

12th NRN Meeting Exchange of MS experiences on RDP / EAFRD communication strategies & tools

Bruxelles – 28th June 2011

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Italian NRN communication activities

With the purpose of meeting the need to create participation and fostering knowledge, not only at national level, by enhancing EU co-financed interventions through the 21 RDPs, the Italian NRN has realised communication activities aimed at:



Priority: disseminating and conveying information related to the National Rural Network activities, opportunities and benefits



2010



Priority: being addressed not only to the rural sector stakeholders but also to a wider audience (mass target)

Main channels of Italian NRN communication

- **Audiovisual communication campaigns: National Strategic Plan activities**
- **Printed publications: information and promotional materials**
- **Innovative online tools and social media: Rural4kids and YouRural Net**
- **Traditional communication tools: Communication plan on cross-compliance**

Communication targets 2010

A clearer **identification** of the communication strategies beneficiaries **allowed key messages to be identified** and conveyed through a ad hoc planning activity:

TARGET 1 Public opinion

- KEY MESSAGE: raising public awareness on rural development policies and enhancing the NRN initiatives in this sector, framing them into the wider context of the social and economic development of the Country.

TARGET 2 Potential beneficiaries of the policies

- KEY MESSAGE: supporting regions to provide potential beneficiaries with information on the available rural development opportunities and with a punctual analysis of the financial resources provided for by EU.

TARGET 3 Institutional and social end economic **stakeholders involved in policies management and implementation**

- KEY MESSAGE: providing stakeholders with knowledge and management instruments and information aimed at rural development policies implementation to be streamlined also at local level.

National Strategic Plan – Activities carried out

Press information campaign

Advertorials to be placed on **17** general-interest newspapers and on **3** special-interest newspapers: in all, **135** full-page ads. In addition, banner ads to be used for 2 months on special-interest online newspapers.



Dissemination (data recorded by individual newspapers):
6.994.466 people

Radio information campaign

60-second radio commercials on a network of 140 local radio stations for 10 weeks, and 60-second radio commercials twice a day for 2 weeks on RDS, aimed at advertising and promoting initiatives on the national territory through diverse messages related to NSP subjects.



Listeners average per day : 7.009.000⁶

Thematic projects – Activities carried out

Communication through the NRN website



Communication plan on cross-compliance

Cross-compliance information campaign impact

Posters 14.566	Brochures 86.810	CDs 10.750
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Communication plan on cross-compliance

Regional
distribution of
participants to the
training courses



0 participants

From 16 – 39
participants

From 1- 15 participants

From 40- 100
participants

Thematic projects – Activities carried out /2

YOURural Net

A web community open to all young farmers in order to allow the stakeholders to directly exchange experience. Participation to **YOURural Net** offers the possibility to discuss on the web: activities, practical solutions, innovations, training, having the opportunity to meet and to find real answers to the young farmers' needs.



The decision to focus on this type of tool also comes from long observation in the field. Research, surveys, focus groups have confirmed that as for younger people, beyond the information available on most institutional channels (such as newspapers, magazines, websites) it is now decisive to confront the experiences with other colleagues (also concerning best practices and innovations experienced in other Countries).

The website is managed by Italian NRN experts.

Thematic projects – Activities carried out /3

YOURural Net

Functionalities of

YOURURAL NET:

- Thematic workspaces (i.e. information on public calls and financial opportunities from EU National and local funds; information on training; innovation; quality; etc.);
- Possibility “to post” documents, reports and links of interest;
- Questions & Answers section;
- Blog;
- Messaging system for communicating with other farmers.



Part of the information and promotional material produced



NSP brochure



Cross-compliance



National Observatory of
Agritourism brochure



Organic farming brochure



NRN brochure



NRN website brochure

International meeting on RD communication Milan, 17th - 18th November 2011 (still to be confirmed)

In order to emphasise and disseminate each MS best communication experiences on RD **The Italian NRN – Lombardy Region**, supported by **EN RD**, will held a meeting for the **general public** and the **rural development stakeholders**.

FOCUS: communication and advertising campaigns, information and promotional initiatives that

- have used European funds
- have reached communication targets and objectives
- have used also new instruments (web communication, social networks, cross media and viral marketing, etc.)

The initiatives provides for the **active cooperation** of other **European NRN**

The event website

www.reterurale.it/communication

An instrument for collecting experiences and materials at national level

A place where you can find information and news and register for the event as well





go to Italian Rural network website

COMMUNICATING
RURAL DEVELOPMENT
 to **CITIZENS**




REACHING OUR TARGETS THANKS TO BEST PRACTICE
 | PROJECT | EVENT | NEWS | PARTNERS | CONTACTS |



Milan, 17th - 18th November 2011

HOW TO ATTEND THIS EVENT

Please fill in the registration form in order to participate and receive the related information.

Name

Surname

Organization

e-mail

telephone



Pubblicazione realizzata con il contributo FEASR (Fondo europeo per l'agricoltura e lo sviluppo rurale)
 nell'ambito delle attività previste dal programma Rete Rurale Nazionale 2007-2013 - www.reterurale.it

Meeting Program - Thursday, 17th November

At the **National Museum of Science and Technology “Leonardo Da Vinci”**, in Milan

18.00: Registration of European delegations

19.00: Guided tours of the exhibitions “The young face of agriculture” and “Bon Appétit”

21.00: Gala dinner

“The young face of agriculture” presents **twelve projects financed by RDPs European funds**, showing how agriculture in Lombardy is serving the citizen and leading the way. It is a high quality agriculture which remains at the forefront of key technologies.

The exhibition **Bon Appétit** aims to investigate the main issues related to food and consumption of food, lifestyles, food production and the importance of conviviality.



Meeting Program - Friday, 18th November

at **Palazzo Lombardia** in Milan

09.00 Registration and welcome coffee.

Keynote speech Region Lombardy/Italian Ministry of Agriculture

Communicating rural development DG AGRI/ENRD CP

Presentation of **case studies** of communication and dissemination activities from NRNs, Mas, LAGs TBC”

Buffet **Lunch**

Visit to the **exhibition** on the best european communication campaigns

Presentation of **case studies** of communication and dissemination activities from NRNs, Mas, LAGs TBC”

Closing remarks

18.00 End



Palazzo Lombardia is the tallest building in Italy and it was built to saving energy: power generation from photovoltaic façade allows an annual saving of 94 tonnes of CO2

The best european communication campaigns will be presented

In an **Exhibition** that will be held in the covered square of Palazzo Lombardia



In a **book** made in cooperation with **Icograda** (The International Council of Graphic Design Associations)

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