



SUMMER SCHOOL  
**LEADER SIGNALS**  
 September 21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup> - 2011,  
 Piazza Pisanelli, Tricase (LE)



Rete Rurale  
 Nazionale  
 2007.2013

Con il patrocinio



In the near future, Leader will have to demonstrate its true ability to lead. It must give the right “SIGNALS”, erasing any doubt about its capacity to generate innovation, development and identity.

In order to do so, it must tune new instruments and make a decisive move from the practice of the demonstration of past events, to the real-time visualization of the present; it will have to shift the focus of its reports from expenditure-related aspects, to those relative to the action and its results. It will have to be capable of telling its own story, involving the territory and making it the true protagonist.

“LEADER SIGNALS” is an international event from the Task Force Leader of the National Rural Network, from LAG Santa Maria di Leuca, sponsored by Tricase (LE), dedicated to the themes of transparency, self-assessment and communication in the spirit of the Leader approach.

“LEADER SIGNALS” has been promoted on the basis of the following points:

- after the publication of the Special Report no. 5/2010 of the European Court of Auditors, in which it was argued that Leader actors had not been capable of demonstrating the added value of the Leader approach, the Task Force decided to embark upon several initiatives to encourage LAGs and Regions to adopt solutions and promote strategies to reinforce the LAGs’ actions and the rural/local development processes that have been initiated.
- latest european and national datas highlight a poor progress for Axis IV in Italy (june 2011: 2% compared to european union average: 10%), even if National Rural Network datas seem more encouraging: during last months more than 500 calls from italian LAGs.
- poor financial resources make LAGs weak in communicating results.
- methods and tools for communicating evolve as people in need to update skills

Participants will be guided, through an experimental course, in the exploration of advanced working methods and tools in the transparency, communication and self-assessment sectors, which will be illustrated by international and national experts.

#### How to register

- Send an e-mail with its own references to: [leader@reterurale.it](mailto:leader@reterurale.it) (deadline September 15<sup>th</sup>)
- register directly on Leaderbook (“LEADER SIGNALS” group) and express your interest in participating
- call the HELP DESK  
 Laura Guidarelli (tel. +390647856455)  
 Anna Lapoli (0647856426)

#### An initiative directed at:

LEADER SIGNALS is an initiative directed at the 192 LAGs (Local Action Groups), the regional structures following the implementation of Axis IV in Italy, the rural/local development experts, the qualified observers and the European Rural Networks, in order to establish a path of learning and experimentation related to the communication of Leader action results, making the world aware of the presence of Leader.

Full translation from italian to english will be provided!

Also on line streaming on [www.reterurale.it](http://www.reterurale.it) will be provided.

Put forward your own transparency, communication and self-assessment experiences

Upon joining, you will be asked to share initiatives, experiences or ideas that you have developed within your LAG or organisation, related to the themes of the LEADER SIGNALS Summer School. You will be able to send us short videos in which you present these initiatives (max 120 seconds). During the Summer School, we will reward the best experiences/ideas.

All experiences shared will be put online in the National Rural Network website. They will also be included and put forward in November meeting of European Network for Rural Development in Milan.



## Topics

### Transparency

The GAL manages public resources and has intrinsically public aims, though using legal forms of private law. From an “ethical” point of view therefore, at the head of the GAL a series of “responsibilities” has been identified including the reporting of results. Similarly, at the head of other subjects (citizens, socio-economic partnerships, municipal bodies, etc.) a series of “reporting” requirements has been identified (meaning “giving evidence of your own actions”).

The theme of transparency is crucial for the credibility of the Leader method; the more a process is open the more trustworthy it is. During the Summer School, examples of real-time transparency will be presented (contrasted to transparency in retrospect, such as reporting on the progress of expenditure) as well as examples of transparency regarding LAGs’ and regional structures operational processes supporting the implementation of Axis IV, and the respective decisional processes intended to reinforce social control of behaviour and prevent collusive attitudes.

### Communication for local development

Communication for local/rural development is intended to mean that vast mass of activities regarding information, awareness-raising and animation aimed at creating (and consolidating) the consensus about a strong idea of development.

