European Network for
Rural Development

Reports from Workshops

- **Workshop 1** "Better Networking with ENRD/EIP-AGRI"
- **Workshop 2** "Farmers in Innovation"
- **Workshop 3 & 4** "Networking priorities"
- **Workshop 5** "What should come first in innovation"
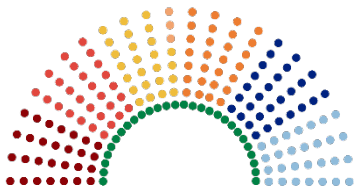- **Workshop 6** "Better communication with stakeholders"

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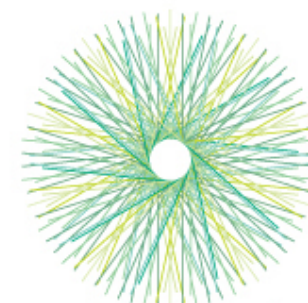
European
Commission

1st Meeting of the European Rural Networks' Assembly

Brussels - 26 January 2015

Workshop 1
# "Better Networking with ENRD/EIP-AGRI"

How rural policy networks complement other forms of networking

WHAT MOTIVATES ME? HOW CAN I PARTICIPATE MORE EFFECTIVELY?

OBJECTIVE	STAKEHOLDER NEEDS	CHANNELS AND METHODS
Competitive Agriculture	Farm viability/diversity Clear benefits	Be spoken to not about Targetted working groups Simple information Translation Practical training Research evaluation - review
Sustainable Resource use	Value added of participation Access to information meetings...... Capacity to participate	Practical on ground, peer to peer, + cross peer Thematic Groups, Advisory services, Pracital research Skills, information, costs
Balanced Development	Engaging with migrants Engage with consumers. Unemployment, youth Perspective of future	Match making, LAG board Awareness of Services Flexible, bottom up strategy

How can the networks add value?

- Understand diversity of stakeholders (esp farmers) and their motives. Listening, dialogue.

- EU level encourage sectoral interests to come together

- EU Networking to support practical simple action at national and local level.

- More attention to social inclusion migration

- Perspective of future. Rural areas as source of innovation

- Linking network tools to decision making (eg research)
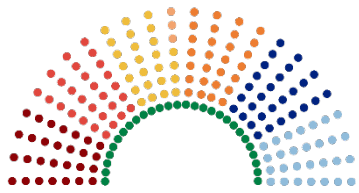
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Workshop 2
"Farmers in Innovation"

How to establish a dialogue between farmers and research community

WS 2 - Farmers in Innovation

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What could be effective <u>communication channels</u> for the EU Networks to use?

❑ Make use of existing networks and their channels

❑ Traditional/new tools – for different generations

❑ Database of good solutions

What should be <u>main messages</u> to address?

❑ Remember to show clear benefit for farmers for being part of network

❑ Farmers learn from other farmers the best, practical demonstration sites - visualisation of results

❑ Simple language, targeted messages

❑ Illustrate more broader understanding of innovation (not only technology), illustrate also farmers social role

❑ Have a dialogue with farmers before making/improving networks – collect their needs (face to face meetings)

WS 2 - Farmers in Innovation
Report

How can <u>stakeholders</u> in EU Networks <u>contribute</u>?

❑ We should know our farmers – age, internet skills/access

❑ Language – translation (develop automatic translation options?)

❑ Identify priorities in research agenda topics

What <u>benefits for the farmers</u> should the EU Networks highlight?

❑ Farmers need concrete responses to their problems

❑ Circle of involving farmers, researchers, advisors – involving farmers in scientific trials and sharing them with other farmers,

❑ Peers to peers communication

❑ Clear information needed
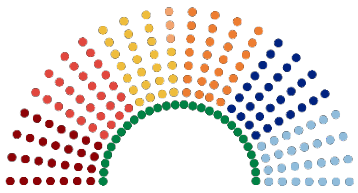
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Workshop 3 & 4
"Networking priorities"

What are the priority themes that the Networks should address

WS 3 & 4 - Networking priorities
Report

Priority challenges/themes:

- **Management and performance – increasing effectiveness and reducing error rates**

- **Simplification of implementation - particularly CLLD**

- **Improving advice and capacity - empowering advisory services**

- **Addressing demographic challenges – both addressing youth and aging populations in rural areas on a whole range of issues – social, economic, environmental**

- **Monitoring and evaluation – multi-ESI programme funding initiatives (CLLD)**

- Rural / urban dynamics and linkages

- Multi-fund approaches to address wider rural development

- Biodiversity and multi-functionality

- Linkages between Pillar 1 and Pillar 2

- Financial instruments – role in supporting rural economic development, food security and resource efficiency

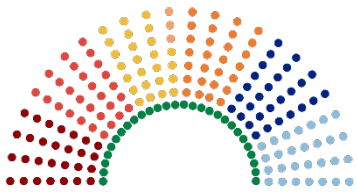**Communicate the results of what has been achieved!**

WS 3 & 4 - Networking priorities
Report

Importance/value / contribution of networking:

- Bringing people together – collaborative diversification!

- Building trust – between government /stakeholders / beneficiaries – <u>throughout</u> the programming period

- Improving understanding of measures, their purpose and what they can achieve → improved effectiveness of delivery

- Platform for sharing good practice (implementation and evaluation) – also learning from failure Communicating the results of what has been achieved

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Workshop 5

"What should come first in innovation"

What are the priority innovation themes that the Networks should address?

# WS 5 - What should come first in innovation
Report

- Review of the topics identified in the EIP-AGRI strategic implementation plan and those received via the EIP-AGRI website

- Missing topics?

- 11 new topics plus enrichment of existing topics

- Prioritization top 4:

- Sustainable and efficient input use

- Knowledge transfer

- Circular economy

- Farming methods and systems

WS 5 - What should come first in innovation
Report

- Seminars /webinars – sharing best and bad practices

- LAGs as a communication tool

- Sustainable partnerships – more interaction between farmers and other stakeholders

- Pilot projects / connecting farmers' needs with research - eg operational groups on soil quality

- Innovation needs markets – new business models for farmers

- Optimise money for innovation by connecting H2020 and RDP innovation, and involving farmers in H2020

- Innovative farm network – farmer to farmer communication with scientific advice

- H2020 thematic network on organic arable farming
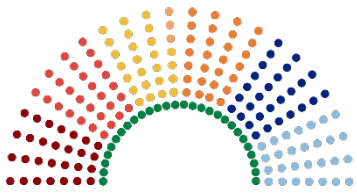
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Workshop 6
"Better communication with stakeholders"

How can the Networks communication activities complement existing awareness raising activities

Prioritising activities

Where can EU rural networks add the most value in practice?

Main Priorities

- Easier to understand:

    Synthesis of documents – summaries in different languages

    Guides to policy, fund etc.

    Short videos

- Good practice:

    Easy to search database - by country, by theme,

    Also practice that does not work – learning from experiences

- Support bottom-up communication flows

    Getting info from the ground to European level and then disseminate it

    Info from LAGs – EU organisations – other stakeholders

Prioritising activities

Where can EU rural networks add the most value in practice?

Main Priorities

- Develop forums

    Share good practice

    Ask questions of peers

    Database of communications experts

- Not just making information available but really supporting its dissemination

    Support take-up of good practice

    More effort to disseminate outputs

    Citizen-summary style accompanying outputs