

# Podcast 'Rural Talks'

## Activities and rationale

The podcast 'Rural Talks', organised by the Estonian National Network, completed its third season in 2025. They published more than 55 episodes, featuring conversations with people from across agriculture and rural life in general. Climate change issues and mitigation measures are discussed quite naturally as part of the conversations with their guests.

The topics reflect the diversity of rural life in Estonia. In relation to climate change they explored the sustainable and circular bioeconomy; local food chains and producing food locally; local varieties, food and traditions; the role of farmers in food chain; crises' preparedness and risks (also in relation to climate change) on community-level; farmers role in biodiversity loss and practices to avoid the loss (regenerative farming, soil health, mixed cropping etc); climate change adaptation on farm level; EU Soil Deal and Estonian Soil Academy; Animal welfare/health and climate change; the importance of "big data" and quality programs; climate change and related services; rural tourism and its vulnerability to climate change; local/rural politicians' role in climate actions or involvement of rural youth in local decision making processes (including climate-related decisions).



Recording of the podcast 'Rural talks' ©Estonian National CAP Network, METK.

## Results, benefits and impacts

### Achievements:

- Sharing personal experiences and storytelling are effective and exciting ways of presenting rural life
- Most of the guests are honoured to talk about their communities, life and practices
- The recordings are available to everyone for a long time, and can potentially reach a very wide audience
- More remote rural areas are becoming more visible
- Podcasts help to widen our own National CAP Network
- The podcasts usually reach up to 300 YouTube viewers, while the first one reached 600 viewers. They are promoted to the audience also through other channels such as Facebook, Instagram or SoundCloud.

### Challenges:

- Planning the process: find and agree on a time for recordings, video processing and dissemination; identify topics and guests
- Some guests have difficulty opening up in front of the cameras and the public.

## Take-away message

- Podcasts are an exciting way of reflecting today's life in rural areas and preserving history for the future.
- Both success stories and failures are ok - that is life.
- Create a friendly and comfortable atmosphere in the studio
- Invite different rural stakeholders, including farmers, rural activists, policy makers and scientists
- Cover different topics from different angles and stakeholders' perspectives
- Podcasts can be used to explain complex topics more conveniently and easily to a wider audience, while seminars and conferences are sometimes too formal
- A good technical team and high-quality equipment are important. We do not recommend live broadcast!
- 30 min to 1 hour is a good length; users can choose the most appropriate speed for listening
- Social media, newsletters and dedicated webpages are good marketing and dissemination channels



Estonia

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