During the Summer School, innovative methods concerning the organisation of communication campaigns capable of reaching new potential beneficiaries targets will be presented and experimented with, regarding how to socialise the idea of development in the territory and how to present the results of GAL actions on a local and regional level.

### Assessment (self-assessment)

The proximity of self-assessment to the territory allows us to highlight aspects which are scarcely visible, recognised or assessed by external assessments; qualitative and immaterial aspects which may represent key development factors. The Department of Agriculture suggests the use of local level assessment and self-assessment for GALs and supports direct measures to supply the necessary assessment tools. Local assessments supply further indications, both quantitative and qualitative, regarding the information gathered for ordinary assessments.

## Program, methodology, tools

An opening talk show will put the focus on main topics. **Capturing and telling about LEADER value added** will be the explored through the final presentation and the Open Space in the last day.

Every day there will be an interactive lesson, three laboratories and an aperitif in which methods, tools or simply participants’ ideas are presented while tasting local specialities: an opportunity to create a community which can then make itself heard with proposals, initiatives and local or national actions.

Participants will have the possibility to learn from the experiences of others and the opportunity to experiment with methods and tools in real time. From a practical point of view, the event will also be an opportunity to find partners for the communication of common interest ideas. The participants will furthermore be accompanied and assisted in the development of ideas by the Task Force Leader, even after the event, through the social web platform, “Leaderbook”.

### “Georeferencing”

For Leader, georeferencing is the most effective and least costly way of observing the progresses of LDP implementation in real time, ongoing territorial operations, open competitions, communication events within the territory and information regarding final beneficiaries. The system may be implemented on a local level by LAGs and on a regional basis using aggregate data from the regional structures following the implementation of Axis IV.

### “Social web for local development”

The new tools available to LAGs’ animators/communicators are undoubtedly the social networking sites and the social web in general. The use of social networks helps the LAG to create a stable network of interlocutors, to receive immediate feedbacks regarding initiatives, activities or events and to create identities.

### “Participatory video”

The use of audiovisual means has proved to be particularly effective when used in combination with participatory facilitation methods for the creation of focus groups, above all concerning the analysis and diffusion of results. Video is a much more effective means of reaching the intended target, in comparison with written reports. Furthermore, the effect obtained from the many voices (and faces) that are shown in these videos is to stimulate a strong sense of belonging among participants and a greater level of awareness in those who only have access to the documentary.

### “Self-assessment design”

The proximity of self-assessment to the territory allows us to highlight aspects which are scarcely visible, recognised or assessed by external assessments; qualitative and immaterial aspects which may represent key development factors. The Department of Agriculture suggests the use of local level assessment and self-assessment for LAGs and supports direct measures to supply the necessary assessment tools. Local assessments supply further indications, both quantitative and qualitative, regarding the information gathered for ordinary assessments.



Provisional Programme  
SUMMER SCHOOL “Leader Signals”

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September 21<sup>th</sup>

Opening Talk show

(Antonio Lia - AssoGAL Puglia, Giosuè Olla Atzeni - GAL Capo S. di Leuca, Guido Aprea - Comune di Tricase, Raffaella Di Napoli - RRN TF Leader)

10.00 - Local promotion 3.0: the challenges (lead by: Paolo Tola)

Laboratories

12.00

- Self-assessment (1) Participatory setting techniques (Fabrizio Tenna)
- Participatory video (1) (Andrea Segre)
- Social web for local development (Gianfranco Andriola)

13.30 - Lunch

14.30 - 17.30 - Laboratories

18.45 - Visiting “albergo diffuso” in Specchia

19.30 - Local promotion 3.0: LAG communicating (presenting the experience of LAG “Capo di Leuca”)

Happy hour

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September 22<sup>th</sup>

Opening presentations

9.30 - Capturing and telling about LEADER value added (Katalin Kolosi)

10.00 The use of participatory video for animation and evaluation of the LAGs work (Carlo Ricci - Massimo Di Rienzo)

10.45 - Introducing self-assessment design (Fabrizio Tenna)

