



## **RURAGRI**

### **Deliverable 1.1**

#### **External communication and dissemination strategy**

as of 20th May 2011

Prepared by Workpackage 1  
Frank Dreger (JUELICH, Germany)  
Egizio Valceschini (INRA, France)  
Alexis Raftis (INRA, France)

in interaction with the Management Committee of RURAGRI

#### **Contents:**

1. Goals of the communication and dissemination
2. Key stakeholders
3. Digital instruments and channels
4. Workshops and conferences



## 1. Goals of the communication and dissemination

RURAGRI aims to improve coordination between on-going and future European, national and regional research programmes dealing with the new relationships between rural areas and agriculture in Europe and the challenge of sustainability. Research on rural development, agriculture and sustainability aspects related to the different relevant topics is mostly carried out mainly at a national level. However, in federal states important research activities may also be performed at a sub-national level, like the *Länder* in Germany or the *Regions* in Belgium. Research related to RURAGRI issues often remains fragmented due to different policy and research focuses.

RURAGRI is an ERA-NET of research funding bodies from 20 EU member states and associated countries in order to develop a lasting network that contributes to an improved networking between the different disciplines related to rural areas, agriculture and sustainability. Hence it is the overarching goal of the communication of RURAGRI to address different actors and scientists dealing with these issues on a national and transnational level.

## 2. Key stakeholders

RURAGRI aims to improve coordination between on-going and future European, national and regional research programmes dealing with the new relationships between rural areas and agriculture in Europe and the challenge of sustainability. Four stakeholder groups were already identified in the Description of Work. It needs to be remembered, that - given the broad range of RURAGRI issues - stakeholders of different disciplines have to be considered. For example, *political stakeholders* might comprise politicians who deal with land use issues (including but not limited to agriculture), rural development issues, economic issues, environmental issues and others. Likewise, scientific stakeholders need to be considered who cover the whole range of sustainability topics with their economical, ecological and social pillars, such as land use, rural development, demography, environmental, economics and others. Hence, the following, more distinguished grouping of stakeholders can only serve as a rough summary of the broad scope of RURAGRI stakeholders:

1. National stakeholders
  - Political stakeholders
  - Scientific stakeholders
  - NGOs
2. Transnational stakeholders
  - Political stakeholders
  - NGOs
3. Other ERA-NETs and related projects
  - Political stakeholders
  - Scientific stakeholders
4. Other end-users and the public
  - Regional and local actors, including mayors, farmers and others
  - Regional and local NGOs

Due to this typology, some RURAGRI partners have also got to be considered as stakeholders.



### 3. Digital instruments and channels

The external communication of RURAGRI can make use of different digital instruments and channels as well as disseminators to communicate RURAGRI results, relevant networking activities and joint strategies such as the Strategic Research Strategy. Many instruments, such as various newsletters, are well established and have a wide distribution. It seems to be a promising approach to make use of these established digital instruments both on a national level as well as on a transnational level to disseminate RURAGRI messages.

Instruments and channels that can be made use of to disseminate RURAGRI results and messages to a the stakeholder groups mentioned above and a broader community are:

- **RURAGRI website**
  - The RURAGRI website allows an overall overview of the scope and progress of RURAGRI. Reports relating to the overall progress of RURAGRI and presenting major results of the different workpackages can be offered for download via the public area of the website. Partner countries can also make use of the website to additionally promote national or transnational workshops, seminars or conferences under “Upcoming events”. This potentially enables a broader community to be informed about relevant events dealing with topics related to RURAGRI.
- **NETWATCH (<http://netwatch.jrc.ec.europa.eu/nw/>)**
  - The European’s Commission information platform NETWATCH is a relevant central information point for actors and stakeholders to keep track with the ERA-NET scheme. The Call Calendar of the NETWATCH platform is an efficient means to communicate call details to the relevant community.
- **Partners own networks**
  - All RURAGRI partners can make use of their own political, scientific and other networks to disseminate scope and results of RURAGRI. In this context, RURAGRI considers it to be easy to get in touch with the RURAGRI consortium since the RURAGRI website lists at least one individual person with contact details of each RURAGRI partner. Thus, e.g. language issues should not be a relevant inhibition.
- **European Network for Rural Development:**
  - The European Network for Rural Development (EN RD, <http://enrd.ec.europa.eu/> ) was launched in October 2008 by the Commission decision 2008/168/EC. The main target of the EN RD is to act as a focal point for all rural development actors across the EU. The EN RD is therefore an important means to communicate RURAGRI issues to rural stakeholders. Dissemination can be performed both on the European level of the EN RD<sup>1</sup> as well as on the national level. Where established, use can be made of the national rural networks within the frame of the EN RD. An advantage of using these newsletters is that information can be spread in the official language of the partner country. Two examples of national rural networks which have got attractive and widespread newsletters are:
    - France: Réseau rural français (<http://www.reseaurural.fr/> ).
    - Germany: “Deutsche Vernetzungsstelle für ländliche Räume” (DVS) (<http://www.netzwerk-laendliche-raeume.de/>).

