

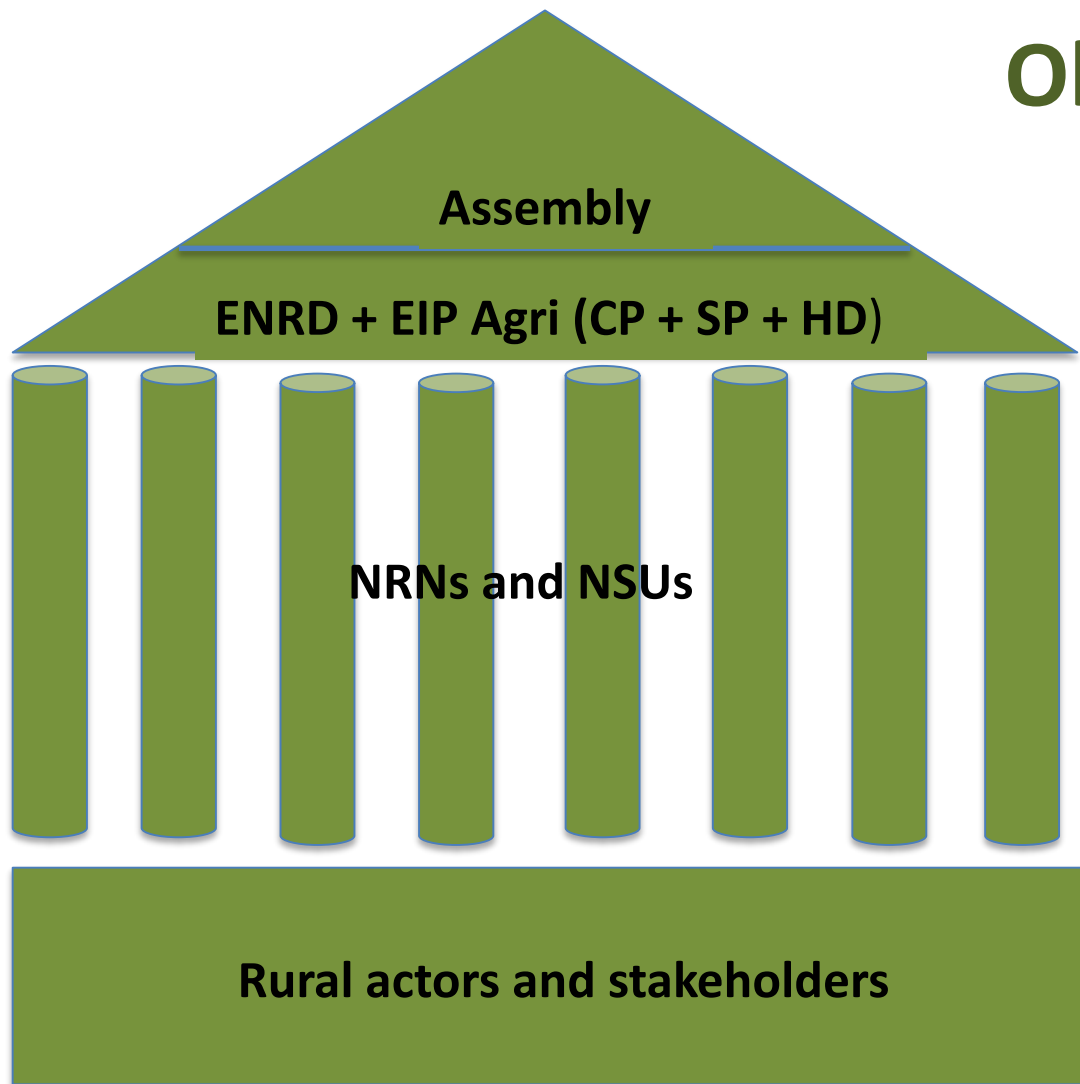
The Strategic Approach of the Contact Point

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Content

1. Common Objectives and tools for ENRD and NRNS
2. How do we put them together?
3. CP strategy

Common Objectives



More stakeholder
participation

Better policy

Greater awareness

Very similar tools and activities

ENRD Tasks (A.52)

- Support to NRNs + trans. cooperation
- Good practices
- Thematic groups
- Meeting + seminars
- Support NRN capacity building for LAGs
- Collect, analyse, disseminate RD.



NRN Tasks (A.54)

- Contribution to EU networks
- Project examples
- Thematic exchanges
- Training + networking for LAGs
- Communicating RD

How do we work together to improve the results of both?

