

**EUROPEAN NETWORK FOR RURAL DEVELOPMENT – CONTACT POINT**

**NRN Thematic Initiative on RD communication activities at member state level**

**IDENTIFICATION FICHE<sup>1</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

**INFORMATION ON THE PROVIDER**

NRN \_\_ French \_\_\_\_\_

Organisation\_RCT (NSU) \_\_\_\_\_

Responsible for communication \_\_ Meyer Chantal \_\_\_\_\_

Telephone \_\_ 01 45 15 89 28 \_\_\_\_\_

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

The French Rural Network has launched in 2011 its new website. This tool includes a resource center where project, tools, legal and educational resources can be found thanks to a search engine. For all the documentation, there is a thematic and a geographical entry.

This website has been conceived as a gateway for all actors involved in rural development.

Type of product/initiative Website

Filename<sup>2</sup> or hyperlink <http://www.reseaurural.fr/>

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2011

Total cost \_\_\_\_\_ (co-financed by EAFRD Technical Assistance)

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<sup>1</sup> One fiche for each communication example or initiative

<sup>2</sup> In case of multiple files, please group them in a single zipped file

**EUROPEAN NETWORK FOR RURAL DEVELOPMENT – CONTACT POINT**

**NRN Thematic Initiative on RD communication activities at member state level**

**IDENTIFICATION FICHE<sup>3</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

**INFORMATION ON THE PROVIDER**

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

A newsletter is available online every month. This tool was created to inform all actors on the network's activities (European, National and Regional networks). In this newsletter information on rural development can be also found.

Type of product/initiative Newsletter

Filename<sup>4</sup> or hyperlink (see attachment)

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2010

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**NRN Thematic Initiative on RD communication activities at member state level**

**IDENTIFICATION FICHE<sup>5</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

**INFORMATION ON THE PROVIDER**

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Organisation\_RCT (NSU) \_\_\_\_\_

Responsible for communication \_\_ Meyer Chantal \_\_\_\_\_

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

A bi annual review is also available online.

Type of product/initiative magazine

Filename<sup>6</sup> or hyperlink (see attachment)

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

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**IDENTIFICATION FICHE<sup>7</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

**INFORMATION ON THE PROVIDER**

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Organisation\_RCT (NSU) \_\_\_\_\_

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

Press releases when events or on specific themes.

Type of product/initiative press release

Filename<sup>8</sup> or hyperlink see attachment

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2011

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**IDENTIFICATION FICHE<sup>9</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

**INFORMATION ON THE PROVIDER**

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

Thematic files are produced on specific topic (Rural Entrepreneurship for example).

Type of product/initiative Website

Filename<sup>10</sup> or hyperlink see attachment

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2011

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**IDENTIFICATION FICHE<sup>11</sup> FOR EXAMPLES OF COMMUNICATION PRODUCTS**

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

A stand has been created in order to present the network during events.

Type of product/initiative stand

Filename<sup>12</sup> or hyperlink see attachment

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2011

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**INFORMATION ON THE COMMUNICATION EXAMPLE**

Short description, including context, target groups, key messages

A promotional leaflet has been created to promote the network

Type of product/initiative leaflet

Filename<sup>14</sup> or hyperlink see attachment

Initiator (Managing authority, NRN, Paying agency....) National Support Unit

Support organisation (contractor, other ...)

Date produced 2011

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