

**Main Organiser:**

Minha Terra -  
Federação  
Portuguesa das  
Associações de  
Desenvolvimento  
Local / Federation  
of Portuguese Local  
Action Groups  
Associations  
(Portugal)

**Contact person:**

Luis Chaves –  
Project coordinator  
(Tel+351 21 781  
92 30 )

**Website:**

[www.minhaterra.pt](http://www.minhaterra.pt)

**Objectives:**

To raise awareness  
about the LEADER  
approach,  
conveying the  
message that it  
promotes the  
integrated  
development of  
rural areas.

**Target Country:**

Portugal

**Target audience:**

General public

**Communication****tools:**

Radio

**Budget:**

€38,000

## COMMUNICATION TO THE PUBLIC

### Title : "Living Land"

**Quote of the Award Jury:**

*"The voice of agriculture through 30 short, easy-to-understand, personal testimonials. A skilful journalistic approach which communicates effectively the reality of the rural world."*

**What is the project about?**

The project consisted in producing and broadcasting 30 short radio programmes which brought to life the story of LEADER projects through the voice of the Local Action Group responsible for the project. Interviews with the project owners highlighted how the project began, evolved and the current state of play.

**How was the project implemented?**

The two-minute radio programmes informed the public about the dynamism of rural areas – "Terra Viva"- and the concrete results of the projects supported by LEADER: how the money is invested to create jobs, to diversify the activities of the rural economy and to improve the quality of life in rural areas. By presenting a variety of LEADER projects in different regions, the public was informed about the diversity of LEADER interventions, and the impact of EU funds in terms of local development and job creation. Broadcasting the information concerning the projects on peak time radio maximised its impact.

**Why should it get your vote?**

Thanks to a fine journalistic analysis the LEADER projects became the subject of an appealing story communicating effectively the reality of the rural world in an easily understandable and attractive way. The project had a high impact raising public awareness about LEADER, its approach and the dynamism of rural areas, as the 30 programmes were aired on the main news radio station at peak times – reaching 400.000 people per radio programme.