The nine official tasks of the Contact Point

Task	Delivered
1. RDP analysis	✓ Done
2. Thematic groups	✓ Done
3. Good practices	✓ Done
4. Website + social media	✓ Done
5. Publications	✓ Done
6. Events	✓ Done
7. NRN	✓ Done
8. CLLD	✓ Done
9. Cooperation	✓ Done

**But this is
not a
shopping
list!**

How do we design tasks to have most impact on our common objectives?



The strategic approach of the Contact Point

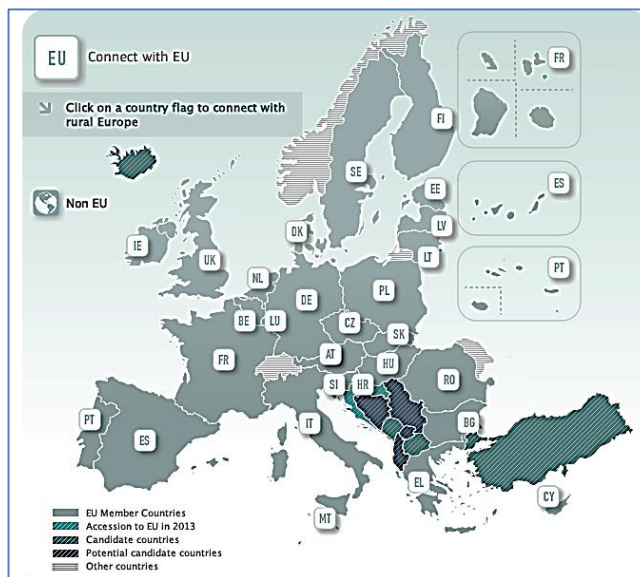


Clearer targetting more use in implementation.

CP staff follow specific
countries.

Not intermediaries or
another layer.

Team of geographic
experts.



Support EU mapping:-
spaces, tools for
cooperation and peer
learning...

Support screening of OPs
and other documents.

Work with NRNs to identify opportunities +
needs + useful practices. (RURALABS, GPS)

Integrated workpackages

- Focus on limited number of agreed objectives
- Organise all tasks to have most impact



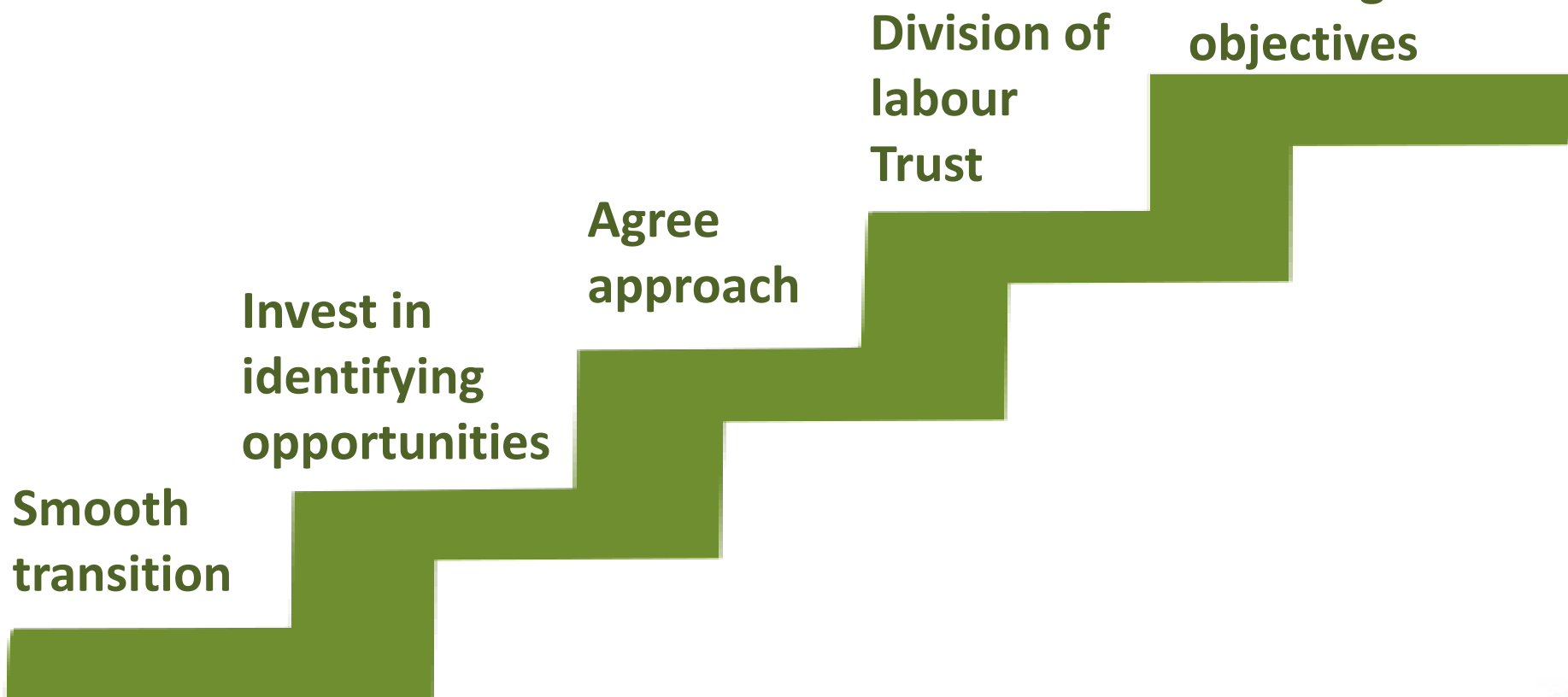
- RDP Analysis
- Thematic groups
- Good practices
- Events, exchanges
- Networks, taskforces..
- Publication
- Web + social media

