

Added Value of Networking

Success Story

Success Story title	<i>Rural families today: three films on rural families + 1 film (English version) that collects the experience of the film festival in which films were shown</i>		
Theme	<i>1. Network communications; 2. Knowledge exchange;</i>		
NRN	<i>Italy</i>	Coordinator	<i>“Youth and Equal opportunities” Thematic Groups</i>
Partners	<i>Support to RDP Group, Lombardy Region, Lazio region, Sicily Region, Professional Agricultural Organizations, Moige - Italian Parents Movement</i>		
Period	<i>From April 2011 to November 2011</i>	Resources	<i>20,000 Euro</i>
Geo-location	<i>Lazio Region, Lombardy Region, Sicily Region</i>		
Beneficiaries	<i>On July 29th, 2011 the National Rural Network participates in the Fiuggi Family Festival – a film festival for the general public – presenting three documentaries on rural development where the leading actors are three family farms</i>		

Background

The films are part of a larger project consisting of a survey on rural families, which has also included an investigation. A field survey has been carried out by the National Rural Network by telephone interviews to rural families random samples at national level through 4 different questionnaires – farm holder, spouse, children aged over 18 and children under 18. A total of 4,503 surveys were carried out: 1,912 to farm holders, 1,488 to spouses, 860 to adult children aged 18-39 and 243 to children aged 11-17.

Main activities

These films tell the stories of three family farms where the family is the factor of success. They were made by a professional filmmaker and highlight the organization of labour within the family, the generational renewal, the management of free time, the innovations proposed by younger members of the family and other success factors.

Main results/benefits

Thanks to the participation at the Fiuggi Family Festival, a film festival, we were able to communicate rural development to the general public, and not only to professionals. The films have also been put online, on the home page of the NRN, for four months and were presented as a successful experience during the European event “Communicating rural development to citizens”.



Contribution of the NSU

The “Youth” thematic working group was involved through the participation of experts in the making of the film, collaborating on the screenplay and in the choice of the families playing the leading roles in the films.

Contribution of the partners

The Regions and the Professional Agricultural Organizations also participated in the choice of families.

Success factors

The success factor is the tool (the movie) and a container (the film festival) that can easily convey information on the current state of agriculture to the general public.

Additional information

The films are available on: <http://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/5792>

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