



# 12<sup>th</sup> NRN Meeting

## Exchange of MS experiences on RDP/EAFRD communication strategies & tools

June 28<sup>th</sup> 2011

Brussels

(Hotel Crowne Plaza Brussels Europa  
Rue de la Loi 107, Brussels 1000)

### DRAFT PROGRAMME

8:30 - 9:15	Registration and coffee
9:15 - 9:30	Welcome and <i>tour de table</i> (R. Peters, DG AGRI/A.Neal ENRD CP)
9:30 - 9:45	DG AGRI communication strategy and tools towards the CAP 50th anniversary (B.Arbelot DG AGRI)
9:45 - 10:00	Presentation on the role of communication in RDPs and highlights on results of Mid-term evaluation findings on communications (A.Strano ENRD CP)
10:00 - 10:50	<p>Presentations on relevant examples of EAFRD-funded communications campaigns and specific tools aimed at promoting RDPs:</p> <ul style="list-style-type: none"><li>- Innovative online tools and social media – R.Janmaat, Dutch NRN</li><li>- Innovative tools addressed to RDP beneficiaries – G.Garban, Romanian Paying Agency</li><li>- Communication tools to reach out to the citizen – R.Casas Nogales, Spanish NRN</li></ul>
10:50-11:10	<i>Coffee break</i>
11:10-12:00	<ul style="list-style-type: none"><li>- Use of audiovisual tools when communicating RDPs – J.Hagård, Swedish NRN</li><li>- Communication activities targeting youth - P.Lionetti, Italian NRN</li><li>- Presentation of the Conference “Communicating rural development to European citizens” – C.Zaccarini, Italian NRN</li></ul>
12:00 - 13:00	<p>Facilitated discussion on communications approaches and methods, lessons learnt etc. Introduction to the exhibition on communication practices taking place in the venue (U.Roth ENRD CP)</p>
13:00 - 14:30	<i>Lunch break</i>
14:30 - 15:30	<p>Parallel discussions facilitated by the ENRD CP with interested participants focusing on the following topics:</p> <ul style="list-style-type: none"><li>- Measuring the impact of communication campaigns and web-based tools</li><li>- The use of social media and media in general: pros and cons from practical experience</li><li>- Effective coordination amongst EAFRD implementing bodies and possible synergies with other EU funds</li></ul>
15:30 - 16:00	Update on ENRD activities including NRN initiatives (P. Van Doren/M. Redman, ENRD CP)
16:00 - 16:30	Report on the main points/outcomes from the parallel workshops (ENRD CP)
16:30 - 17:00	Discussion on follow-up activities and steps of the thematic initiative (A.Strano ENRD CP)
17:00	Farewell drink and closing.

