



## European Rural Networks' Assembly

### LEADER Sub-group

# Communicating LEADER Practice and Achievement

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# Communicating practice and achievement

- What are the important messages to communicate?
- What have you done or achieved that you want to communicate?
- How well are we doing it?
- Are the messages getting where they need to?
- For what purpose?
- To the right people? In the right form? At the right time?
- How best to do it?



# Some basic indicators

<b>Eligible costs</b>	<b>2 908 336</b>
<b>LEADER funding</b>	<b>1 350 752</b>
<b>Other public</b>	<b>Indirect contribution</b>
<b>Non eligible project costs funded</b>	<b>205 000</b>
<b>LAG population</b>	<b>221 564</b>
<b>LAG area</b>	<b>2 370 km<sup>2</sup></b>
<b>Jobs created</b>	<b>9</b>



# Some additional indicators

**344** partners involved

**48** connections to other projects

**Greater involvement than expected**, public and private, new association,  
Interreg project

**51 300 hrs** of voluntary contribution

**Substantial machinery, buildings, equipment contribution**

**403 articles** in news media

**8 projects report circa 250 new partnerships**

**8 projects produce permanent / long-term benefits**

**Sustainability: 7 non-LEADER funded, 2 residual activities**

**LAG animation / capacity support scores 4.5** (out of 5)



# Communication by & with the LAG

## The main way the LAG communicates with the wider public in the LAG territory

(% of LAG responses)

**LAG website: 89%**

**LAG office: 71%**

LAG staff working in local community / meetings, forums / social media: 60-65%

Partners and their activities: 53%

LAG participation in local events and fairs: 51%

Newsletter, other printed media: 45%

## The main ways in which the LAG receives information from the Managing Authority

(% of LAG responses)

**E-mail: 90%**

**Regular meetings and forums: 68%**

MA website: 34%

Through NRN: 31%

Printed publication and guidance: 22%

Social media: 5%



# ENRD Seminar on 'LEADER: Acting Locally in a Changing World'

## Highlights report

## LEADER success factors

## 17 handouts of LAG examples



This ENRD Seminar brought together over 120 LEADER/CLLD practitioners to exchange on how to best demonstrate the relevance and added value – the 'LEADERness' – of the LEADER approach in a variety of thematic areas and beyond the local rural context.

The event showcased inspiring projects and Local Action Group (LAG) approaches through three field trips, a 'marketplace' of Austrian LAGs and short EU LAG presentations. The examples emphasised the importance of 'doing things the LEADER way' and demonstrated successful strategies for current and emerging local challenges and opportunities.

Expert presentations and group discussion identified priority actions for the 2014-2020 period to boost LEADER's role and achievements and translate these into success factors for the post-2020 period.

### Event information

**Date:** 15-17 October 2018

**Location:** Rust, Austria

**Participants:** Over 120 representatives from Local Action Groups (LAGs), Managing Authorities (MAs), National Rural Networks (NRNs) and the European Commissioners DG AGRI.

**Outcomes:** Identification of priority actions for the 2014-2020 period to improve LEADER's achievements; prioritise target groups and challenges; identify ways to effectively demonstrate LEADER's added value; highlight success factors for the post-2020 period. A number of outputs developed on LAGs' inspirational projects and approaches.

**Web page:** <https://www.enrd.eu/en/news-events/seminar-2018>

### DEMONSTRATING LEADER ACHIEVEMENTS

#### LEADER Building social inclusion: integration, civil society and education, LAG nordburgenland plus

This field trip explored different approaches through which LEADER can positively influence relations between migrants/asylum seekers and the local population.

#### Valorising and protecting the region's natural potential: nature tourism, biodiversity and digitisation, LAG nordburgenland plus

Project partners (Protected area, world heritage management and tourism marketing organisations) explained how LEADER helped them sensitise people to the value of nature and use of its touristic potential – whilst balancing environmental and economic interests.

#### Sustainable community development: youth, participation and vital villages, LAG Römertal Carnuntum

This field trip explored how the LAG deals with suburban issues such as rapid population growth, social integration, basic services and land use conflicts whilst supporting sustainable development.



#### Keynote speech

John Grieve, ENRD Contact Point

LEADER is a process of change – a process where questions related to added value, achievement, and objectives need to be asked again and again. The importance

of demonstrating what LEADER, as a process, can achieve was reiterated.

The audience agreed that only 0-25% of actual LEADER achievement can be 'captured' and expressed through standard indicators. Additional indicators related to voluntary work, in-kind contributions, improvement of community capacity – among others – are essential to show LEADER's full breadth of contribution.

At the same time, the 'trinity' of strategy-territory-partnership should remain at the core of LEADER, its essential value being that it is development done by local people and not to local people. LEADER actors should enable 'external' stakeholders to understand these values by demonstrating tangible contributions of LEADER to local development.



# Working Groups

- Three groups - communicating to:
  - Policy developers / decision makers
  - Policy deliverers
  - Policy beneficiaries – wider population
- What is it most important to communicate?
- Who should communicate it and why?
- What are the most effective methods or forms of communication (e.g. tools or evidence)?

