

# Collecting and disseminating project examples/good practices

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# 1. IDENTIFICATION & COLLECTION

- Formal procedure - Rural Awards every 2<sup>nd</sup> year
- Actors involved:
  - In Rural Awards NRN members nominate projects via County Administrative boards, the Leader groups, the Sami Parliament, the Forestry board and the Swedish Board of Agriculture
  - Otherwise members in the thematic working groups
- Selection criteria
  - official consultation process – jury together with the NRN Steering group
  - Concrete results and long-term effects in relation to the objectives contained in the EAFRD (and other ESI Funds)
- Projects need to be completed



## 2. DISSEMINATION

- Dissemination
  - rural awards: films, articles on NRN website, in publications and in social media in an eight week long campaign before the rural gala
  - other good practices - 35 second long videos and articles in social media
- Format:
  - Shorter articles
  - Videos
  - Links in social media
- Future plans
  - ‘influencers’ - well known persons, to promote our campaigns
  - Joint promotion with ENRD



# Rural Awards

- Every second year
- Eight categories (we received 45 proposals)
  - Employment Price in Area based Industries (Green)
  - Employment Price in fishery industries (Blue)
  - Employment price in other rural industries
  - Price in rural innovation
  - Price for social inclusion of refugees and newly arrived
  - Climate and Environmental Price
  - Youth Award
  - Price for international cooperation
- "People's Prize" voted for on internet



# Swedish rural gala with rural awards (Ullbaggar)

- Five rural galas in the previous programming period, all in Stockholm
- Rural gala 2017 in Tällberg, Dalarna County
- Then a new rural gala 2019



# Short videos

- 6 short videos with best practices on fossil free investments in rural areas.
- 4 more films in autumn 2018



[Niclas Norberg](#), Harads,  
Norrbotten



[Mats Weinesson](#), Götala,  
Östergötland

