



# ENRD Workshop - Project examples and good practices

*Rural development communication, part of DG AGRI's communication*

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## Rural development communication

How do we communicate about rural development projects?

What makes a 'good' project?



## Rural development communication

Our objectives:

- To inform and raise awareness of the CAP to stakeholders and the general public
- Rural development – pillar II of CAP
  - A 'human' face to the CAP – concrete examples
  - Projects are diverse, focusing on various issues:
    - Knowledge transfer and innovation
    - Farm viability and competitiveness
    - Food chain organisation and risk management
    - Restoring, preserving and enhancing eco-systems
    - Resource efficient, climate-resilient economy
    - Social inclusion and economic development



## Website – news and articles

Rural development projects as specific examples

- Examples: series of articles 'Future of CAP'
  - support to young/ new farmers

NEWS | 13 October 2017 | Brussels, Belgium | Agriculture and Rural Development

### Future of CAP: Who'll provide our food?



iStock.com/pixdeluxe

### Complex development of a Mangalica farm

A young farmer realised her dream to set up a farm for breeding the Hungarian swine Mangalica using support from various RDP measures.

 [Full project description](#) (850.42 KB)



Everybody needs food – and that means that everybody needs farmers. Farming was one of humanity's first professions, an

## Website – news and articles

- Examples: series of articles 'Future of CAP'  
→ for a fair food chain

Inspirational ideas: Delivering local food to consumers in Ljubljana, Slovenia

<b>Geographical scope</b>	Slovenia
<b>Keywords</b>	Food quality / processing and nutrition food supply food transport Supply chain, marketing and consumption from farm to fork



## Website – news and articles

### Smart Villages

Multiple actors working on it:

European Parliament

European Commission – smart villages initiative

Broadband competency offices

→ ENRD (thematic working group, videos produced) and in general rural development can play a key role

News article describing the different aspects, and social media in parallel

NEWS | 13 April 2018 | Bled, Slovenia | Agriculture and Rural Development

**European Commission supports call for a smarter future for rural areas**



European Commission

EU Agriculture @EUAgri

In September 2016, the Cork 2.0 Declaration set the groundwork for the #SmartVillages initiative, calling for overcoming the digital divide between rural and urban areas and the need for an integrated approach: [europa.eu/!YT33fW](http://europa.eu/!YT33fW) #EU4SmartVillages



EU Agriculture @EUAgri

High-speed internet helps to develop rural activities such as agriculture, tourism. In Lithuania 🇱🇹, the PRIP project is bringing fibre-optic network to some of the remotest rural areas. Since its launch, it has reached 100,000 residents! [europa.eu/!Rw34tD](http://europa.eu/!Rw34tD) #SmartVillages

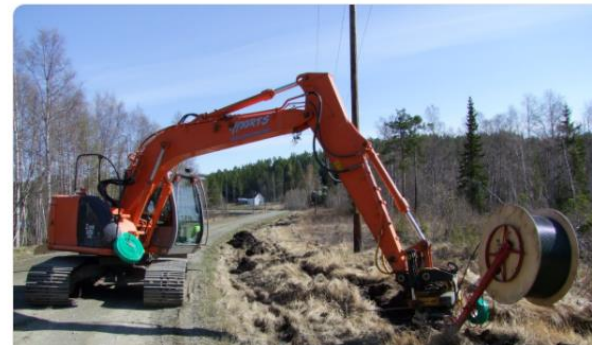


EU Agriculture @EUAgri · Apr 13  
To support the #SmartVillages initiative, an @ENRD\_CP thematic working group was launched aiming at sharing knowledge and expertise across the network. More info [europa.eu/!bT48pG](http://europa.eu/!bT48pG)



EU Agriculture @EUAgri

Finding internet connection in rural areas can be challenging 📶  
In Sweden 🇸🇪 volunteers took the matter in their own hands 🙌  
With #RuralDevEU help, 11 volunteer-run village groups carried out the development of a broadband network [europa.eu/!KD96xB](http://europa.eu/!KD96xB) #SmartVillages



## Social media

### Twitter and Facebook for rural development



#### Different audiences:

- Twitter – more professional: journalists, international and national institutions, interest groups
- Facebook – the general public, most used social media across the globe

