

Communicating selection criteria to potential beneficiaries

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Workshop
“Selection criteria: towards a more performant RD policy”

Brussels – 16 March 2016

Background I

- The application of selection criteria is rather novel in some member states in some fields.
- Potential beneficiaries have to become used to that approach.

Background II

- Problem first discussed at the Rural Networks' Assembly (November 2016)
- Actors become used to the new approach step for step.

Focus

Question remains:

*How to best communicate the need for applying
selection criteria to potential beneficiaries?*

Survey results I

Channels for communicating selection criteria

- MAs'/PAs' websites
- via NRNs
- Meetings/ Working groups
- Other

Survey results II

Different modes of communication

- “Regular” programme documents
- Reader-friendly descriptions
- Feedback to not-selected applicants
- Other

Examples

- Involvement of farmers' associations
- Communication via LEADER offices to farmers
- EU Ambassadors
- ...

Discussion I

What are your experiences with

- a) Reactions of potential beneficiaries on the application of selection criteria?
- b) Ways of communicating the concept of selection criteria to potential beneficiaries?

Discussion II

Is there a difference between
communicating *eligibility criteria* and
communicating *selection criteria*?