



European Network for
Rural Development

ENRD 2020

ACTIVITY PLAN

- as supported by the ENRD Contact Point -

*Draft prepared for Members of the
Rural Networks' Assembly*

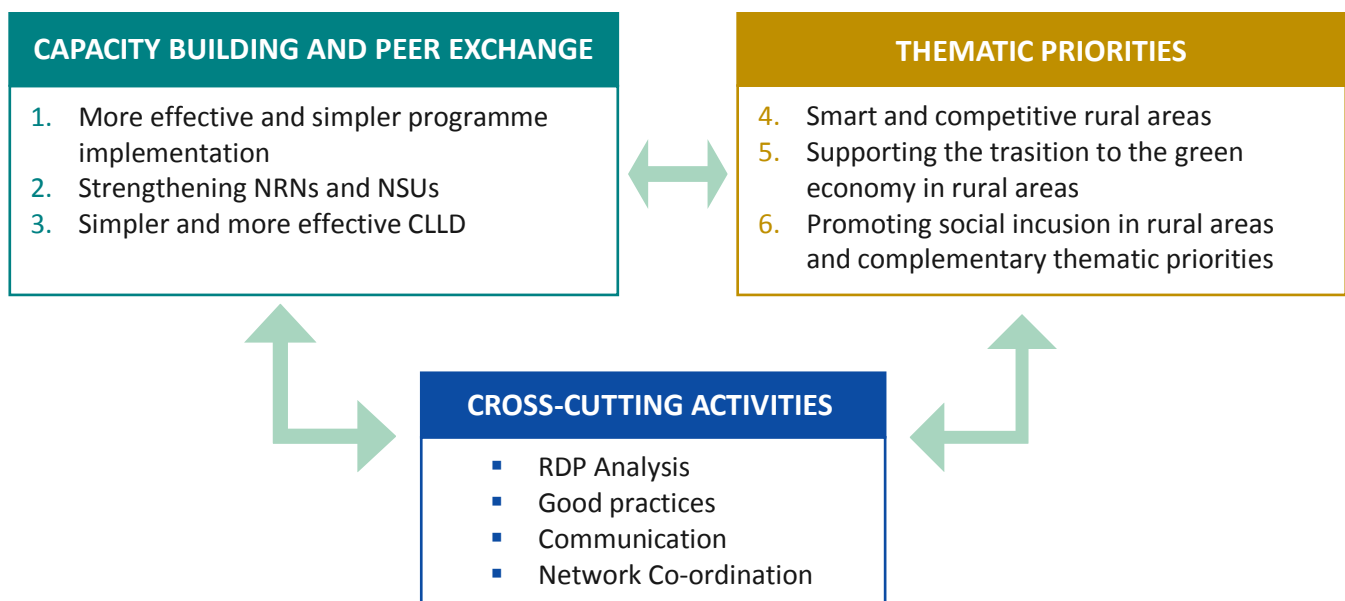
Brussels, 16 December 2019

1. Introduction

The European Network for Rural Development (ENRD) is one of the two networks operating under the EU rural development policy, the other being the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI). Details on the [Strategic framework](#) including objectives, operational principles and governance structure of both networks can be found on the [ENRD website](#)¹.

The ENRD comprises two distinct strands of activities: one, of wide scope, covering all aspects of RDP implementation – is supported by the ENRD [Contact Point](#) and the other; relating to evaluation issues for rural development – is supported by the ENRD [Evaluation Helpdesk](#). This document summarises the main activities and key outputs of the ENRD which will be supported by the Contact Point during 2020.

2. The 2020 Activity Plan by priority



The operational objectives of the Rural Networks are implemented through the use of a wide range of tools and activity types². The ENRD CP organises its work – and the use of these tools – through a series of capacity building and thematic priorities supported by cross-cutting activities. Together they tackle all of the priorities³ identified by the Assembly and take into account the evolution of Rural Development Policy as reflected in the [‘Cork 2 Declaration’](#) and the European Commission’s [Communication on ‘The Future of Food and Farming’](#), and [legislative proposals for the CAP for the 2021-2027 programming period](#).

The broad priorities are multi-annual, with each year’s activity plan being tailored to focus on important current and emerging topics where networking can add value. Thus the 2020 Activity Plan is a ‘living document’ which will be updated periodically in order to reflect further emerging priorities as they are identified. Specifically, *in the*

¹ Specifically, the Document ‘EU rural networks strategic framework and governance bodies’ and the reports on the meetings to-date of the Rural Networks’ Assembly and Steering Group.

² Thematic Groups, analysis of RDPs, good practices, guidance/training, website/social media, publications, events, networking (NRNs, LAGs), transnational cooperation.