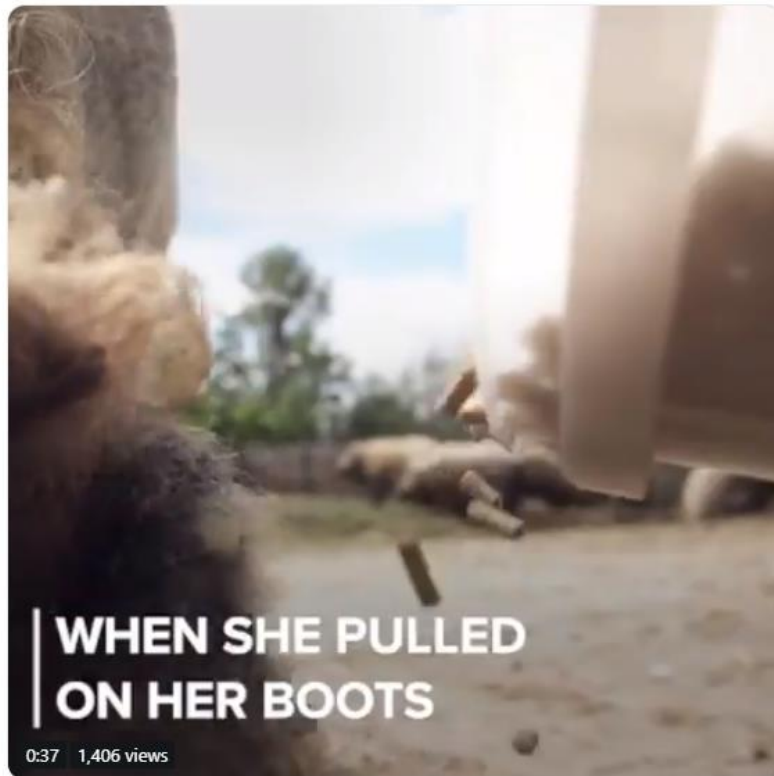
→ different tone, different use of visuals and videos

“It’s not what you said.  
It’s how you said it.”





Ever heard of Hungarian Mangalica pigs 🐷?  
Zsóka set up her own Mangalica farm in  
Hungary with EU support 📌📌 More info:  
[europa.eu/!gf44kk](https://europa.eu/!gf44kk) #investEU



Example:

Rural development project used by  
EC corporate campaign  
#investEU

Nice story:

- Young women farmer
- Childhood dream
- Good short video (43 seconds)

## The Potato backyard, entrepreneurial training for immigrants

EAFRD-funded projects

**A small successful food market initiative in Sweden used EAFRD funding to help immigrants develop their skills, find employment and set up their own business.**

### Summary

Uddevalla is a small run-down town in western Sweden facing problems of unemployment and poor integration of immigrants. The “potato backyard” is an initiative which started in 2014 and it is about a small local market where small producers and artisans are able to showcase and sell their products combined with cultural activities.



Example:

Rural development project that has great potential, mixing social inclusion and artisanship in rural areas.

BUT lack of nice visuals, which are necessary for social media and good communication in general



EU Agriculture

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Happy International Day of

#RuralWomen !! ♀ 🌄

Discover #RuralDevEU projects we're supporting, developed by women in rural areas across Europe ➡

[europa.eu/!DP63gw](https://europa.eu/!DP63gw)



1:49 pm - 15 Oct 2018

Example, not project focused  
but theme focused

International day of rural  
women – highlight how rural  
development funds are  
supporting women in EU  
rural areas



Thanks to [#RuralDevEU](#) funding, an ecovillage  was developed on Sweden's Gotland island , providing a model for environmentally-friendly accommodation, waste water treatment , food and energy production   
More info: [europa.eu/!bp89wt](http://europa.eu/!bp89wt)

Example:

Multiple photos showing the different aspects of the project.

Topic that is generally quite appreciated on social media  
→ environmentally-friendly practices





ENRD Newsletter 📧 for October is out!

- ◆ Project of the month: a micro-enterprise used LEADER to process insects into protein flour for fodder 🐛 🐜
- ◆ Work on mainstreaming the Bioeconomy 🔄
- ◆ Good practice examples in rural entrepreneurship 📋

and more: [europa.eu/!rk36dJ](https://europa.eu/!rk36dJ)



6:30 pm - 29 Oct 2018

Another example:  
ENRD newsletter with project of  
the month, events, good  
practices  
Nice visual

## Working together

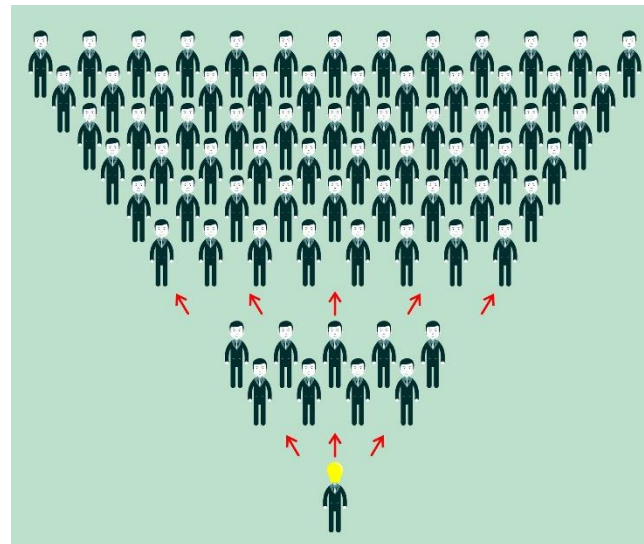
What we need?

Good project examples supported by **good visuals**

How can this help you?

Repurpose what we produce on your own social media – text, visual/  
video

Communicate about your work, reach a broader audience



Thank you for your attention!

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