Added Value of Networking

Success Story

Success Story title	*"LEADERbook"*
Theme	*1.Network communications*

NRN	*Italy*	Coordinator	*NRN – LEADER Task Force*

Partners	*LAGs and Italians MA*

Period	*From February 2011*	Resources	*About 15,000 Euro*

Beneficiaries	*LAGs and MA*

Background

Communication is a central function in the activities of NRN – Task Force LEADER. The objectives of TF LEADER are to provide communication resources / production and enhance their identity and individuality to all LEADER actors of two "channels". Based on these considerations, the TF LEADER has enabled, in addition to those already used by most traditional networks, an open sharing tool the LEADERbook.

LEADERbook is a web platform designed according to the criteria of an advanced community, similar to popular social networks. It allows you to develop the direct interaction between different actors but also the creation of thematic sub-groups for dominant types of problems and areas of interest.

Its goal is to make the actors protagonists of LEADER in the evolution and updating of the portal, using a system of horizontal exchange of information and resources that is a real source of professional development for participants and therefore give added value. In LEADERbook each user is part of its network of users and can share each other's contacts comments, links, videos and documents of interest. The users are then organized into work groups within the network, with the possibility of differentiating these work groups (public, private or hidden, each with the ability to have free membership or invitation).

The network administrator then has wide opportunity to control and to facilitate the process, and the NRN team can operate in a productive way.

Main activities

Appropriate software was developed, together with online discussion groups to disseminate knowledge.

Main results/benefits

LEADERbook has about 450 members and 30 groups have created (public) discussions. The tool extends the possibilities of communication and facilitates the centrality of the network in the working day. The system provides for confidential messaging (bidirectional between all users) and global messages administrator (communications from the network's management). The documents that are shared on a bulletin board of a work group can be subjected to comments and contributions from all. The group administrator can then promote these documents making them "group documents", moving them into a separate folder, which then becomes the capitalization of the group activities.

Contributions of the NSU
The LEADER Task Force acts as animators and promotes the participation of the users in discussion groups

Success factors
LEADERbook allows direct communication between all stakeholders in the LEADER.

Other information
http://www.reterurale.it/LEADERbook