³ Specifically, relevant to the ENRD CP.

second half of 2020, new Thematic and/or Capacity building priorities may be initiated and are not mentioned in the table below. The outputs listed below are therefore indicative and may be subject to additions and changes.

| CAPACITY BUILDING AND PEER EXCHANGE | Main priorities | Key outputs |
|---|---|---|
| | <p>P1. Support to more effective and simpler programme implementation</p> <p><i>This priority is targeted mainly at programme managers (National and Regional MAs, Paying Agencies, EC Desk Officers), but is open for broader stakeholder inclusion depending on the topic.</i></p> <p><i>The proposed events will draw on current experiences and provide support for preparations in the MS for the post-2020 period, in particular for the CAP Strategic Plans and new delivery model.</i></p> | <p><u>Seminar</u></p> <ul style="list-style-type: none"> ✓ Seminar on Programming the post-2020 CAP (April/May 2020, TBC). <p><u>Workshops</u></p> <ul style="list-style-type: none"> ✓ WS on Simplified Cost Options (2020, TBC); ✓ Workshop on Risk Management (2020, TBC); ✓ WS on animal welfare and food safety (2020, TBC). <p><u>Products</u></p> <ul style="list-style-type: none"> ✓ Newsletter-style reporting on events, factsheets, case studies; ✓ Programming and/or related ‘methodological’ examples (TBC), supporting the workshop topics chosen and/or informed by the RDP screening and analysis where relevant. |
| <p>P2. Strengthening NRNs and NSUs</p> <p><i>This priority is targeted mainly at extending exchanges both between NRNs and with other stakeholders with the aim of strengthening NRNs ability to fulfil their key objectives of increasing stakeholder involvement, improving RDP implementation and communicating more widely.</i></p> <p><i>The approach is based on identifying and responding to NRNs’ expressed needs, recognising that these differ significantly, and encouraging joint work and communities of practice on common issues where possible.</i></p> | <p><u>NRN Meetings (3)</u></p> <ul style="list-style-type: none"> ✓ 16th meeting, Zaragoza, Spain (3rd March 2020); ✓ 17th meeting, Mullsjö, Sweden (7th May 2020). <p><u>NRN Workshops</u></p> <ul style="list-style-type: none"> ✓ Joint WS with Copa-Cogeca on stakeholder engagement: ‘Cultivating network connections’, Brussels (5th February 2020); ✓ WS on facilitation techniques, Spain (4th March 2020); ✓ WS on digital communications, Brussels (June 2020 TBC). <p><u>Products</u></p> <ul style="list-style-type: none"> ✓ Common network statistics, analysis and report; ✓ Further development of networking section on ENRD website; ✓ Newsletter-style reports of NRN meetings and Workshops; ✓ Approximately 75 Member State missions. | |

P3. Support to simpler and more effective rolling out of CLLD and LEADER

This priority continues to target improving LEADER achievement by strengthening implementation capacity, extending active participation in networking and building trust between actors involved in LEADER delivery at different levels

The central aims are:

- a) to involve LEADER actors and their experience more actively across the range of ENRD thematic work*
- b) to contribute to improved LEADER implementation and achievement by identifying, demonstrating and exchanging methods, delivery systems, projects and practices.*
- c) to develop and implement new tools to extend CP outreach and communications*
- d) to inform LEADER programming and implementation under the CAP Strategic Plans framing LEADER as an adaptable and long-term investment which delivers added value.*

LEADER/CLLD Sub-group meeting

- ✓ 7th Sub-group meeting, Brussels (4th February 2020).

Seminar

- ✓ A seminar to showcase LEADER achievements and discuss LEADER/CLLD post 2020, Brussels (10th March 2020).

Workshops/other events

- ✓ Thematic Lab on Youth and Depopulation, Brussels (20th February 2020)
- ✓ Thematic Lab on Stakeholders engagement in Leader, Brussels (May 2020 TBC).

EU Rural Review

- ✓ Contributes to Issue 29, 'The achievements of LEADER' (March 2020).

