



European Commission
Agriculture and
Rural Development



European Network for
Rural Development

EN RD | **CONNECTING RURAL EUROPE**

<http://enrd.ec.europa.eu>

Adrian Neal

**Contact Point
for the European
Network for Rural
Development (ENRD)**



A man with dark hair, wearing a grey sleeveless shirt and blue jeans, is sitting on a large haystack. He is holding a white laptop on his lap and looking at the screen. The background is a bright blue sky with large, white, fluffy clouds. The overall scene suggests a connection between technology and rural life.

**RURAL DEVELOPMENT
NETWORKING:
a luxury or a necessity?**



Current cost

Over €500 million!

*NRNs & ENRD for 2007-2013
(total public expenditure)*

0,32% of EAFRD for what benefits?



TWO PILLARS OF THE COMMON AGRICULTURAL POLICY

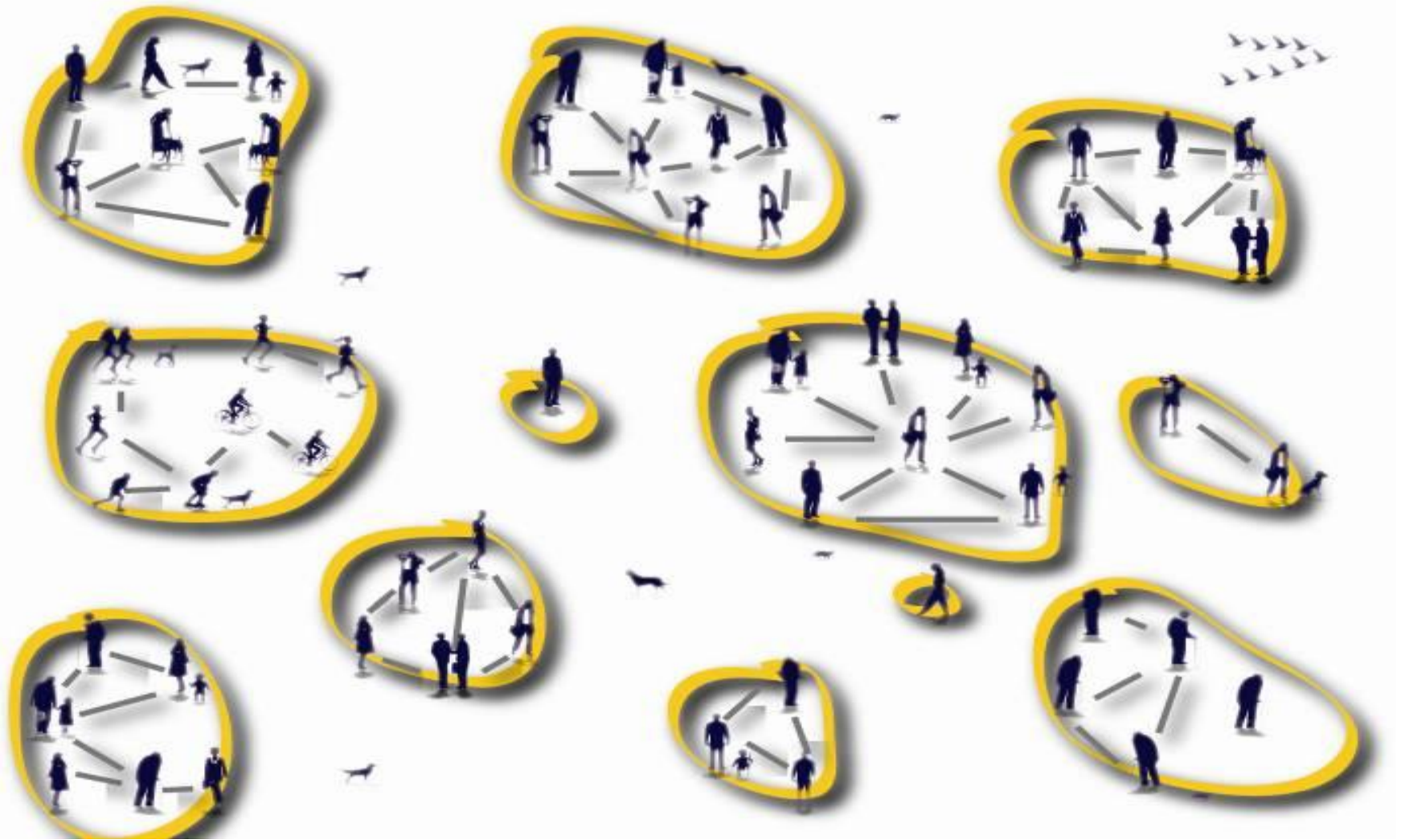
