



AGRICULTURAL
& RURAL
INSPIRATION
AWARDS

Update on ARIA

2nd NN Meeting

20 September 2023

Dana Freshley

#NNMeeting #ARIAwards23



Funded by
the European Union

Outline

1. ARIA objectives
2. This year's categories
3. ARIA timeline
4. Where are we now?
5. Next steps
6. Social media promotion of ARIA
7. NN's experience





ARIA objectives



To increase the visibility of rural development and agriculture in EU



To demonstrate innovative solutions affecting rural communities



To promote a mindset of reskilling and upskilling in agriculture



European CAP Network

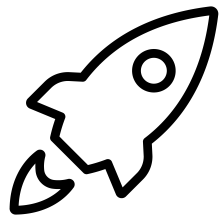
Optimising the flow of information about agriculture and rural policy within the EU is what the EU's Common Agricultural Policy (CAP) Network is all about.

[About the EU CAP Network](#)

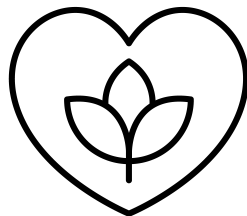
To present best practice examples



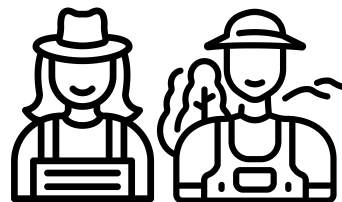
This year's categories



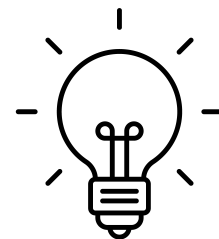
Smart & competitive agriculture



Environmental protection



Socio-economic fabric of rural areas



Rural stakeholders skills





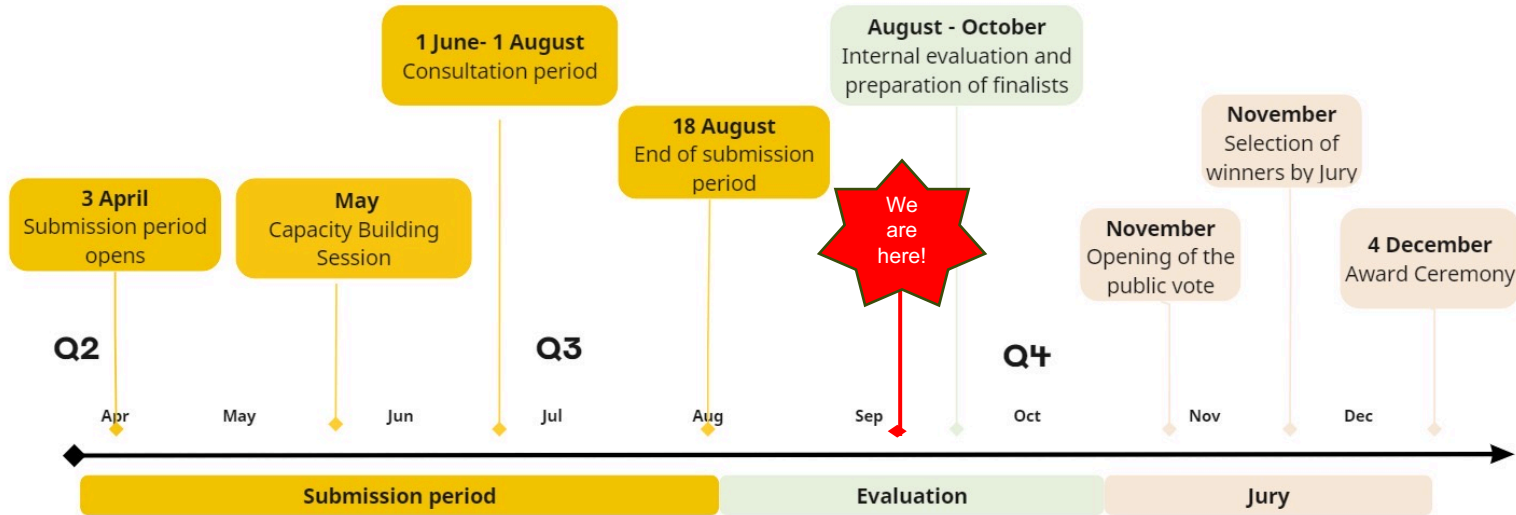
#ARI Awards23 finalists

- 24 shortlisted projects (6 per category)
- 5 winners (1 per category and 1 from the popular vote)





ARIA timeline





Where are we now?

- › We received 92 good practice project entries from 20 Member States
- › A very diverse mixture of useful and inspiring projects
- › We are choosing the shortlisted projects
- › Public dissemination will happen in November



Next steps

- **Popular vote** – open to the public from mid November to beginning December

- **Awards ceremony**
 - 4 December 2023
 - Théâtre du Vaudeville
 - 2 people per shortlisted project

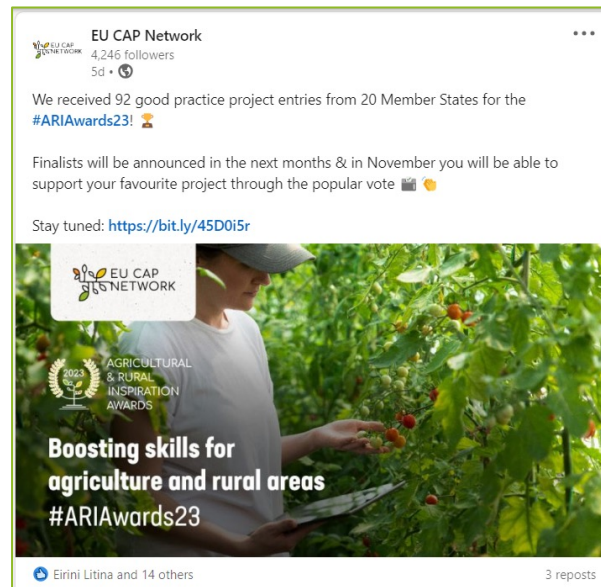




Social media promotion of ARIA

➤ Each year we organise a **social media campaign** including posts:

- Promoting the popular vote
- Finalists per category
- Each finalist at least once





How to promote your projects?

➤ How to get **more engagement and public votes** through social media?

- Plan a campaign
- Repeat post several times – 1 post is a pebble in an ocean
- Repost from the EU CAP Network accounts
- Use nice visuals – including the branded visuals that we will share in the Communication kit
- Use #ARIAwards23





NN's experience

1. What are some lessons you learned from last year RIA edition?
2. What is your process for selecting and reviewing projects to submit?
3. Which categories in your opinion are most relevant for your country?





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Thank you!

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