



NATIONAL RURAL NETWORK LEADER ACTIVITIES

Bruxelles, 28 aprile 2009



Framework

Leader actors must establish strong relations with RDPs and NRN systems

Leader is an initiative characterized by its own specific history, culture, language, users and relations

Leader actors have a general difficulty to establish relations with other rural development experts/organisations/actors working in different regions

Important needs: integration among development policies at regional and local level

Relations and contacts among different actors are more and more facilitated by the improvement of technology and access to information.

Leader actors want to be actively involved in building leader culture, ideas and activities



OBJECTIVES:

For Leader the NRN main scope is to provide communication tools and to bring out the identity of all the Leader stakeholders

1. NRN "internal" communication, information, training

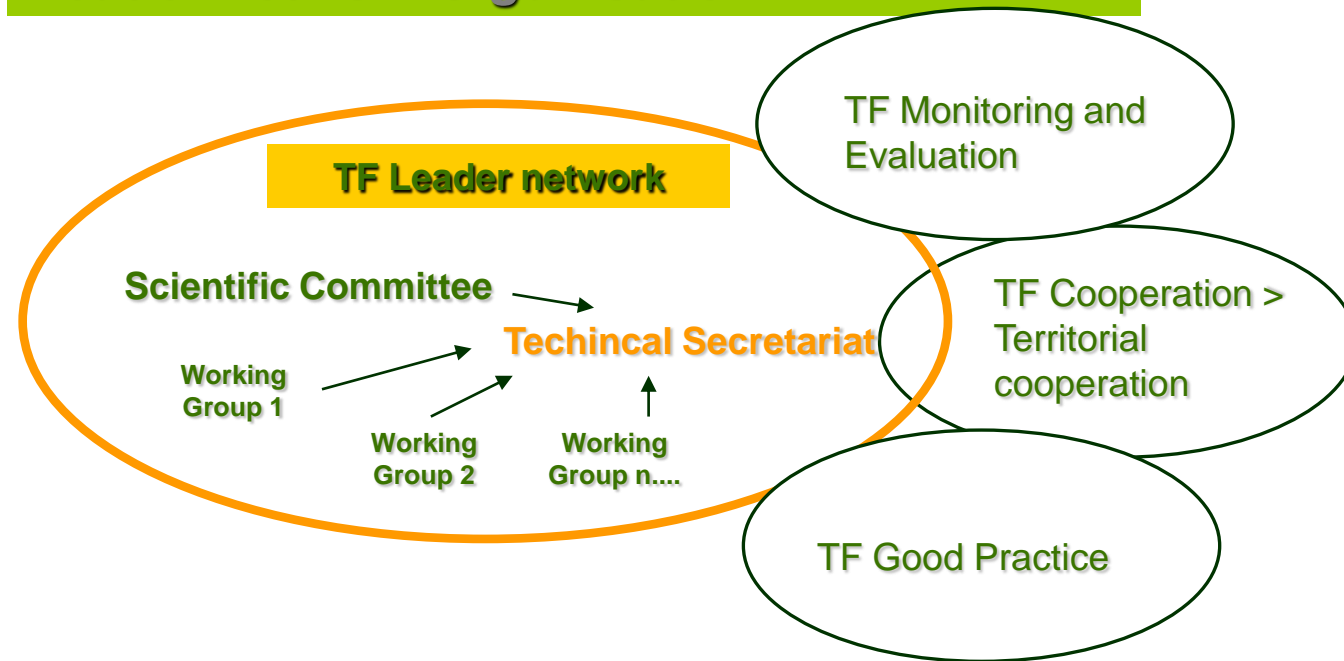
- Improving axis 4 implementation
- Strengthening Leader actors expertise
- Promoting integration between Leader and the other territorial and rural development policies

2. NRN "External" communication, information and training

- Disseminating information about Leader contribution in local development processes
- Promoting integration between Leader and the other territorial and rural development policies
- Supporting Leader areas/territories (supporting communication/information activities between Leader actors in different areas)



Leader network organisation



... how to network

Leader Network is defined as a **community of practice** of the NRN

“Le **comunità di pratica** possono essere definite come aggregazioni di limitate dimensioni, all’interno di contesti organizzativi più ampi i cui membri condividono modalità di azione e interpretazione della realtà in cui operano.”

