

How the German NRSU is communicating LEADER practice and achievements



Our media

Magazin (four times / year)

- * Minimum one article about LEADER and/or a LEADER-project



Newsletter

- * Always a short description of one LEADER project



Web

- * LEADER project database (about 900 projects)



Our social media



Competition: strong together

*Gemeinsam
stark sein*

Precondition

- * Agreement with the German Laender that they are providing best practice projects for the competition
- * 13 Laender, 27 projects in total

Implementation

- * Voting through our website
- * Duration 6 weeks
- * Project of the week
- * Promotion through social media (mainly facebook)
- * Broshure with all 27 projects



Awards show

- * Last week during the International Green Week through our minister of agriculture



Europäischer Landwirtschaftsfonds
für die Entwicklung des ländlichen
Raums: Hier investiert Europa in
die ländlichen Gebiete.

During this year

- * short films about LEADER projects (6 in total)



Promoting good projects in general ...

- * There are so many information in our daily and digital world ... why should somebody be interested in LEADER or projects?
- * Understand well which information are interesting for the reader / listener
- * Telling stories is more lively than writing about money and other facts including words which are not known by ,usual citizens‘