

Thursday, November 17th, 2011

- 9:00 10:00 Registration and welcome coffee
- 10:00 10:30 Keynote speech – **Paolo Baccolo** - Lombardy Region / **Giuseppe Blasi** - Italian Ministry of Agriculture Food and Forestry
- 10:30 11:00 The NRN presents to the citizens the communication experiences coming from the Regions - **Graziella Romito** - Italian Ministry of Agriculture Food and Forestry
- Presentation of the multimedia exhibition about communication experiences coming from the Italian and European National Rural Network
Elisabetta Cardosi - Ismea
- 11:00 13:30 Regions' speeches on the following topics:
- Innovation instruments and social media – **Donatella Consolandi** Marche Region
 - Farmers: the leading actors of the communication process with citizens – **Massimo Ornaghi / Rosamaria Prevosto** - Lombardy Region
 - Printed material and audio-visual contents – **Cristiana Storti** - Lazio Region
 - TV marathons and documentaries – **Paolo Pirani** - Emilia Romagna Region
 - Integrated communication in the RDP Communication Plan
Maria Passari - Campania Region
 - National and European experiences – **Maurizio Nicolai** - Calabria Region

Coffee break

17.18
nov
2011
SUCCESSFUL EXPERIENCES
Milano, 17-18 nov 2011

LOCATION: PALAZZO LOMBARDIA - PIAZZA CITTÀ DI LOMBARDIA, 1 - MILAN

<http://www.reterurale.it/Communication>

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- Young people and the social networks – **Salvatore La Rosa - Sicily Region**
- Young people and multifunctionality – **Valentina Archimede
Piedmont Region**

Leader synergies aimed at

- o dissemination activities – **Walter Signora - Veneto Region**
- o promotion of the territory – **Giuseppe Eligiato - Basilicata Region**
- o web communication activities – **Annalisa Motzo, Claudio Mura,
Pasquale Sulis - Sardinia Region**

13:30	14:30	Buffet lunch
14:30	16:00	Roundtable with non-institutional partnership representatives
16:00	16:45	Panel discussion
16:45	17:00	Conclusions – Massimo Ornaghi – Lombardy Region
18:00		Transfer to the National Museum of Science and Technology «Leonardo da Vinci» in Milan and visit to the communication campaign exhibition of Lombardy Region

Moderator: Marco Maccarini

Friday, November 18th, 2011

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| 9:00 | 10:00 | Registration and welcome coffee |
| 10:00 | 10:20 | Keynote speech – Giulio De Capitani - Lombardy Region / Camillo Zaccarini Bonelli Italian Rural Network |
| 10:20 | 10:40 | Networking, communication and stakeholders engagement –
Rob Peters - European Commission, Directorate-General Agriculture and Rural Development, Unit G3 |
| 10:40 | 11:00 | Communicating rural development: ENRD tools and approaches –
Angelo Strano - European Network for Rural Development, Contact Point |
| 11:00 | 13:00 | Presentation of case studies of communication and dissemination activities to the citizens in EU Member States
'Targeting the right market – 4 campaigns/1 audience' <ul style="list-style-type: none">– Rural roadshow in schools - René Kusier - National Rural Network, Denmark– Bringing agriculture and society closer - Paola Lionetti – National Rural Network, Italy– The Italian NRN speaking to the new generation – Elisabetta Savarese - National Rural Network, Italy <p><i>Coffee break</i></p> <ul style="list-style-type: none">– The “Amaze-me Leader!” campaign for youth - Juha-Matti Markkola - National Rural Network, Finland– Promoting young farmers through audio-visual tools - Cécile Schalenbourg - National Rural Network, Belgium-Wallonia– Panel discussion moderated by ENRD Contact Point |
| 13:00 | 14:00 | Buffet lunch |
| 14:00 | 15:00 | Presentation of case studies of communication and dissemination activities to the citizens in EU Member States
'Approaches to promotion and publicity – choosing the right medium' <ul style="list-style-type: none">– Using social media to engage citizens in the CAP debate - Rob Janmaat National Rural Network, Netherlands |

- Two ways to promote rural tourism - **Márton Balázs - National Rural Network, Hungary**
- Promoting RD through TV programmes in Malta - **Maria Carla Ciscaldi - National Rural Network, Malta**
- Panel discussion moderated by **ENRD Contact Point**

15:00	15:15	Presentation and display of the video “Agriculture benefits everyone ” by the Italian NRN – Camillo Zaccarini Bonelli - National Rural Network Ismea / Director: Luigi Perelli
15:15	15:30	Lombardy Region presents the editorial project "The agricultural communication book" - Rosamaria Prevosto / Rossella Roncaia – Lombardy Region
15:30	16:00	Closing remarks – Paolo Baccolo - Lombardy Region/ Giuseppe Alonzo - Italian Ministry of Agriculture Food and Forestry
16:00		END OF CONFERENCE

Moderator: Graziella Romito

During the two days of the event, the visit to the multimedia exhibition on the rural development communication experiences to the citizen will be open.

Interpretation from/to English language will be provided

The event will be web-streamed online via the Italian NRN website.