Products

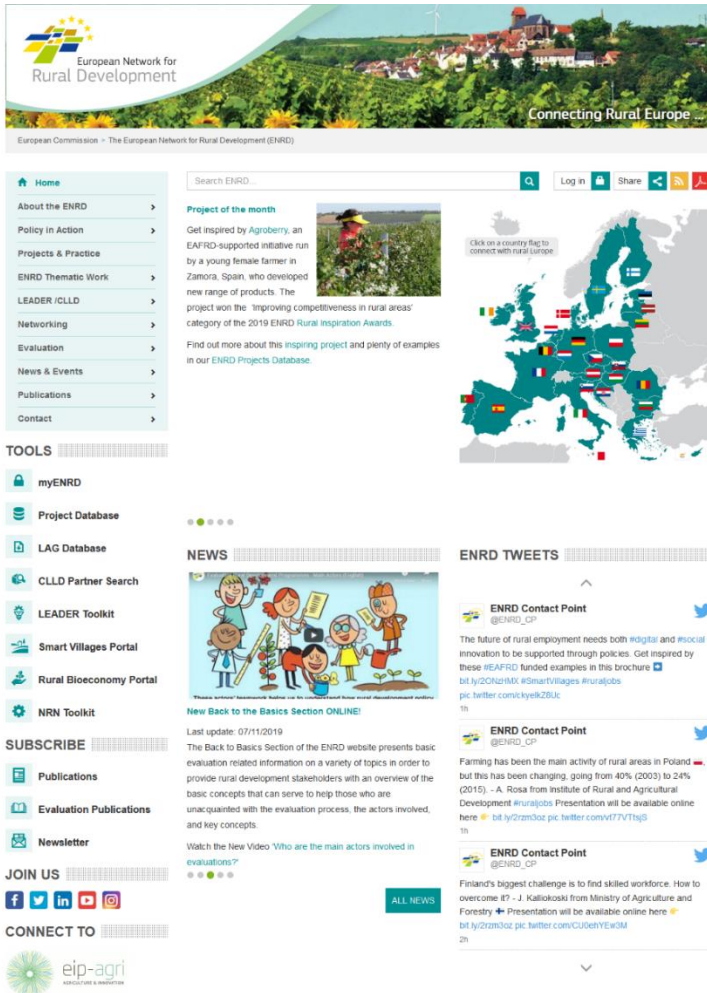
- ✓ Newsletter-style reports on LEADER events
- ✓ Thematic or methodological factsheets for LAGs based on the outputs of the thematic labs;
- ✓ Updated LEADER section of the website;
- ✓ Cooperation 'partner search tool' populated and regularly refreshed;
- ✓ LAG database maintained and regularly updated.

| Main priorities | Key outputs |
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| <p>P4. Smart and competitive rural areas: Y6-Smart Villages <i>This priority will explore how specific EU policy initiatives in areas such as energy, mobility, digital transformation etc. can support Smart Villages</i> <i>It will also encourage awareness raising and peer learning among Member States about possible approaches to programming Smart Villages in the CAP Strategic Plans and how to work together with other funds</i> <i>It will produce and disseminate user-friendly communication products to enhance the understanding of RD stakeholder groups about programming Smart Villages</i> <i>Finally, it will encourage the exchange of experience, practice, news, and expert views on Smart Villages</i></p> | <p><u>Thematic Group: ‘Smart Villages’</u></p> <ul style="list-style-type: none"> ✓ TG Meeting on Smart Villages and Energy Communities, Brussels (22nd January 2020); ✓ TG Meeting on Programming Smart Villages in a Member State (March 2020 TBC); ✓ TG Meeting (May 2020 TBC). <p><u>Products</u></p> <ul style="list-style-type: none"> ✓ TG meeting highlights reports; ✓ Expanding, improving and animating the Smart Villages portal and the Smart Villages community on Facebook; ✓ Thematic briefs on specific policy instruments such as energy communities, rural mobility and digitalisation); |
| <p>P5. Supporting the transition to a green economy in rural areas: Y6 – Bioeconomy and Climate Action in Rural Areas</p> <p><i>This priority will increase the awareness of MAs, PAs, NRNs, LAGs, advisors, researchers, stakeholder organisations and diverse practitioners of the possible uses of RDPs to support rural bioeconomy and climate change adaptation and mitigation activities</i></p> | <p><u>Thematic Group: ‘Bioeconomy and Climate Action in Rural Areas’</u></p> <ul style="list-style-type: none"> ✓ TG Meeting, Brussels (19th February 2020); ✓ TG Meeting, Brussels (April 2020, TBC); ✓ Estimated two targeted videoconferences for thematic or geographic sub-groups (TBC). <p><u>ENRD Seminar</u></p> <ul style="list-style-type: none"> ✓ ‘Bioeconomy and Climate Action in Rural Areas’ (June 2020 TBC). <p><u>EU Rural Review</u></p> <ul style="list-style-type: none"> ✓ Contribution to Issue 30 – ‘Bioeconomy and Climate Action’ (April – July 2020, TBC). <p><u>Products</u></p> <ul style="list-style-type: none"> ✓ TG meeting and seminar reports in the form of brief highlights; ✓ Continued updating of Bioeconomy portal on ENRD website; |

