

## Interactive Group Work

Streamlining communication and engagement with Pillar 1 stakeholders

### Synthesis

During the [2nd National Networks Meeting](#) on 20 September 2023, an interactive session called 'The Stakeholders Archipelago' explored ways to enhance communication and engagement among specific Pillar 1 stakeholders within the National network, including farmers, farmer organisations, environmental NGOs, researchers, producers' organisations & cooperatives, and advisers.

Through three rounds of discussions, participants delved into two key questions: the benefits of increased involvement with the National network and the most effective methods and channels for engagement in terms of communication and involvement.

Ultimately, the results from each stakeholder group were shared in the plenary session, allowing for the identification of the following **benefits common for different stakeholders**:

- › **Knowledge transfer** - better access to relevant information linked to CAP interventions and funding possibilities, important policy updates, crosscutting themes covering agriculture and rural development, innovative practices etc. The information is communicated in more comprehensive way and is easily accessible at one place.
- › **Networking** – getting to know other stakeholders active in rural areas, building better connections with different actors that would be otherwise hard to reach individually (e.g. farmers, researchers etc.).
- › **Involvement** in the CAP development and implementation processes.

The **specific benefits** were also flagged:

- › **Individual farmers** can take advantage of improving the image of farmers with the help of Networks, and thereby attracting newcomers to the agricultural sector. They can also benefit from the capacity building activities implemented by Networks and peer-learning/sharing practices with other farmers.
- › **Researchers** can promote their activities through the Network and share the outcomes of their work with wider audience.
- › **Producer organisations and cooperatives** can more easily find out about targeted support for clusters or smaller producers, and also initiate future collaboration projects.
- › **Farm organisations and environmental NGOs** can benefit from amplifying their key positions, fostering the dialogue and gaining more visibility in case they are small.



- › **Advisors** could gain more recognition through e.g. official accreditation. They can also benefit from the access to innovative knowledge provided through the AKIS, knowledge hubs, digital platforms, databases etc. supported by the Network.

Most effective **methods and channels for engagement & communication with Pillar 1 stakeholders** included:

- › **Events** - conferences, gatherings, workshops, webinars, info sessions, thematic/working groups, fairs
- › **Personal/individual exchange, peer-to-peer** recommendation
- › **Consultations**
- › **Capacity building** through peer-to-peer learning, training, study visits
- › **Written sources of information** - website, leaflets, publications, newsletters
- › **Audio-visual methods** – podcasts, radio show, videos
- › **Governance bodies** of Networks, engaging various stakeholders through the Assembly, Monitoring committee, Steering committees etc.
- › **Connection with schools** to engage students/young farmers
- › **Innovative activities** such as innovation camps, hackathons
- › **Multi-actor activities** – connecting with Operational Groups, Horizon projects, AKIS actors, Advisory boards etc.
- › **Databases** of relevant contacts/projects

