

Follow-up on the Networking Hackathon

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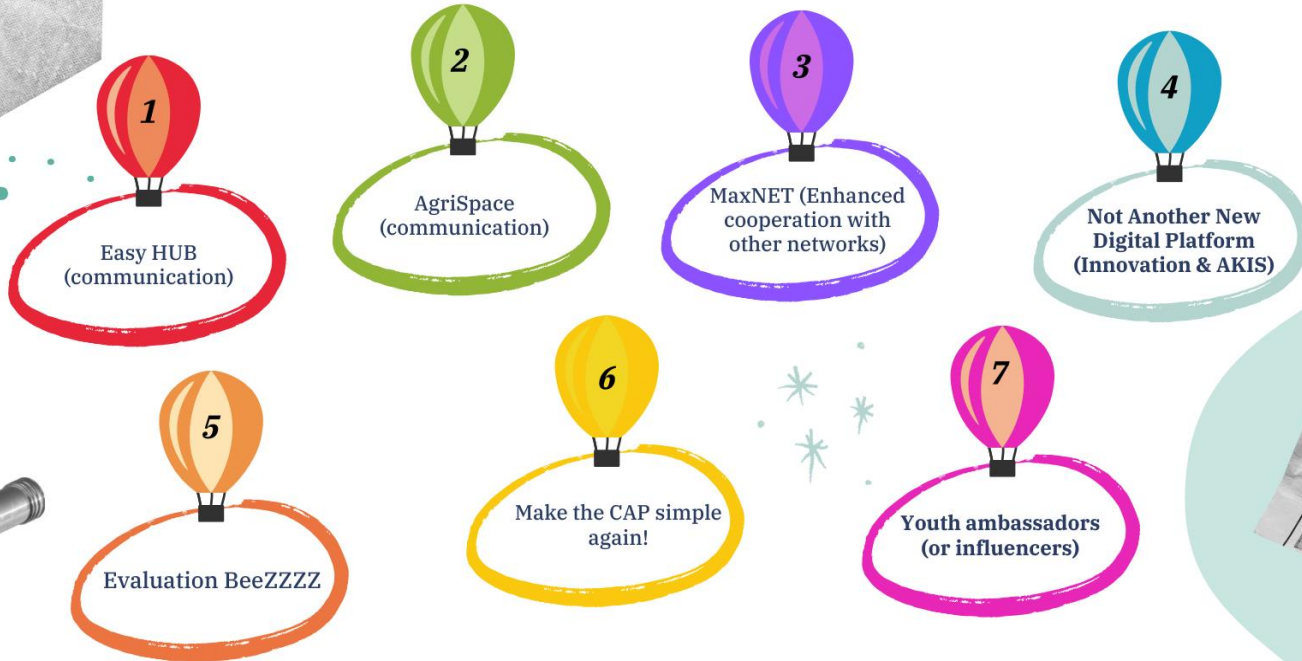
Outcomes of Networking Hackathon at the 4th NN meeting

- › 25 – 26 September
- › Birstonas, Lithuania
- › The meeting took the form of a **Networking Hackathon** to develop innovative ideas and solutions to address National Networks' needs.
- › During the day, NNs followed a step-by-step process using different methodologies.





Outcomes of Networking Hackathon at the 4th NN meeting



Group discussion on 4 initiatives, identify next steps, commit to next steps before the 6th NN Meeting

- › 1. Not another platform – Innovation
- › 2. Rural Ambassadors – Rural Youth
- › 3. Evaluation BeeZZZZZ- Support to evaluation
- › 4. MAX Net – NN Cooperation





**Team: Not
Another New
Digital Platform**

Our proposal on a new framework of collaboration: a Digital platform fair

A Yearly Event, where we National Networks :

- share best practises on development of digital platforms
- Demonstrate our innovative solutions of already existing platforms
- Brainstorm in groups on solving common challenges
- Jointly create new tools for digital networking
- Share experiences on new technologies (Artificial Intelligence!)
- Thematic workshops (e.g. how to attract users)

Launchpad to a new framework: A framework for NN's collaboration on digital platforms

- Better digital platforms and more effective NN activities for everyone
- Save money by sharing best ideas on cost-effective development and management of platforms
- Save time by knowing what to avoid!
- New ideas to boost your NN's digital network activities and attractiveness
- Learn smart ways to do things
- Initiate follow-up networking

How do we get there?

- We start with a survey to NN's: What is already there and what is needed?
- Form a working group of forerunners to plan the event
 - Create an agenda
 - Develop an inclusive funding model
 - Contact and consult experts (Farmbook!)
 - Set the date and location
- Have the first event in 2025

We live in a digital world, so National Networks need to take a digital leap. This framework will provide the tools needed to do it.

- Not Another New Digital Platform, 2024



Rural Juvenile Ideas Keep Us Jumping



19th March, 2025

Overview

- 1.Context
- 2.Why partner with influencers?
- 3.Rural Ambassadors
- 4.What is expected from the collaboration of the Rural Ambassadors
- 5.Conclusion



1. Context

- Generational Renewal is one of the biggest threats facing agricultural and rural communities, we must identify new methods of attracting young people and new entrants.
- Many farmers and rural residents feel there is a negative perspective of agriculture and rural living in the media.
- Requirement to find different methods of engaging with a young audience.
- The rural youth team's proposal emphasized the importance of engaging young people to promote rural areas as a place to live, work and thrive. In doing so, young people will be central in the approach.