Farming &
Markets

Agriculture &
Rural Development

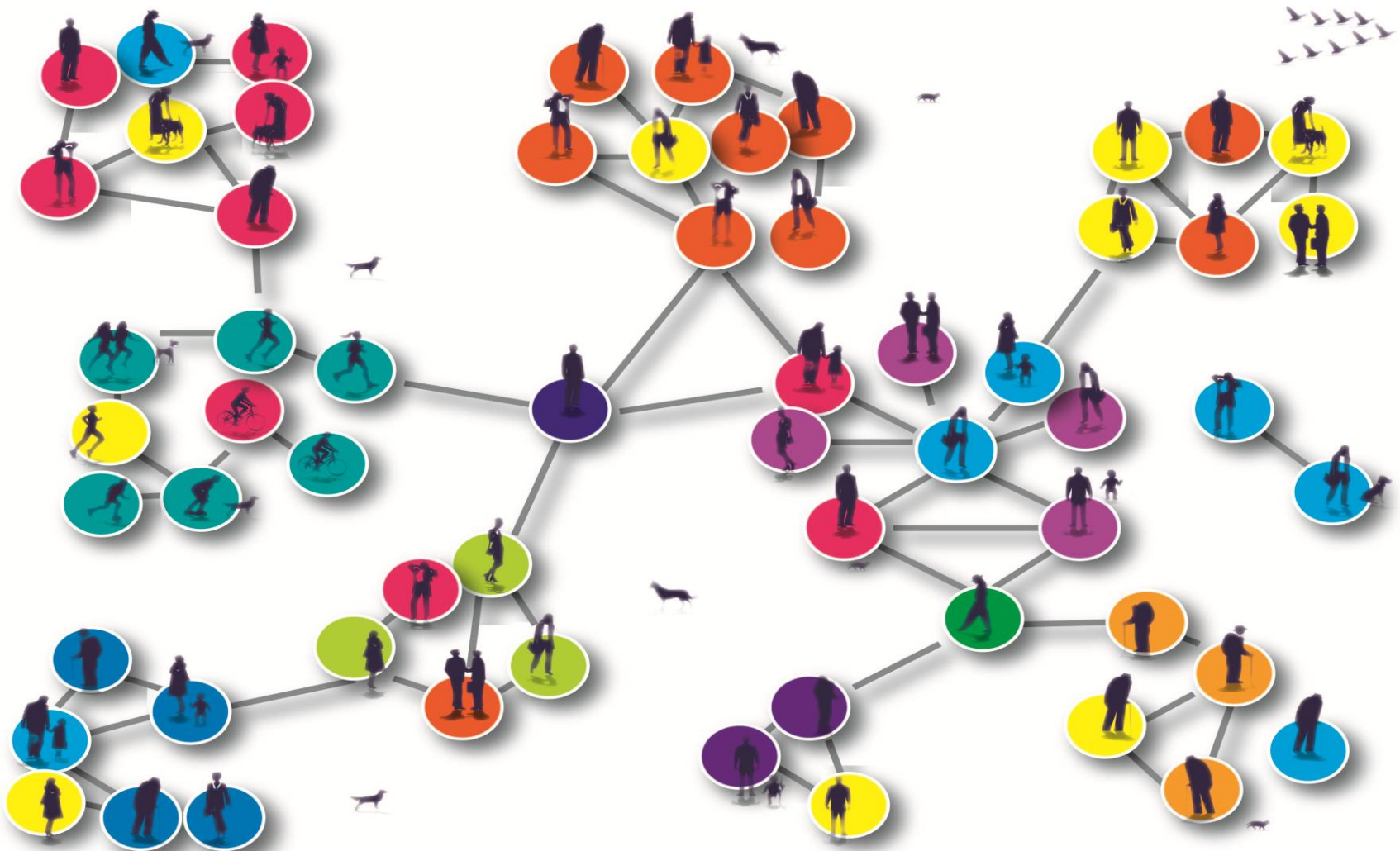
NATIONAL RURAL NETWORKS

EUROPEAN NETWORK
FOR RURAL DEVELOPMENT

Lack of rural connectivity



Rural community diversity

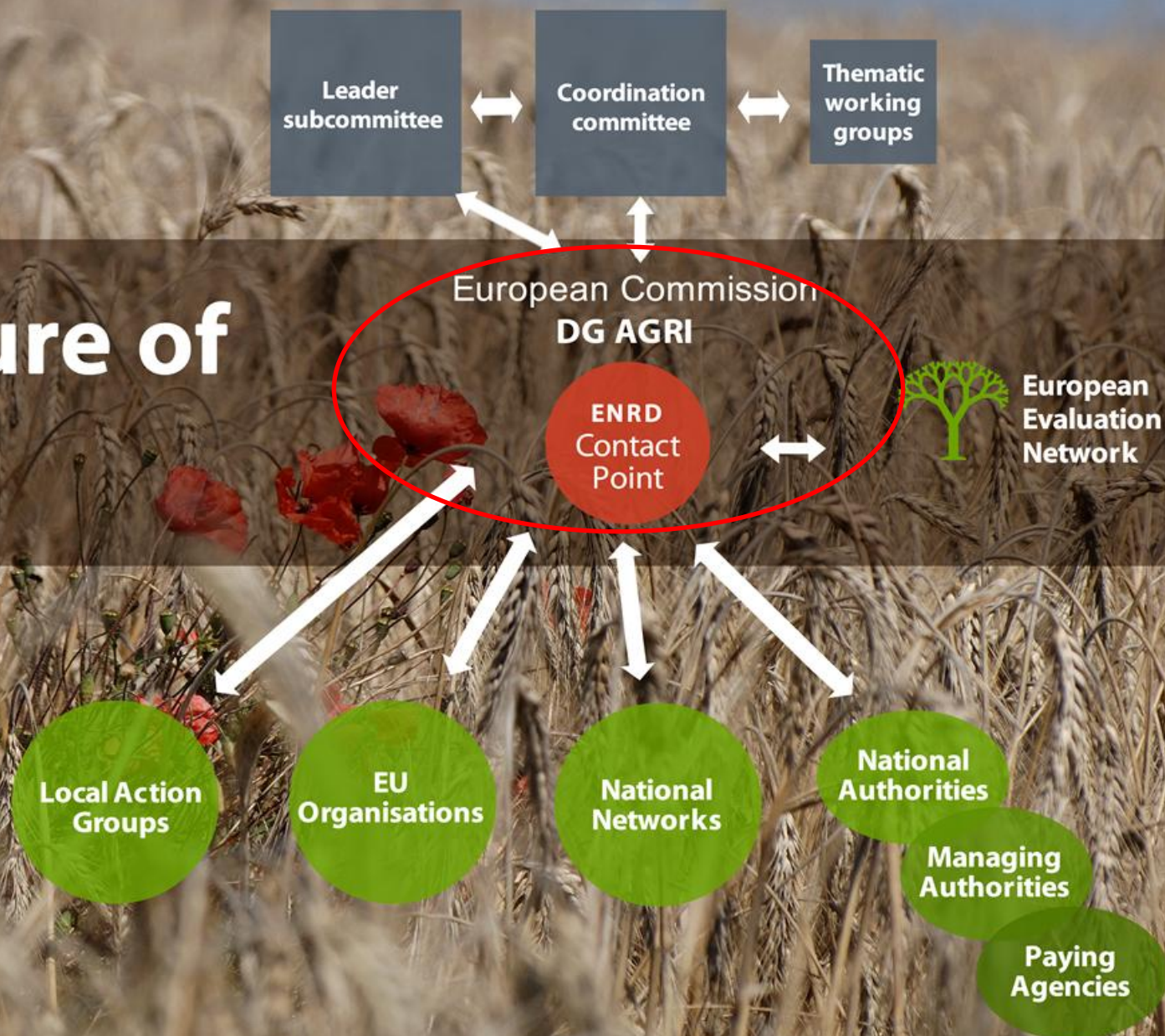




CONNECTING RURAL EUROPE



Structure of ENRD





Agriculture and Rural Development



THE SWEDISH
RURAL NETWORK

MAAMAJANDUSE
INFOKESKUS