Target groups



Main goal

Priorities for year 1



Objective 1: Who are our stakeholders? Who has interest in + influence over rural policy? How can rural networks involve them?





Viable agriculture

- Farmers
- Agro-food industry



Sustainable management of natural resources and climate action

- Environment NGOs
- Forestry
- Water



Balanced territorial development

- Local Action Groups
- Planning authorities
- Citizens

Rural Stakeholders and their organisations

Influence? Interest? Inclusion?

Programme Managers?

Integrated work package on **stakeholder involvement**



Mobilises all tasks
Dedicated seminar
+ publications

Operational Objectives:

1. Mapping stakeholders
2. Assessing needs and opportunities
3. Targetting specific groups and fields
4. Action for capacity building, peer to peer exchanges...

Specific Objective:

To increase the involvement of all stakeholders in RDP Implementation

Main Targets:

1. **RD stakeholder organisations**
2. RD Programming and implementation

Objective 2: RDP quality

Where and how can networking have an impact?

Which programme themes?



jobs

*Social innovation in
rural services*

*Short
circuits*

*Climate
change*

Young farmers

Which programme methods?



CLLD

cooperation

*Results
based and
collective
approaches*

*Integration
of pillars,
funds,
measures*

Integrated work package on **better policy**



Mobilises all tasks
Dedicated seminar +
publications

Operational Objectives:

1. Increased awareness of opportunities, needs and constraints to improving RDPs
2. Identifications and sharing of promising solutions and responses
3. **Community of practice** to create space, information and tools for consolidating successful approaches among policy stakeholders

Objective:

Improve the quality of rural development programmes

Target:

People directly responsible for RDP programming
RD Associations
+ governance

Objectives 1 and 2:

How to support the successful **launch of CLLD?**



Mobilises all tasks

Operational Objectives:

1. Mapping state of play
2. Identifying promising practices
3. Analysing capacity building needs + provision
4. Updating + improving tools (MAs + LAGs)
5. Platform for exchange (Task Force, Leader SC)
6. Support for cooperation
7. Communication...

Objective:

Improve the quality of rural development programmes **and** increase the involvement of stakeholders

Target:

RDP managers
Rural networks
LAGs

Objective 3: How to inform the **broader public**?

Operational Objectives:

1. Communicate **success stories** from RDP implementation **(projects)**
2. Communicate **human interest stories** from RDP delivery
3. Communicate **achievements in other issues of public interest**, eg environment, food etc.

Objective:

To **play a role** in informing the broader public on the benefits of RDP.

Target:

The broader **concerned** public

Our communication strategy is also targetted at RDP managers and RD stakeholder associations



Publications
Website
Social media
Events

How can we work together to achieve:

Better targetting	<ul style="list-style-type: none"> • By screening of RDPs + identifying real opportunities....
More user involvement	<ul style="list-style-type: none"> • By closer links with programme managers + rural stakeholders in design and follow up.
More integrated working	<ul style="list-style-type: none"> • By joined up working on themes where networking can have most impact at EU level.....
Better use of our products	<ul style="list-style-type: none"> • By improving links between EU policy and implementation in MS. (GEs....)
Better two way communication	<ul style="list-style-type: none"> • By clearer segmentation, adapting messages + channels to needs, debate, multipliers, follow through, more social media....
Continuous learning + results	<ul style="list-style-type: none"> • By clearer intervention logic, monitoring.....

Thank you

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