

thewebPORTALBESTPRACTICE

✦ Training: RuraLand

The RuraLand project includes 3 initiatives designed for primary school children, kids in lower secondary school and young university students (www.rural4kids.it; www.rural4teens.it; www.rural4youth.it).

The project aims at informing young people on rural areas different aspects and values, increasing their sense of responsibility towards a topic of great interest for the future: the landscape and rural and forestry heritage protection. An element of innovation in this project is communicating with a new target group, children and schools, through the use of a blog to encourage dialogue and share knowledge, experiences and good practices.

✦ New media: Leaderbook and YouRuralnet

The Leaderbook is a Web platform designed to meet the criteria of an innovative Web community and aimed at making the Leader actors become the "leading actors" of the platform development and update process. Thanks to the horizontal exchange of information and resources, the community contributes to create professional growth opportunities thus increasing the value of the information supply. YouRuralnet is a web community devised for young farmers. Participation offers the chance to share information on activities, practical solutions, innovations and training opportunities, comparing opinions and finding concrete answers. (www.reterurale.it/leaderbook; www.youruralnet.it).

✦ Information supply: PianetaPSR.it and NRN Magazine

Pianeta PSR is a Web newsletter providing information of topical interest and on current events regarding the rural development. Thanks to a plain language style, contents are easy to access. It also provides different opinions and interpretations so that the agriculture and rural areas socio-economic dynamics can be fully understood. The newsletter is the reference point for farms, local authorities, professional associations, trade unions and institutions to find specialized information. Thematic insights are also published on the quarterly "NRN Magazine" enclosed to the Newsletter (www.pianetapsr.it and www.pianetapsr.it/magazine).

✦ Farms and competitiveness: The Opportunities Showcase

The Opportunities Showcase is the service provided to farmers that want to access the national and regional funding. It helps identifying the appropriate financial support the applicant may need according to his requirements and investment projects. On the basis of the facilitation instrument selected, the amount of the financial aid can also be calculated (vetrinaopportunita.youreterurale.it).



NATIONAL RURAL NETWORK 2007-2013

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the**WEB**PORTAL**WWW.RETERURALE.IT**
COOPERATING THROUGH THE WEB: A NETWORK FOR RURAL DEVELOPMENT





aNETWORKofOPPORTUNITIES

The National Rural Network Web portal is a thematic website on the rural development resources. An aggregator of quality information designed for insiders and the general public, providing ever-evolving services. It is a precious guide for who is looking for new opportunities and for the programming and rural development policies followers.

The website provides an organic view of the topics concerned, embracing different subjects: the relationship between agriculture and landscape and the social role played by the territory; initiatives for young farm managers and the farm advisory services; environmental sustainability and the agricultural innovation; the national and European policies and the financial data.

aWINDOWonTHEPROGRAMME

Ensuring a continuous flow of information concerning the rural development programme and providing insiders with the necessary working instruments are some of the objectives this activity is focused on. The website constantly monitors the NSP state of implementation and the "RDP Barometer" gives a monthly and quarterly overview of the financial data concerning the EU budget and the public spending progress.