31 National Rural Networks



UK

National
Rural Network

Landdistrikter.dk



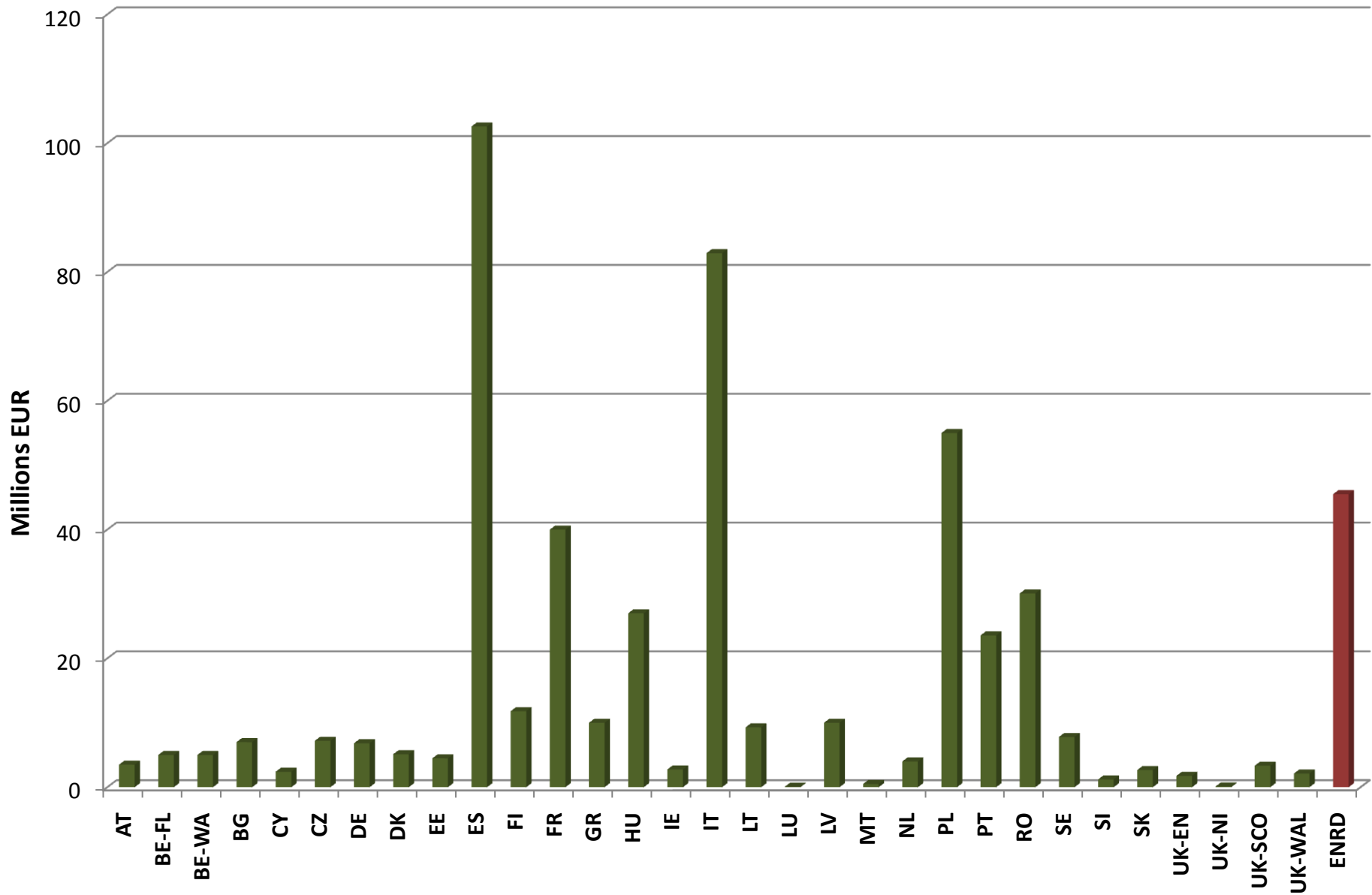
Vlaams Rural Network



REDE RURAL
NACIONAL



Total public expenditure (millions EUR) committed to funding NRNs and ENRD for 2007-2013 (*estimate - June 2011*)



National Rural Networks & Network Support Units



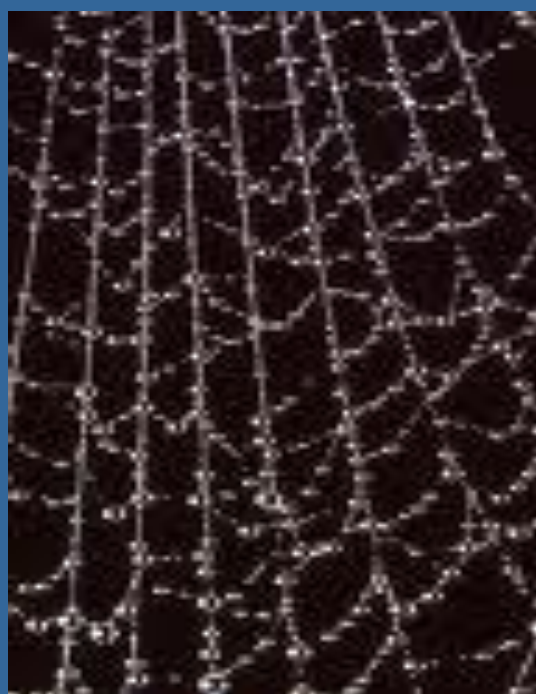
Huge variety of different network structures.....



