



Activities in Finnish CAP- Network 2023

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Assembly meeting 5.12.2023, Brussels

What is Innovation Market?

- Joint exhibition area to gather OGs, innovative projects, startups, and innovative minds to showcase their innovations
- Bring innovations close to the end-users – participate agricultural fair in which farmers visit anyways
- High networking value also between exhibitors
- 35 exhibitors in 144 m²
 - 10 OGs, 15 startups, 16 other projects, +100 staff persons from 39 organizations
- Networking event on Thursday evening (+70 participants)
- Own stage programme: exhibitor interviews (recorded)
- Innovation pitches at main stage of the fair



KONE
AGRIA 
INNOVAATIO
TORI

12.-14.10.2023 TAMPERE

SPRING23

tune up your network - strengthen your R&D funding

The poster features a background of green wheat stalks. The title 'Spring '23' is written in a large, white, sans-serif font, with a stylized green leaf above the 'i'. Below the title, the text 'Viritä verkostosi – vahvista TKI-rahoitustasi!' is written in white, followed by '28.-29.3.2023 Scandic Rosendahl, Tampere'. At the bottom, there are three colored buttons: a teal one with 'MAASEUTU', a pink one with 'MAATALOUS', and an orange one with 'RUOKA'. In the bottom left corner, there is the European Union flag logo and the text 'Euroopan unionin osarahoittama'.

- An arena for finding innovation funding and partnerships
- The event comprehensively brought together different funding opportunities and tips for the path to commercialization
- Key topics are primary production raw materials and technologies, food and the countryside
- Organizers: AgriHubi, Rural Network, MTK, ProAgria Food Agency, Natural Resources Universities of Applied Sciences
- Joint Swedish speaking event
- More than 150 participants

Local Food Day 9.9.2023



- There were 314 destinations, more than 70 000 visitors, a new record!
- The information of the day (FI, SWE) can be found on the renewed website www.lahiruokapaiva.fi
- The opening event was held in town Huittinen. The main speaker was the Minister of Agriculture and Forestry, Sari Essayah. The program also includes e.g. the panel of MPs from Satakunta region.
- Local food day goals:
 - Create a national rural open-door day from Local Food Day
 - Make visible where the food comes from and how it is produced
 - Lower the threshold between the buyer and the producer
 - From National Local Food Day to the whole of Finland, a holiday dedicated to domestic food production and the countryside

Smart Villages activities



- Smart Village morning coffee hours – bringing villagers and other actors together regularly to discuss Smart Village related themes
 - Digital skills, mobile services, local energy solutions, self-service shops, automation, circular economy, security...
- Activities in both official languages: in Finnish and in Swedish
- Annual meetings for projects receiving Smart Village funding
- Smartest Village in Finland Competition round two - in the end of the programming period
- Are you interested in collaborating with us? Are you looking for Smart Village partners?
 - www.maaseutuverkosto.fi -> <https://maaseutuverkosto.fi/keskusteluryhmat/alykkaat-kylat-alykkaampi-maaseutu/>
- Application process started on summer 2023 and activity level is high!

Rural Proofing Seminar 15.11.2023

- Event was organised by Rural Policy Council, Ministry of Agriculture and Forestry, the Parliament's Agriculture and Forestry Committee and the Committee for the Future, and NSU
- The event was attended by 140 participants at the Parliament House and a large group (140) also remotely.
 - Politicians and their assistants, researchers, civil servants, regional administration, local actors, third sector operators
- **Examples of studies and statistics in Finland**
- Video greeting from the European Commissioner for Agriculture, **Janusz Wojciechowski**, European Commission
- **The role of and need for Rural Proofing in OECD-countries, what can we learn?**
Ms. Betty-Ann Bryce, Senior Rural Coordinator, OECD
- **The role of and need for Rural Proofing within the EU**
Ms. Wallis Vandebrock-Goelen, Senior expert attached to the Deputy Director-General for urban and territorial development and Head of the REGIO project group on the long-term Vision for the EU's Rural Areas, DG REGIO, European Commission

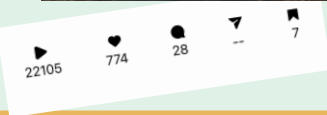
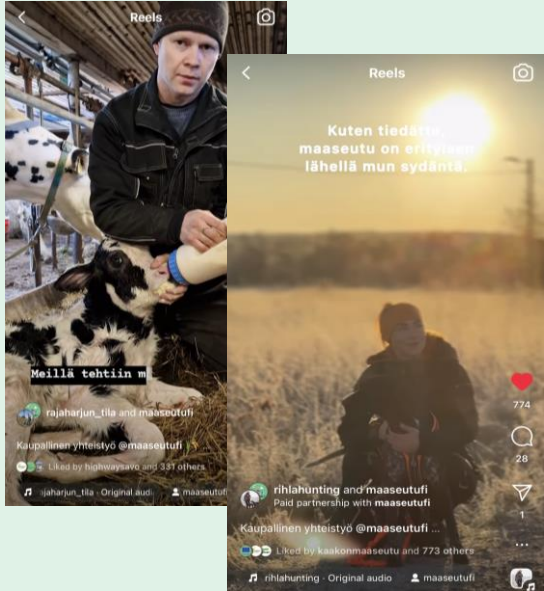
Youth Leader activities

- Youth Leader offers young people both funding and activities! Many LAGs in Finland have their own Youth Leader –working groups consisting of local youth.
- The Youth Leader funding is for 13-25 year olds to implement their own projects and business experiments. The youth working group affects the development of the region from the perspective of young people.
- Over 50 young people from 18 LAGs all over Finland got together to celebrate national Youth Leader Days 2023. During the weekend young people and their contact persons working in the LAGs got together to further develop activities and network.



FALL23

Campaign on Business Ownership Transitions



- The Nationwide Business Transfer Forum hosts a themed week focusing on ownership transfer from diverse perspectives in a nationally and internationally organized event, which we participated in.
- Our goal was to raise awareness about ownership transitions in rural areas and highlight that there is EU rural funding available for these changes.
- We conducted a social media campaign, using influencer marketing, national social media channels, and regional communicators' own social media platforms. Additionally, we created a landing page for all the information needed.
- Only through micro-influencers, more than 25,000 people were reached organically. Successful outreach to a diverse audience, including men.

CAP communication in three levels

National thematic communication networks

Swedish speaking communication network

Representatives: the Ministry of Agriculture and Forestry, Rural Network Unit, Finnish Food Authority, SLC, Rural Communication Coordinator, Leader Group, municipality, Åland Provincial Government.

Leader communication network

Representatives: Leader groups, Finnish Villages Association, Ministry of Agriculture and Forestry, Rural Network Unit, Finnish Food Authority, Rural Communications Coordinator

3. Wide network

An open network that welcomes people from all stakeholders who communicate on rural development issues.

2. Communication network

Rural communication coordinators (15 in total, working in the regions)

1. National CAP communication team

Ministry of Agriculture and Forestry, Finnish Food Authority and Rural Network Unit

Regional communication, planning and coordination between LAGs, regional authorities and municipalities. Weekly meetings together.

The network is a forum for sharing and exchanging common rural communication news. The network meets a few times a year.

The communication network has common communication strategy, as well as common tools and communication channels, for example a social media management tool (Relation Desk), Canva for photo editing and the websites rural.fi and ruralnetwork.fi, which everyone can update.

Regional communication networks (15)

2. Regional communication network

1. Regional communication team

Rural communication coordinator, representatives of the regional authorities, LAGs, municipalities

Stakeholders and partners, activities vary from region to region



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