---

<sup>1</sup> One representative of the EN RD is also a member of the RURAGRI Expert Panel.



## RURAGRI External Communication and dissemination strategy

---

- The national contact points for FP7 ([http://cordis.europa.eu/fp7/ncp\\_en.html](http://cordis.europa.eu/fp7/ncp_en.html)) covering the thematic aspects of KBBE, Environment and SSH could be contacted to disseminate information about potential RURAGRI calls.
- Other, widespread and established newsletters both on the transnational as well as on the national level can be used for disseminating RURAGRI issues. Examples for such newsletters are:
  - EFITA-Newsletter (<http://www.efita.net/>)
  - RURAL21-newsletter (<http://www.rural21.com/>)
  - KoWi-newsletter (<http://www.kowi.de/en/desktopdefault.aspx/tabid-36/>)

This list of instruments and channels will be continuously maintained and updated. Since there are many well established instruments to spread RURAGRI issues, it is not yet decided whether an own newsletter with only a limited number of subscribers at a starting point will be worth the additional effort.

### 4. Workshops and Conferences

To ensure the support of and interaction with stakeholders and institutions and facilitate the dissemination of findings and knowledge, RURAGRI aims for a number of different workshops and conferences with stakeholders during the course of the project. However, given the broad range of stakeholders as outlined in the paragraph *Key stakeholders* a targeted approach is needed to address a relevant range of stakeholders to allow real interaction to take place. During the Management Committee Meeting in Berlin (12<sup>th</sup>/13<sup>th</sup> Oct. 2010) and in the subsequent Steering Committee Meeting in Paris (15<sup>th</sup> November 2010) it was therefore decided to take a step-by-step approach concerning the involvement of relevant stakeholders in the course of RURAGRI.

As a first approach, an Expert Panel was created. The main target of the first expert panel was to allow for interaction with these experts, to inform about RURAGRI issues and especially to receive feedback to the development of the Strategic Research Agenda. The first Expert Panel meeting was therefore performed as a workshop in The Hague (21<sup>st</sup>/22<sup>nd</sup> March 2011). The Expert Panel was constituted by nominating a maximum of two national experts from each country that participates in RURAGRI. The two national experts should ideally consist of one representative of a scientific community dealing with RURAGRI issues and one representative from a political or administrative organization having strong links to RURAGRI issues but without being an official RURAGRI partner. Another ten experts representing other institutions mainly from the European level should be included in the Expert Panel. These 50 members (maximum targeted panel size) of the Expert Panel ought to be simultaneously perceived as a nucleus of disseminators being aware of RURAGRI scopes and targets. As of 21<sup>st</sup> March 2011 (Expert Panel meeting in The Hague) 37 experts were nominated. Since not all partner countries managed to nominate two experts, it is expected by the RURAGRI consortium that additional experts will join the panel later.

Taking the decided step-by-step approach into account, RURAGRI will enlarge the number of stakeholders and actors to be involved in seminars or workshops in the course of RURAGRI.

A list of experts is maintained in the internal area of the RURAGRI website. This list will be further extended during the course of the project.

Additional workshops will be held during the course of RURAGRI when appropriate. A final conference will be organized by the Coordinator.