Small, beautiful
& modestly
structured



Highly
structured &
restricted



Larger, not so well
structured, but still
functioning



European Commission
Agriculture and
Rural Development



12 European Rural Development Organisations



Partnership for
Rural Europe



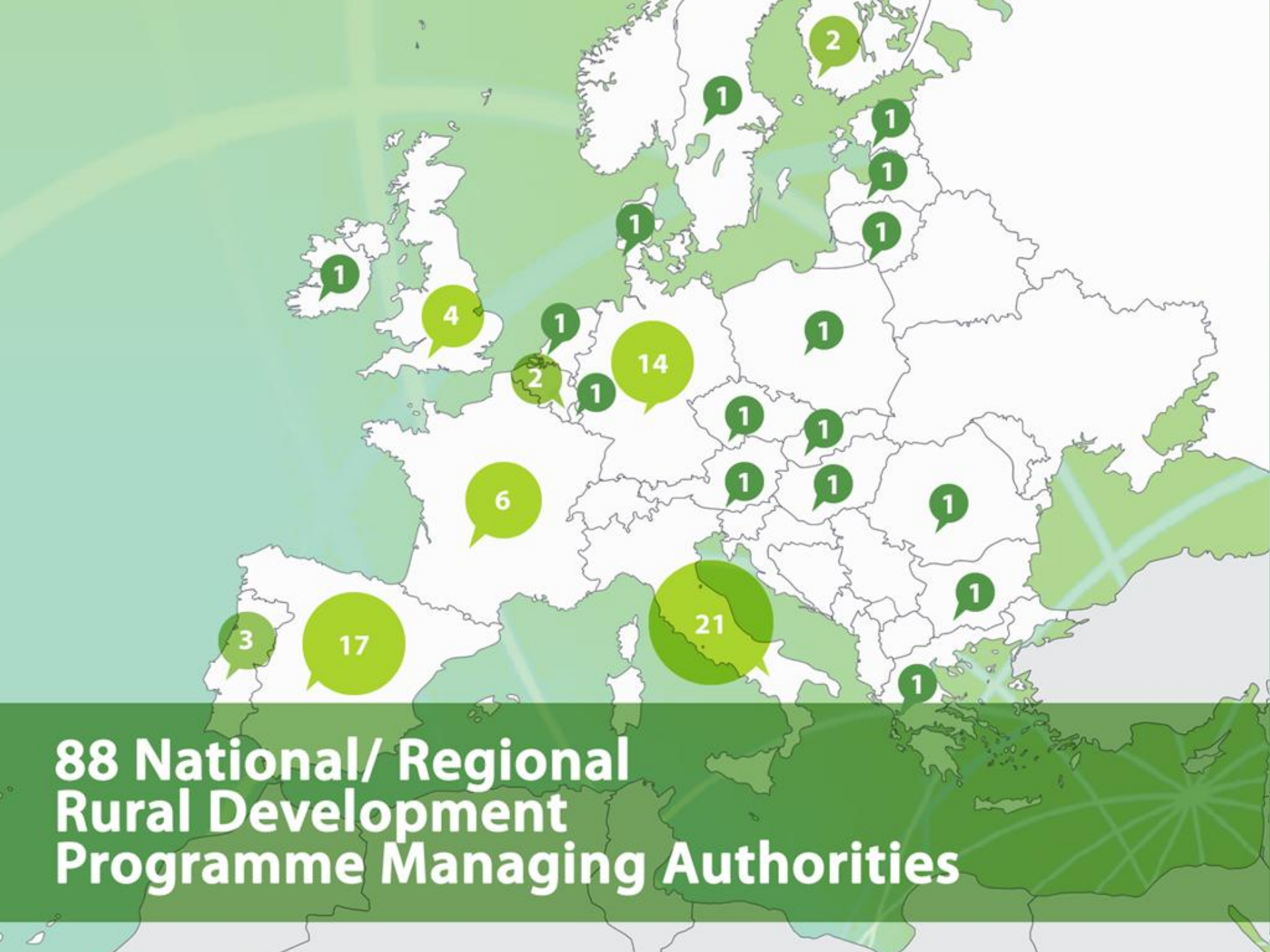
EFFAT



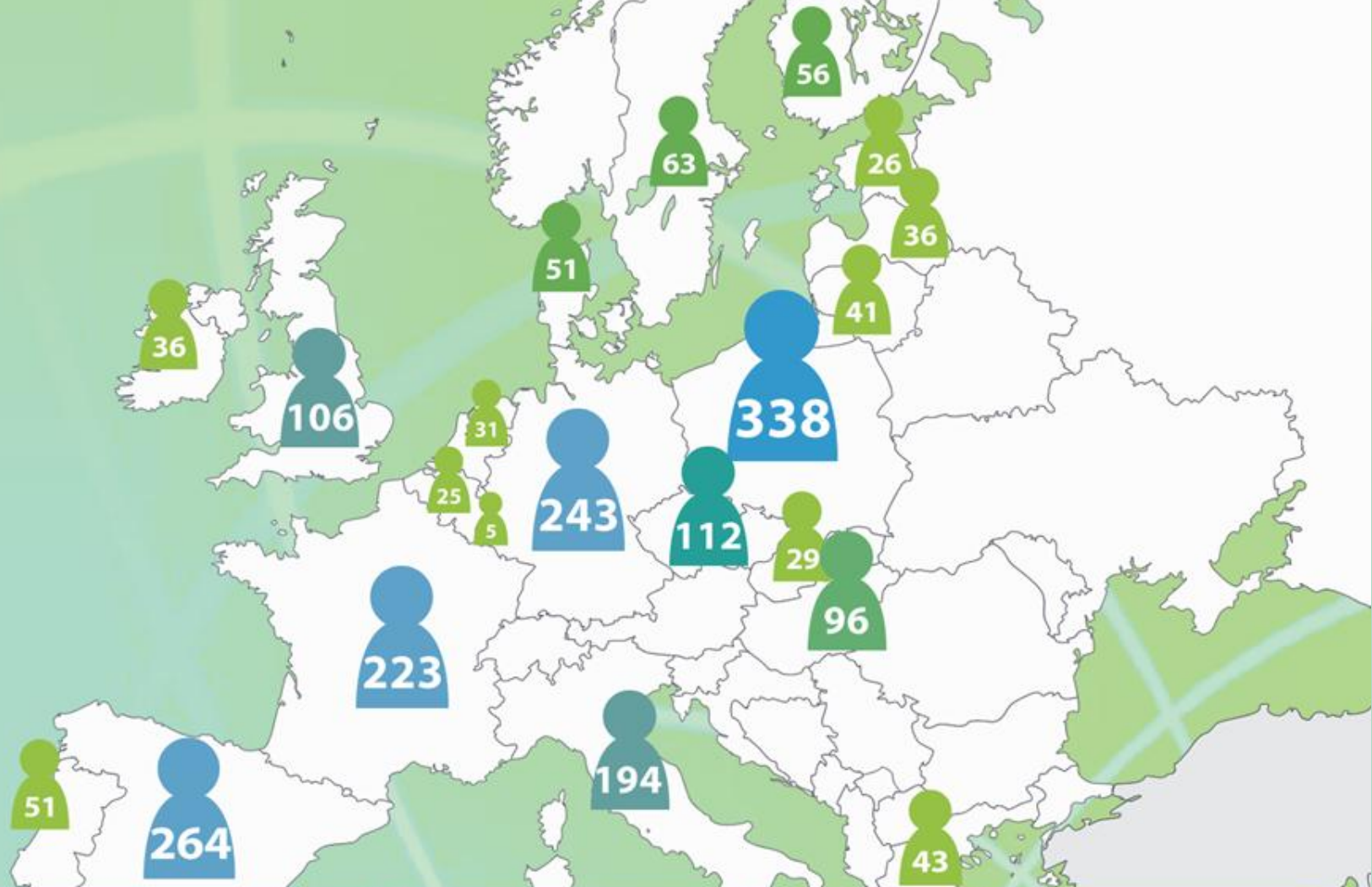
copa*cogeca
european farmers european agri-cooperatives



