



Organiser:

ADEPT Foundation
Transylvania
(Romania)

Project partners:

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for Rural
Development),
Orange Romania

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Objectives:

To improve access to information, for small farmers trying to access EU funding for Rural Development projects.

Target country:

Romania

Target group:

subsistence and semi-subsistence farmers

Communication tools & channels used:

Information material, Training, Farm visits, Mobile telephony (SMS)

Budget:

€700,000

COMMUNICATION TO STAKEHOLDERS

Title: Information networks for farmers in Transylvania

Quote of the Award Jury:

"An inspirational campaign, based on a deep analysis and understanding of the needs of small-scale farmers in Transylvania. A best-practice example at its best! "

What is the project about?

The Local Information Networks project responded to the needs of Romanian small-scale farmers for information on Rural Development Programme measures available to them. At grass-roots level, this project has increased the understanding of the objectives sought by the Rural Development Programme (RDP). Moreover, it has been a successful response to a truly challenging question: how to best to communicate RDP measures at national and regional level?

How was the project implemented?

"Local Information Networks" has integrated horizontal communication (information delivery to farmers) and vertical communication (linking local implementation to national policy-making) in an innovative way.

Complex information was "packaged" appropriately in information guides in order to offer farmers easily understandable information. Information materials such as Farmers' Diaries and Farm Record Sheets were designed to help work with the CAP instruments. Today, the Farm Record Sheets are promoted by the Ministry of Agriculture across all the Romanian territory. Key information was designed to be sent to farmers via mobile telephony (SMS) and farm visits were organised.

Why should it get your vote?

"Local Information Networks" convinces by its concrete impact and well-adapted information measures to the needs of the target group. It used an innovative mix of communication tools and channels to address a target group in real need: the small farmers.