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| | | <ul style="list-style-type: none"> ✓ Case studies, factsheets/posters, orientations on the design of relevant interventions under the future CAP Strategic Plans. |
| | <p>P6. Social inclusion in rural areas and other complementary thematic work: Y6 – Opportunities for vibrant rural areas</p> <p><i>This priority will explore inter-related aspects of strengthening social inclusion in rural areas will be examined through the lens of territorially based initiatives</i></p> | <ul style="list-style-type: none"> ✓ <u>Workshop</u> ✓ Access to infrastructure and services in rural areas, Brussels (May 2020, TBC). ✓ <u>EAFRD Projects Brochure</u> ✓ Contributes to project brochure ‘Opportunities for vibrant rural areas’ (May 2020, TBC). ✓ <u>Products</u> ✓ Events highlights reports; ✓ Dedicated web pages (TBC); ✓ Factsheets (TBC). |

| | Main priorities | Key outputs |
|--|--|---|
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">CROSS-CUTTING PRIORITIES</p> | <p>RDP analysis <i>The analysis of EAFRD programming, principally the RDPs, and monitoring of implementation are key for the ENRD underpinning many other activities and are directly useful to a range of stakeholders.</i></p> <p>Good practices <i>Good practice examples feed into and out of thematic work and are also directly useful to a wide range of stakeholders.</i></p> <p>Communications <i>The cross-cutting communications activities keep a wide range of stakeholders up-to-date with diverse ENRD activities and EU rural policy developments – and direct those interested to sources of further and more detailed information.</i></p> <p><i>The ENRD website is the single most important communications channel for the ENRD CP. Improvements will be integrated continuously throughout the year.</i></p> <p><i>The ENRD’s social media channels will continue to be given a high priority.</i></p> <p><i>Cross-cutting ENRD publications include regular news and topical publications.</i></p> | <p><u>RDP analysis</u></p> <ul style="list-style-type: none"> ✓ Update/revision of the Policy in Action section of the ENRD website (TBC); ✓ Interim or final products deriving from the RDP screening related to climate change mitigation; ✓ Production and publication of monitoring summary overviews per RD priority and EU overview with 2018 data. <p><u>Examples of good practices</u></p> <ul style="list-style-type: none"> ✓ 100 new GPs, by July 2020; ✓ Rural Inspiration Awards: Bioeconomy & Climate Action 2020 (June 2020, TBC). <p><u>ENRD Website</u></p> <ul style="list-style-type: none"> ✓ Update of web content; ✓ Fine-tuning and enhancements of dynamic web tools such as the LAG database and its linked CLLD Partner Search tool, news and events feeds, and publications library; ✓ Update and dissemination of Smart Villages and Rural Bioeconomy portals; ✓ New web tools and sections as needed; ✓ Development of an online ‘Have-your-say’ section; ✓ Design of dedicated promotional material linking to specific ENRD web information resources. <p><u>Social media</u></p> <ul style="list-style-type: none"> ✓ Ongoing and enhanced animation of ENRD CP Twitter and Facebook accounts. <p><u>Monthly ENRD newsletter</u> (in three languages: EN, DE, FR)</p> <ul style="list-style-type: none"> ✓ 12 editions, January to December 2020 <p><u>ENRD Magazine ‘Rural Connections’</u> (in six languages: EN, DE, ES, FR, IT, PL)</p> <ul style="list-style-type: none"> ✓ Autumn / Winter 2019 Issue, by January 2020; ✓ Spring / Summer 2020 Issue, by June 2020; ✓ Autumn / Winter 2020 Issue, by December 2020. <p><u>ENRD Videos</u></p> <ul style="list-style-type: none"> ✓ LEADER achievement (P3); ✓ Bioeconomy and climate action (P5). |
| | <p>Network Coordination <i>Support to RNs’ governance, coordination with other networks and self-assessment</i></p> | <p><u>Support to Rural Networks’ Governance meetings</u></p> <ul style="list-style-type: none"> ✓ 13th Steering Group, 26th May 2020 ✓ 14th Steering Group, 8th October 2020 ✓ 7th Assembly, 4th December 2020 |

ENRD online



The screenshot shows the ENRD website homepage. At the top, there is a banner with the ENRD logo and the text 'Connecting Rural Europe'. Below the banner, there is a navigation menu on the left with categories like 'Home', 'About the ENRD', 'Policy in Action', 'Projects & Practice', 'ENRD Thematic Work', 'LEADER / CLLD', 'Networking', 'Evaluation', 'News & Events', 'Publications', and 'Contact'. The main content area features a 'Project of the month' section with a photo of a farmer and a map of Europe with country flags. Below this, there are sections for 'NEWS' and 'ENRD TWEETS'. The 'NEWS' section includes a 'New Back to the Basics Section ONLINE!' announcement. The 'ENRD TWEETS' section shows three tweets from the ENRD Contact Point (@ENRD_CP) discussing rural employment, farming in Poland, and skilled workforce in Finland. At the bottom, there are sections for 'TOOLS' (myENRD, Project Database, LAG Database, CLLD Partner Search, LEADER Toolkit, Smart Villages Portal, Rural Bioeconomy Portal, NRN Toolkit), 'SUBSCRIBE' (Publications, Evaluation Publications, Newsletter), 'JOIN US' (social media icons), and 'CONNECT TO' (eip-agri logo).

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

Social Media



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