



Improving the delivery of the Rural development programmes

« How to facilitate access to funding for potential beneficiaries »

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A French approach

Facilitate access to funding for potential beneficiaries



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Access to funding depends on access to information

- importance of a global communication strategy
- at national level and inter-ministerial level to take into account at the same time :

A multi-fund approach

EAFRD

TWO target-audiences:

- General public
- Potential beneficiaries of EAFRD

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1 - General public: objective is to ensure a maximised and common understanding of EU and national initiative in favour of rural development (multi-fund)

– implies visibility through a graphical identity



- every two years a national multimedia campaign

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2- Potential beneficiaries of EAFRD: objective is to ensure a targeted information on the full range of funding possibilities

-it implies: updated information, involvement of national actors and local administrations through a national strategy and its regional applications

- **Posters, flyers and leaflets** (per axis or themes – young farmers, tourism...) providing general information and advice at national level
- **Testimony-based communication** at regional level with operational examples such as a « **Guide for applicants** » (**Guide du porteur de projet**) - « region-customized » (the 'yes you can' syndrome)
- **Specialized communication directed at targeted audiences:**
 - local elected officials « Guide for mayors »
 - forestry, horse-related activities and investments

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2- Potential beneficiaries of EAFRD:

- **an internet website at national level** with a special section « How to apply » (Mes démarches) provides access to all standard forms for applications to EAFRD measures and their fact sheets.

[<http://mesdemarches.agriculture.gouv.fr/Programme-de-Developpement-Rural>]

- **local internet websites** (prefectures and/or regions) give access to customized applications related to measures or sub-measures implemented at regional level

Feedback

mainly achieved through the regional monitoring committee (multifunds and/or EAFRD): the actual trend is to have beneficiaries expose their personal experiences in co-financing their projects-

- positive ones: support received, results expected
- less positive ones: redtape, delays



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Access to funding also means **technical support** for the potential beneficiary

- it means formation and information of local support structures
- local administration (state / regional)
- regional and local bodies of professional organisations
- it implies simplification... still a long way to go!
- it means updated information

Main drawbacks:

- due to the French RDP's organisation (national set/regional set of measures), uniformisation and updating information is sometimes challenging
- financing/ co-financing communication through 'technical assistance' could be tricky (public expenditure vs total cost)