



European Network for
Rural Development

Boosting transferability of project results

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#NRNmeeting

Why communicate?



- Raise awareness
- Build community
- Transparency
- Foster transfer & replication

Different purposes → Different means

1. Identify your good practice

- Tackles a **relevant problem**
- **Innovative**/not spread
- **Critical mass** of users
- Outstanding **results**



2. Define your target audience

- Identify them
 - Understand them
 - Interests
 - Language
- **empathy!**



3. Reach your target audience

→ Private sector

- Companies networks
- Events/tradeshows
- Social media



Focusing on results transfer



→ Public authorities (PA)

- Can it be used/promoted by a PA?
- Can it feed policy?
 - Events
 - Participate in consultations
 - Call them!

→ Intermediaries

- Public Authorities
- Networks
- NGOs
- Civil society
- Mass media



4. Additional tips

- Communicate the result not the project!
- Start early → from the project beginning



Any questions?

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