



Added Value of Networking

Success Story

Success Story title

NRN Newsletter

Theme *1 and 2*

NRN *Ireland*

Coordinator *Network*

Partners *A wide range of those providing stories and good practice examples*

Period *Quarterly since 2009*

Resources *c. €9,000 per issue*

Geo-location *Whole country*

Beneficiaries *500 who received copies, plus their organisations plus those accessing newsletter on-line*

Background

One of the primary roles of the National Rural Network is the collation and dissemination of good practice in order to simulate others and to acknowledge good achievements. Many rural development actors within Ireland tend to work within sector-specific organisations. The benefit of the Newsletter in this context is that it disseminates actions from all Axes to rural development actors across a wide range of activities.

Main activities

A 12-page newsletter, written and designed to a high standard, is published once a quarter in both hard and soft-copy versions. The first step in developing the newsletter is to agree the overall table of contents, the principal issues and examples that will be addressed. A journalist with an excellent background in rural development in all its aspects has been procured by the network both to meet with those who are the subject of news stories, to source appropriate photographs and to write the copy. The journalist also works with the printers/designers to ensure that that quality of the publication is excellent. The Network management oversees the development of the table of contents, the quality of the final production and, in particular, the appropriateness and focus of the newsletter pieces.

Main results/benefits

It is difficult to be precise about the impact of the newsletter; the intention is that it would sow ideas and generate interest rather than that it would have a direct and immediate impact. However, a piece of research was carried out on the content and style of the newsletter and, though the feedback was from a small group only, the overall response was positive and suggestions for change were few. In addition, the general experience is that people are happy to co-operate with the journalist in providing copy and even photographs which suggests a generally positive attitude to the newsletter. In addition there is significant traffic to the newsletter page of the website.





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Contribution of the NSU

The Network is responsible for the management of the process, for the final design, for the printing and distribution of the newsletter.

Contribution of the partners

The partners in this activity are the journalist, whose role has been referred to above, and the many who are willing to share their experiences with the newsletter – LAGs, Community Groups, project promoters and public bodies for example. They provide information and provide access to the outcome of their projects and facilitate the taking of photographs and so on.

Success factors

The newsletter is a useful networking tool because it reaches many of those involved in rural development in Ireland, it crosses sectoral boundaries and it is made available in both hard and soft formats. Its regular production also gives it a presence in the sector and many good projects have been highlighted over the years through its use. The quality of the journalist employed by the network, his knowledge of the sector and his commitment to quality are also key parts of the success of the project.

Additional information

The link to published newsletters can be found at <http://www.nrn.ie/publications/nrn-publications/newsletters/>