Welcome
CPE
www.cpefarmers.org
European Farmers' Coordination



**88 National/ Regional
Rural Development
Programme Managing Authorities**



2,200 Local Action Groups
(2,195 selected LAGs January 2011)



ENRD Contact Point

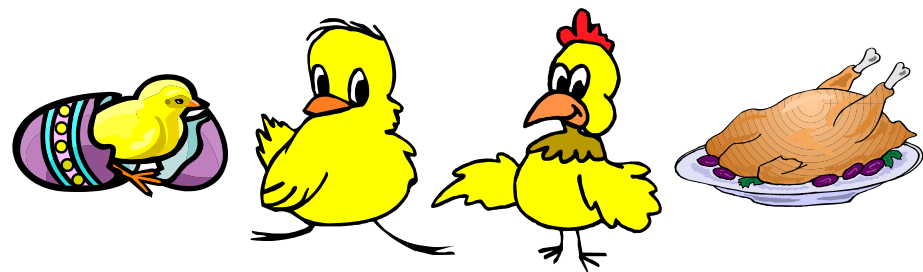


....collecting and telling 'rural' stories





Birgitta and Claes and their organic chickens





**Billy Miller producing fresh
food, training & work
opportunities**



....sharing knowledge and experience



Policy analysis by theme/topic...



Policy analysis by area....



Cooperation





European Agricultural Fund for Rural Development

Examples of Projects



The European Agricultural Fund for Rural Development

Examples of Information and Communication
Technology (ICT) projects



Project examples



EU Rural Review



- The ENRD website is now available in the German and Italian languages. Click [here](#).
- New videos and photos available in our Media Gallery. Click [here](#).
- Improved ENRD web banners now available in the download section. Click [here](#).
- ATTENTION LAGs! New Leader Cooperation Offers have been posted on the website. Click [here](#).

RUR@L

ENRD Newsletter

March 2011

NEWS

ENRD REPORT

Stakeholder Survey on the Future of Pre-accession Assistance (IPARD)

DG AGRI has launched a 'stakeholder survey' as part of a broader consultation process on the future of post 2013, pre-accession assistance in the area of agriculture and rural development (IPARD). All interested in this issue, in particular those working with SAPARD/ IPARD and pre-accession assistance are invited to complete the survey. The deadline for contributions is 31 March, 2011. For further information, click [here](#). To complete the questionnaire click [here](#).

DG AGRI Publishes Forestry and Rural Employment Reports

Two studies, recently undertaken by DG AGRI, have been made available on the Europa website. One examines prospects for the supply of wood and other forest products, from areas with fragmented forest-ownership structures. Click [here](#). A second study on employment, growth and innovation in rural areas has also recently been completed and a more detailed account of this will feature in the next Rural News. Click [here](#).

DG AGRI Launches Facebook Page!

In our fast changing world, static websites are becoming less popular. Facebook and Twitter are the tools people use to stay updated and in touch with the world. In the CAP, DG AGRI is now on Facebook and Twitter.

EU-Agri is a fan page with news about agriculture from different sources. Agri-Publi is another fan page with the latest publications by DG AGRI. [Dorian Clarke](#) is the Commissioner's fan page where he communicates his views and impressions. The Commissioner's spokesman, Roger Watts, is also on Twitter ([@RogerWatts](#)), which is mainly used by journalists and politicians.

POLICY BRIEF

Seminar Highlights Importance of ICT to Rural Areas

The importance of Information Communications Technology (ICT) to the development of rural areas in Europe was the focus of an ENRD seminar held in Brussels, on 10 February, 2011.