2. Why Influencers?

Rural and farming influencers have the potential to promote rural life because they provide **authentic, relatable, and engaging** content that highlights the realities and benefits of living and working in rural areas. They can:

1. **Authenticity & Real-Life Insights** – Influencers share **real stories** about farming, rural businesses, and everyday life, making their content more trustworthy than traditional advertisements.
2. **Showcasing Opportunities & Challenges** – They **highlight careers, innovation, and sustainability** in rural industries, helping to attract new farmers, entrepreneurs, and young people to rural areas.
3. **Encouraging Farm Diversification & Agri-Tourism** – Many influencers showcase **diversified farm businesses**, like direct-to-consumer sales, farm stays, and agritourism, inspiring others to explore new income streams.
4. **Promoting Women & New Entrants in Agriculture** – Influencers, especially female farmers and first-generation farmers, make agriculture **more accessible and inclusive**, encouraging broader participation.
5. **Bridging the Rural-Urban Divide** – They educate urban audiences on **where food comes from** and the importance of sustainable farming, fostering appreciation for agriculture.
6. **Community Building** – By sharing their experiences, they create **online rural communities**, connecting like-minded individuals, offering advice, and reducing the isolation often associated with rural life.

Through storytelling, behind-the-scenes farm life, and real-world advice, rural influencers make rural living **more appealing, relatable, and inspiring** to a wider audience.

3. Rural Ambassadors

Definition:

- A person who carries out his/her activity in a rural environment and has a medium-high impact on social networks.

***His/her main activity is not that of an influencer.**

Main Objective:

- Engaging young people to promote rural areas as a place to live, work and thrive.

How they will collaborate with national networks?

- The figure of Rural Ambassador will collaborate free of charge.

***To encourage collaboration could be held In-person Rural Ambassadors meeting in Brussels (for example) from each Member state.**



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4. What is expected from the collaboration of the Rural Ambassadors

- Fostering youth associations and network.
- Dissemination of other projects led by young people.
- Showcase a viable way of living in rural areas.
- Increase the impact of national network actions on rural youth.

- Experiences exchange conferences between young entrepreneurs and successful experiences in generational renewal.
- Interviews with key people.
- Working dynamics with rural youth.
- Visits to good practices.
- Short promotional videos.
- Promote national networks activities through the most popular social platforms.

***Rural Ambassadors will help to co-design future NN activities.**



5. Conclusions

- Create a network of rural youth in the area (associations, local and regional administration, rural development entities, other people in the same situation, etc.)
- Promotion of their activity through several channels. (YouTube, Instagram, Radio. Tik Tok.)
- A national-level campaign led by NNs would expand into an EU-wide initiative, using positive, youth-friendly language and popular online platforms, supported by influencers.
- Is there a risk for National Networks and Managing Authorities in being associated with rural ambarrosser if not properly chosen?



Thank you for your attention

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**NN support to attractive
communication of the evaluation
results demonstrating the
effectiveness of the CAP**

4th NN Meeting: Networkig Hackathon 26.9.2024

Networking objective (Art.126(3)(f), Reg(EU)2021-2115):



Contribute to monitoring and evaluation (M&E) capacity and activities

Main questions / challenges:

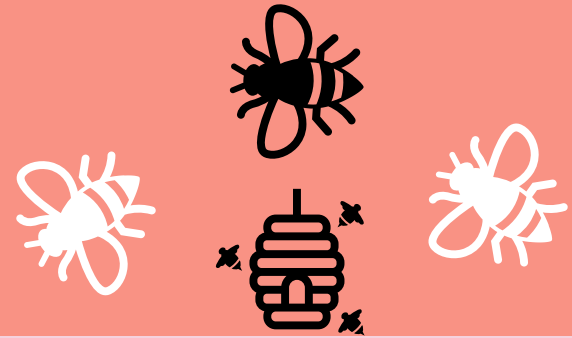
- What is the role of the national networks (NNs) in monitoring and evaluation of CAP Strategic Plans and how to fulfil that role?
- How can NNs foster meaningful participation and ownership of evaluations at stakeholder level to increase awareness of the impact of the CAP amongst them?
- How to attractively communicate the findings of the evaluations?



ROADMAP / TOOLBOX for NNs

'How NNs can support monitoring and evaluation activities?'

(e.g. stakeholders involvement, attractive communication of CAP results)



Do you have some ideas and examples
for the ROADMAP / TOOLBOX?

Do you want to join the Evaluation BeeZZZZ
team?





MaxNET

The team working **on enhanced cooperation with other networks proposed 'MaxNET,'** a moderated matchmaking and exchange initiative *that culminates in an award.*

The goal is to harness the collective knowledge of National Networks by pairing those with questions with those who have solutions.

Key elements include:

- addressing the concerns of Member States,
- a structured moderation process,
- gathering and filtering issues,
- and involving the EU CAP Network in planning solutions.





MaxNET – Piloting Padlet

