such as Instagram and Twitter.
- Positive anecdotal feedback – LAGs inspired to make their own films and of films being used when engaging with applicants.

Find out more

James Rose

✉ james@ruralnetwork.scot

➔ <https://vimeo.com/album/4768640>

Funded by the