The event entitled 'ICT and rural areas: building the knowledge society at grassroots level' provided a useful platform for discussing the implementation of ICT policies in rural areas and how this has been implemented in different Member States.

The seminar, which was attended by around 140 ICT and rural development stakeholders, examined the role of rural development policy concerning broadband infrastructure and its utilisation. The seminar also focused on reviewing the needs of rural areas, regarding the current ICT requirements

of agriculture, as well as those of the food industry and rural areas generally. The seminar also included issues relating to the new Digital Agenda for Europe and the EU Broadband Strategy. A focal point for the event was the sharing of good practice regarding ICT projects in rural areas and collecting ideas for future rural development policy and 'post-2013' discussions. Participants heard that some 184 rural broadband projects have been approved through 37 different RDPs. However, currently broadband accessibility is at 77% in EU rural areas, compared to 100% in EU urban areas; and given the importance of ICT to rural development, this imbalance needs to be redressed.

"[The ICT event] truly demonstrated the breadth and diversity of projects already supported by the EAFRD."

John Hannafin
The Tipperary Institute in Ireland

Seminar participants also heard about the importance of broadband and wireless access, to US rural development policy, as a means of revitalising the economy, creating new jobs and providing improved services in rural areas. In addition, an interesting perspective was shared on rural broadband schemes and ICT use in Ireland, Hungary and Sweden. Three simultaneous workshops were also held, which addressed key strategic issues.

In general, the seminar underlined the importance of ICT as a cornerstone for the development of rural areas. Speaking at the event, John Hannafin, from the Tipperary Institute in Ireland said it 'truly demonstrated the breadth and diversity of projects already supported by the EAFRD'. However, it was noted that there is a real need for more investment in ICT infrastructure in rural areas and for greater incentives for the rural population to use new technologies. Click [here](#).



Please note: 'Rural News' is an online publication; for further information, please go to <http://enrd.europa.eu>

EAFRD Projects Brochure – Showcases Diversity of Project Examples

The 'EAFRD Projects Brochure' is fast becoming a flagship ENRD publication, with the most recent edition focusing on Information Communications Technology (ICT). Click [here](#). As with all editions of the brochure – it includes an array of project examples, ranging from computer training to e-tourism – all intended to inspire and inform readers on the huge array of possibilities for use of the EAFRD to fund rural development projects in rural areas across Europe. This is the second brochure in the series, which will regularly feature projects from all 27 EU Member States. Future themes will include 'green growth' and 'Leader', as well as other proposed themes such as 'entrepreneurship', 'food' and 'renewable energy'. The brochure showcases selected projects from the 'RDP Projects Database', which will for the first time, represent a one-stop-shop for rural development projects from all EU countries and covering all RDP axes. "These are

invaluable tools for those interested in RDP projects. They tell a story about how the EAFRD is being used in practice, by everyday rural businesses. And of course the main thing is that these are user-friendly tools for people in rural communities," says Tim Hudson of the ENRD Contact Point. The soon-to-be-launched database will initially feature around 200 project examples on the ENRD website – with this figure set to increase following further expected NRN contributions. According to Mr Hudson, "This is a very exciting initiative and we will continue to collect more and more project examples. If someone has an interesting EAFRD project then we encourage them to speak to their NRN about submitting it for the database". In addition, the ENRD will be including videos as part of its growing suite of products, and is particularly interested in any existing or possible footage of RDP projects. Please contact Newsg@enrd.eu.

NRN FOCUS

Focus Groups on Leader Implementation – Reports Now Available

A series of reports on the work of the ENRD Focus Groups, on specific aspects of Leader, namely the 'bottom up approach', 'Innovation' and 'cooperation' have been concluded. These reports are now available to download from the ENRD website. Click [here](#) for further information.

Mid-term Evaluation Report Results on NRNs

The mid-term evaluations of Rural Development Programmes (RDPs) were finalised in each EU Member State by 31 December, 2010 and are currently under examination by the Managing Authorities and the Commission's services. These external evaluations examine the degree of utilisation of resources and the effectiveness and efficiency of the RDPs. They will also provide valuable insight into the perceived effectiveness of the National Rural Networks (NRNs). The ENRD Contact Point will compile a report on this, to be presented at the next NRN meeting in Germany on 27 April, 2011.

Polish and Portuguese LAGs Sign 'Cooperation Declaration' at Seminar

A cooperation seminar involving Local Action Groups (LAGs) from Portugal and Poland was held on February 11, in the Portuguese district of Santarém. In total, 24 representatives from two Polish and six Portuguese LAGs met to discuss joint organisation of various actions: cooperation projects to support economic development and local entrepreneurship; expanding marketing opportunities for local products; and promoting rural tourism. After the seminar a 'signature ceremony' was held, where participants signed a declaration of cooperation between the two countries. Click [here](#).

