



Added Value of Networking

Success Story

Success Story title *Press Tour*

Theme *Training*

NRN *Hungary*

Coordinator *NSU*

Partners *Communication Unit of the MRD Rural Development Educational and Advisory Institute*

Period *April of 2011 – May of 2011*

Resources *Approx. 2,624 EUR (729,265 HUF)*

Geo-location *The Press Tour had three stations:*

- *Szentes and its micro-region in April 2011*
- *Gárdony, Agárd and their micro-region in May 2011*
- *Tiszadob, Hajdúdorog and Balmazújváros in May 2011*

Beneficiaries *Journalists*

Background

It has been recognised that even the specialized media have no sufficient information about rural development themes or have been spreading a negative image of LEADER. Therefore it has been decided to organise a “Press Tour” with the purpose to familiarise the invited journalists with the legal and administrative background of the themes such as renewable energy sources or the LEADER approach, in different regions of the country. Thanks to the high level of interest in the reform of the Common Agricultural Policy and the generational change in the agriculture, the idea emerged also to represent these topics through the eyes of young farmers from Eastern Hungary.

Main activities

Three study trips were organised in total. Within the first one (Szentes) experts from professional organisations, farmers and researchers presented the technological issues and possibilities of solving them. The themes mentioned were the history of well drilling, problems of reinjection of thermal water, utilization of geothermal water in a small horticulture, possibilities to utilize and emplacement of cooled-down thermal water.

During the second trip, journalists received a lecture on the history of LEADER in Hungary and had an insight into practical LAG operation. Two LAG’s managers and one member of the Network’s Presidium described the difficulties and problems which the LAGs face with during their work.

To see the generational change in practice three young farmers and their farms were visited by the participants on the third trip. They represented the pomiculture, the cattle breeding and the sheep breeding sectors and they described the whole production chain from stable to table.





Main results/benefits.

Participants had an opportunity to learn about rural development theoretically and in practice. They could ask questions directly farmers, experts and researchers. At the end of every trip, visitors were asked to fill in a questionnaire about their impressions concerning the tour. Summarizing all the answers, the participating journalists were pleased to get a bit more familiar with the presented topics and activities.

Contribution of the NSU

The NSU made use of its contacts and invited experts, farmers and researchers to contribute to this training. Most of them were keen on presenting their activity and taking the opportunity to meet the press.

Contribution of the partners

As the Communication Unit of the MRD Rural Development Educational and Advisory Institute has press and media connection, it was asked to help in managing the Press Tour. A press release was written and professional and wider media were invited by The Communication Unit. They also participated in the implementation of the Tour in the field.

Success factors

The most important success factor of this story is that journalists, who are interested in rural development issues, could gain information directly from the stakeholders of different fields thus they got a real view on them.

Additional information

Report on the NRN homepage:

<http://www.mnhv.eu/hirek/266/20110509/termalviz-visszasajtolas-problemaja-szentesen>

Thematic issue of the NRN's brochure ("Mosaic") on the renewable energy resources:

http://www.mnhv.eu/sites/default/files/Magyar_Videki_Mozaik_harmadik_szam.pdf



Journalists visiting a geothermal well in Szentes