(E. Wenger).

Leader Network experience in Italy: lessons learnt

| | Leader II | Leader+ | What must be done and what must be avoided |
|-------------------------|---|---|--|
| <i>Policy</i> | 1° structured experience of networking | Strengthening networking approach | Self-referentiality of Leader Network system |
| <i>Skills</i> | High degree of enthusiasm Thematics skills | Isolation of the network Diffusion of Leader “skills” | Bottom-up approach Geographic distance between territories |
| <i>Technology</i> | Low degree of technology | Leader portal | Strengthening and increasing the utilisation of interactive communication tools |
| <i>Network approach</i> | Bottom-up approach Thematic working group organisation Methodological support | Bottom-up approach Over-bureaucratisation Geographic distance between territories | Strengthening networking methodologies (building together proposals and solutions) Bringing out the contribution coming from each Leader actor Timeliness Flexibility |



Methodology of the NRN Leader Task Force: Key words

Italo Calvino, “Le lezioni americane”, Harvard 1984

Simplicity

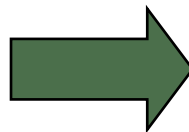
Speed

Accuracy

Visibility

Variety

Coherency



Albert Barabasi, “**Link. La scienza delle reti**”, 2004

Useability

Accessibility

Interactivity

Creativeness



Relevant Themes: 2009-10

1. Implementation procedures axis 4

Programming context

Implementation procedures of measures undertaken through axis 4

Leader monitoring

Financial flows

2. Support of LAGs management and of LDSs implementation

LAG management

LDS implementation

Implementation of LDS measures and actions

3. Leader mainstreaming

Leader evaluation and self-evaluation

Leader methodology

Innovation

Integration

Communication

4. Leader Projects

Competitiveness of rural territories

Economic and social sustainability of LDS and Leader actions

Rural Tourism (313)

Basic services for the economy and rural population (321)

Micro-enterprises (312)

Conservation and upgrading of the rural heritage (323)

Diversification (311)

Farm modernisation (121)

Adding value to agricultural and forestry products (123)

Supporting producer groups for info....under food quality schemes (133)

Support for non-productive investments (216)



Tools

Focus groups, Forum on-line, video-conferences

Working groups

1. "Internal" communication, information, training

Meetings

- Thematic seminars in different Leader territories
- Workshops
- Participation in fairs and European leader seminars

Publications

- Working Papers
- Leader report
- Video – 10/15 min

Data Bases

- Contact list
- Biblioleader
- RDP Axis IV, Calls for proposal for LAGs, LDS,
- Journal

Internet area

- LeaderBook
- On-line training
- On-line legal and administrative window

1. "External" communication, information, training

Meetings

- Participation in fairs and congresses
- Presentation of Leader GP in workshops

Publications

- Video clip – max 5 min
- Brochure
- Press releases
- Leader reports

Data Bases

- Wikileader
- Biblioleader

Internet area

- Leader area in the NRN Portal



Meetings

- 5 meetings (training on: structuring LDS; legal and financial/administrative issues)
- 2 focus groups with Regions (24th of February; 23rd of April)
- 3 *Focus groups with LAGs selected and groups of LAGs* (16th of April, 28th of April, 20th of May)
- 1 focus group “Reti utili per il Leader” (9th of June)

Publication

- Contact list
- Summary of Leader implementation “state of play”
- 1° Leader report
- WP monitoring

Data Bases

- Contact list
- RDP axis 4; LDS
- Call for proposals for LAGs
- Journal

Services

- NRN Leader portal area (www.reterurale.it > Leader approach)
- Social networking application (Leaderbook)
- Legal window



State of implementation: Critical issues