COUNTRY FOCUS

 **Slovenia** Size: 20,273 km²
Population: 2 million

Slovenia is a relatively small European country with a unique natural heritage, characterised by high diversity, rich natural systems and rich forests. The Natura 2000 areas cover more than 35 percent and forests almost 60 percent of the entire Slovenian territory, giving Slovenia one of the largest shares of protected and forested areas in Europe. In general, Slovenia is quite sparsely populated. Low productivity remains the key problem for the agriculture sector in rural areas, the food processing industry and the forestry sector also play an important role in the economy. However, generally all three sectors are facing restructuring processes and there is strong potential for the growth of organic production, as well as the establishing of local markets in Slovenia. Rural areas have an aging population with young people leaving to find opportunities elsewhere. However, those rural areas that are close to urban centres are experiencing population increases. The environment is well preserved and has a favourable species and habitat status, supported by a sound infrastructure for sustainable farming and forest management. For further information, click [here](#).



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Connecting Rural Europe

MY EN RD
LOGIN

WHO'S WHO



GLOSSARY



FAQ



LINKS



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HOME

RURAL DEVELOPMENT POLICY

NATIONAL RURAL NETWORKS

EN RD THEMATIC INITIATIVES

EN RD LIBRARY

EVENTS AND MEETINGS

European Network for Rural Development

The European Network for Rural Development (EN RD) was launched in October 2008, to act as a focal point for all rural development actors across the EU. In particular, the EN RD helps ensure that Member States efficiently implement Rural Development Programmes (RDPs). [Read more](#)

Connecting Rural Europe ...

EN RD NEWS and UPDATE

MAIN STORIES



PROJECT OF THE MONTH: PORTUGUESE PROJECT PROVES IMPORTANCE OF COOPERATION

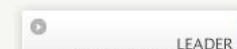
A Portuguese project which connects producers of fresh locally sourced fruit ...

[More Information](#)[MORE STORIES](#)

MEDIA GALLERY



MY COUNTRY

RDP
MONITORING INDICATORS

LEADER

OTHER NEWS

ENRD Website

Public goods and
public intervention
in agriculture

4 April, 2011: TWG3 Synthesis report published

The main outcomes of the work of the Thematic Working Group (TWG) 3 are now available in a synthesis report. Check out the TWG 3 page for further information on a series of TWG3 products, including the Public Goods Brochure. Click [here](#).



4 April, 2011: 'Call for papers' open for European Congress on Forestry

A call for papers/abstracts is now open, ahead of the European Congress on the 'Present and Future Role of Forest Resources in the Socio-economic Development of Rural Areas', to take place in Rome, on 23-24 June, 2011. Click [here](#).



4 April, 2011: ENRD visits Bulgaria to meet with key stakeholders

The ENRD visited Bulgaria from March 21 - 24, on a networking mission to meet with the RDP Managing Authority and

LAG
DATABASE



Developing the South Estonia Food Network

Background:

The project was developed to help address the imbalance that exists in Estonia whereby both the production and consumption of organic food is increasing, but the processing and marketing of local organic products remains under-developed.

Objective:

To respond to the increasing demand for organic food products in Estonia by improving the marketing of organic foods that have been produced and processed in Estonia.

Main Activities:

Alt-Lauri Farm Shop and the South Estonia Food Network have developed an effective direct-marketing network for a range of local farm products, including organic food. The South Estonia Food Network started to market organic products in 2008, but needed further supplies of good quality products to expand their activities. The Food Network provides healthy organic food products to regional children's nurseries and schools. Customers can place their orders by e-mail and goods are delivered directly to their home.

Results and Benefits:

Investment in facilities for improving the processing and marketing of local organic food products at Alt-Lauri Farm has resulted in:

- reconstruction of the barn at Alt-Lauri Farm to include washing and

At a glance:

Theme:
Agriculture

Sub-themes(s):
New products
Quality

Keywords:
Co-operation
Food
Marketing
Organic farming

Country/Region:
Võru County,
South Estonia

Beneficiary type:
Other
Public/local authorities

Project cost:
< €100 000

ENRD Projects Database

The benefits of this specific investment have been:

- the increased supply of local food to local consumers (with all the associated economic, social and environmental benefits);
- improved incomes for Alt-Lauri Farm and other local farmers using the new facilities;
- encouraging innovation with new products and packaging etc.

Lessons Learnt:

The project offers an excellent example of how targeted investment can support the co-operative processing and marketing of good quality local food products.

Contact Information:

Project website: <http://www.let.ee/>
Estonian NRN website: <http://www.maainfo.ee>
Contact: Reve Lambur, reve@maainfo.ee, Tel. +372 384 9728

 [Further information ... \(25.5 KB\)](#)

Agri-food and forestry products

Duration:
Start date: September 2009
End date: September 2010 (Predicted)

Last updated:
3 September 2010



ALT-LAURIitalo



**RURAL DEVELOPMENT
NETWORKING:
a luxury or a necessity?**



“Can there be effective implementation without ownership?”



What are the essential 'success' factors for RD networking?

- Clearly defined goals
- Appropriate partners
- Appropriate governance structure(s)
- Sufficient resources
- Range of communication channels & methods
- Flexible and adaptable





CONNECTING RURAL EUROPE

