

networX Marketplace - Spotlight stage performance Template

Title of the performance

The Rural4Seasons

Date: 11th April 2019 (Brussels)

Short description of the performance

Please summarise briefly what the performance will be about. The description should indicate i) the activities, ii) the technical description and realisation and iii) the main message (if applicable).

Presenting the evolution of the project through a graffiti art performance together with a DJ set inspired by The Four Seasons of the Italian composer Antonio Vivaldi.

A video will also accompany the performance displaying as well the “four seasons” of the project (baby, kids, teens and youth) with facts and further information.

The project well represents 10 years of inspiring rural networking and the ability to extend beyond traditional target groups, involving new segments of civil society.

The project implemented by the Italian NRN from 2009 to 2019 (and continues) favours knowledge of the land and its rural heritage, leading students and teachers to reflect on strategic priorities of rural development policy and the essential role of rural areas in Italy's cultural identity.

This performance illustrates the reasons, the methodological approach and the innovative format of the project, which involves students of all ages with specific activities and tools (such as Rural4School_app for online socialising and sharing, gadget and information materials, national competition, radio campaign and Rural4university_e-e-learning, video-making, itinerary study visits in farms, rural camps, demonstration activities, participation of regional authorities).

The project, implemented on large scale at territorial level is functional to strengthen the relation between agriculture and education, further increasing visibility of rural policy and farming best practises. Another important repercussion concerns the involvement of members of regional authorities and local institutions in these initiatives to include them in their RDPs communication plans.

The RuraLand campaign involved more than 50.000 students. Sharing has been developed on a number of levels:

- methodologically, a shared method discussed with regional institutions and teachers;
- professionally: the rural network made experts available from a technical point of view and the more topical part;
- in content: the Rural4Learning platform presents complex issues clearly and simply;
- in results: the Rural4Learning courses and rural study tours for training Institutes and Universities involved 16 Regions, 58 Agrarian Training Institutes, 27 Universities, 3473 Students, 66 organic and multifunctional farms.

Finally the project contains elements which can be transferred and replicated to different fields and with different topics: this determined the choice to giving continuity to the project by extending it at both regional and community levels.

Length of the performance

Each performance shall last maximum 15 minutes. Please indicate if this timeframe will be used completely or the performance will be shorter than the given limit.

15 minutes

Performers

Who will provide the performance? Please also give the number of performers.

Performance will be provided by the Italian NRN (Ismea and Crea)

1 Graffiti artist

1 DJ

3 stakeholders or people who experienced the project

Screen

Will you use the screen provided on the Spotlight stage wall? If yes, what will be the broadcasted content of it?

Yes. Slideshow with some facts and data

Any other issue

Contact details

Name of the organisation	National Rural Network
Member State/Region (if applicable)	Italy
Contact persons	Paola Lionetti, Federica D' Aprile, Riccardo Passero, Margherita Federico
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