Laboratories

12.00

- Self-assessment (1) Participatory setting techniques (Fabrizio Tenna)
- Participatory video (1) (Andrea Segre)
- Georeferencing (Francesco Passantino)

13.30 - Lunch

14.30 - 17.30 Laboratories

Rewarding & “tipicalia” happy hour

17.30 - Best websites, publications and video rewarding + “tipicalia” happy hour

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Settembre 23<sup>th</sup>

Opening presentations

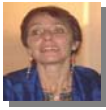
9.30 - OPEN SPACE - Telling about LEADER (Gerardo de Luzenberger)

13.45 - Conclusions

14.00 - Lunch



## Staff at Summer School



**Katalin Kolosy**,  
AEIDL, expert in LEADER assessment  
and evaluation.



**Gerardo de Luzenberger**,  
Trainer in participatory  
planning.



**Gianfranco Andriola**,  
Trainer in e-Gov and social network  
for public sector.



**Maurizio Antonazzo**,  
Communications expert at LAG S.  
Maria di Leuca



**Carlo Ricci**,  
Researcher and trainer at Italian  
Rural National Network.



**Francesco Passantino**,  
Consultant and trainer in Information and  
Communication Technologies. Founder of  
Palermo Google Technology User Group.



**Zalab.org**,  
network of film-makers using  
participatory video methodology



**Fabrizio Tenna**,  
Evaluator in rural development at  
Agriconsulting s.p.a.



**Massimo Di Rienzo**,  
Transparency and communications expert at  
Italian Rural National Network.



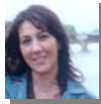
**Paolo Tola**,  
Transparency and communications expert at  
Italian Rural National Network.

## Task Force Leader - Staff

National Rural Network, coordinated by MiPAAF (italian ministry for agriculture) is the national programme for the European Rural Network 2007-2013. National Rural Network is divided in thematic task forces, among which Leader promotes informations and experiences exchanges on implementation of Axis IV of RDP - Regional Development Rural Plans



**Raffaella Di Napoli**,  
INEA, coordinating Italian Rural  
National Network.



**Laura Guidarelli**,  
INEA, Organizational support at  
Italian Rural National Network



**Roberta Gloria**,  
INEA, National Rural Network website  
manager



**Fabio Muscas**,  
National Rural Network in Regione  
Sardegna



**Anna Lapoli**,  
INEA, organizational support at  
Italian Rural National Network.



**Dario Cacace**,  
INEA, Researcher and trainer at Italian Rural  
National Network.



**Stefano Tommasini**,  
INEA, implementation of data-bank and  
organizational support at Italian National  
Rural Network.



**Leonardo Masani**,  
INEA, Organizational support at Italian  
Rural National Network.



**Marta Striano**  
INEA, organizational support at Italian  
Rural National Network.



**Valentine Spinelli**  
MiPAAF (Italian ministry of agriculture) is  
following the implementation of Leader  
approach



## Logistics

### How to get to Tricase

AIRPORTS: from Brindisi and Bari daily flights from major Italian and European airports (included Rome and Milan).

TRAINS: daily from Milan, Rome and from major Italian cities heading to Lecce, then take local railway to Tricase.

CAR: highway to Lecce, then Tricase can be reached via national routes (n. 16 Adriatica, n. 272 from S. Maria di Leuca, or n. 16 Adriatica and n. 173 Terme Salentine)

Shuttle bus - National Rural Network

September 20th - h. 18.45 from Brindisi airport to Tricase;

September 20th - h. 19.00 from Lecce railway station to Tricase;

September 23th - h. 15.00 from Tricase to Lecce railway station and to Brindisi airport.

### Overnight staying

Hotel booking has to be made by participants. Please stay in Tricase area. For information please contact LAG S. Maria di Leuca: tel: +39 0833 545312, web: [www.galcapodileuca.it](http://www.galcapodileuca.it), email: [gal@galcapodileuca.it](mailto:gal@galcapodileuca.it)

### Eating at Tricase

National Rural Network and LAG S. Maria di Leuca will provide lunches and happy hours