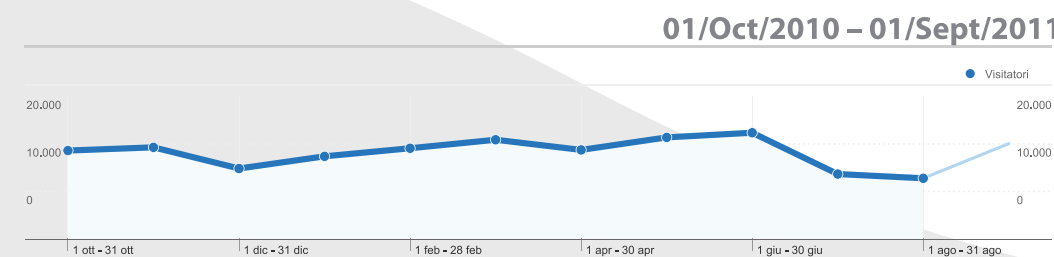
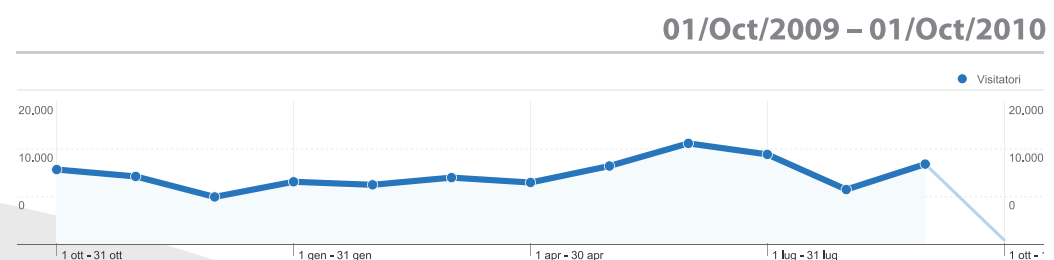
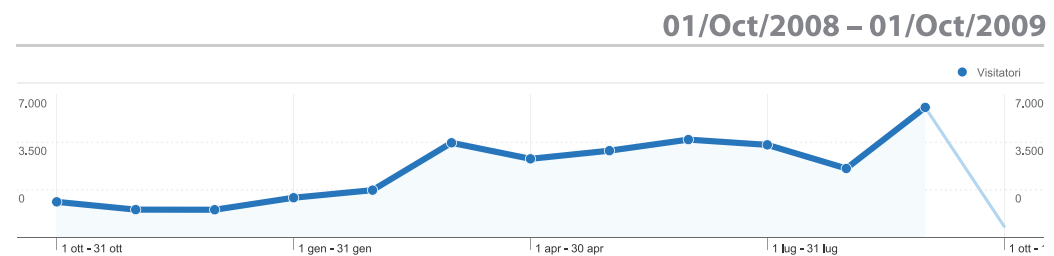
Special website sections designed for Regions provide information on the national RDPs activities, with an international look at the CAP and the EU Member States programs. On such topics, a rich database of reports and publications is available.

stayINtouchWITHtheTERRITORY

National Rural Network also means interaction among the Programme management authorities, the Regions and a wide range of social and institutional partners representing the whole national territory. The participating approach, together with a well-timed and transparent flow of information, reflects the role played by the National Rural Network as the connection between the development policies' strategic and implementation aspect.



OVERVIEWoftheVISITORS



Data related to the three years of activity (Source: Google Analytics)

AVAILABLERESOURCES

The website provides ever-evolving resources and services. It can be considered an extraordinary repository of specialised documents (scientific papers, regulations, convention proceedings, news, events, videos and further more) and a promoter of activities on thematic forums, newsletters, special sections designed for working groups, social networks, in-depth web magazines and, in the coming future, georeferenced contents. Further web tools are also available: the monitoring and evaluation service to analyse the agricultural fund allocation, the monitoring systems of the Leader Approach Integrated Planning.

TOOLSandFEATURES

The website has increased, over the time, the interaction level with its user, approaching the network under its social and sharing aspect thanks to the new technologies available. Syndication allows contents to be accessed also through different channels such as the news feeds which provide users with frequently updated contents, allow them to avoid manually inspecting all of the contents they are interested in, and instead subscribe to the website such that all new content is pushed onto their browsers when it becomes available. The website also provides restricted areas for groups of operators and the possibility for users to customize their newsletter subscription according to the only contents and activities they are interested in.

NUMBERSthatCOUNT

From October 2008 to September 2011 a progressive increase of unique visitors and page views was reported. 50% of the visitors comes from search engines as every single page includes information useful for indexing. Over 22% of the visitors comes instead from specialised websites and the portal represents their reference point. In the end, over 26% of the visitors are direct traffic visitors meaning that they come to the website directly and use it as a working instrument several times a month.

