



The 2014-2020 Rural Development Programme for Ireland

Information and Publicity Strategy

November 2015



Comhshaoil, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government

Table of Contents

1. Introduction.....	3
2. The Aims and Target Groups of the Strategy.....	4
3. The Content of the Information and Publicity Actions.....	5
<i>3.1 Role of the Managing Authority.....</i>	<i>5</i>
<i>3.2 Role of the Implementing Line Divisions.....</i>	<i>7</i>
<i>3.3 Role of the Monitoring Committee.....</i>	<i>8</i>
<i>3.4 Role of the National Rural Network.....</i>	<i>8</i>
4. The Indicative Budget of the Strategy.....	9
5. Monitoring and Evaluation of the RDP.....	10
Annex 1: Information and Publicity Actions on the 2014-2020 RDP for Ireland from December 2013 to October 2015.....	11
Annex 2 List of Monitoring Committee Members.....	22

1. Introduction

Following a series of intensive bilateral discussions with the Commission, Ireland's RDP was formally adopted by the Commission on 26th May 2015. The new programme contains a new suite of rural development measures and has been designed to

- enhance the competitiveness of the agri-food sector;
- achieve more sustainable management of natural resources;
- ensure a more balanced development of rural areas.

The proposed measures in the new RDP were framed in light of the experience of the previous Programme and are based on an objective analysis of sectoral needs and priorities identified by stakeholders. The total financial allocation for the new Programme will amount to some €4 billion, of which €2.19 billion is funded by the EU.

The Commission implementing regulation (EC) no 808/2014¹ lays out the detailed rules for the application of Regulation (EU) No 1305/2013² on support for rural development by the European Agricultural Fund for Rural Development (EAFRD). Annex 3 of the implementing regulation sets out the legal framework for the information and publicity actions of the Rural Development Programme (RDP).

The Information and Publicity strategy must be submitted to the Monitoring Committee for approval no later than six months after the adoption of the RDP. This strategy will identify the information and publicity actions that will ensure the specific target groups have full access to the most up to date information on the 2014-2020 Rural Development Programme for Ireland.

¹ <http://eur-lex.europa.eu/legalcontent/EN/TXT/PDF/?uri=CELEX:32014R0808&qid=1443014988944&from=EN>

² <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32013R1305&rid=1>

2. The Aims and Target Groups of the Strategy

The aims of this Information and Publicity Strategy are to:

- provide information on all of the measures and submeasures under the 2014-2020 RDP for Ireland. This will include information on the funding made available and the eligibility criteria for each support;
- encourage participation of all eligible beneficiaries under each RDP measure and submeasure and encourage the submission of high quality applications;
- inform RDP beneficiaries of any modifications or amendments to the 2014-2020 RDP;
- increase public awareness of the Programme and promote the benefits that the RDP will bring to Ireland's agri sector, natural resources and rural areas;
- demonstrate that RDP is reflection of stakeholder feedback and public consultations;
- ensure compliance with the EU regulations on Information and Publicity outlined in implementing regulation (EC) no 808/2014;
- acknowledge the support provided by the EAFRD to Ireland's RDP and ensure that all stakeholders and target groups are fully aware of this support.

The key Target Groups for this Information and Publicity Strategy include:

- Farmers, Advisors, Trainers, Beneficiaries, Potential Applicants
- Staff within Managing Authority (MA), Paying Agency (PA) and Implementing Line Divisions
- General Public
- Government Departments, Ministers and other Politicians
- Journalists and Media
- University Institutions and Researchers
- Visiting Delegations and other Member State MAs
- EU Institutions
- LEADER Local Action Groups (LAGs)

- National Rural Network (NRN)
- Partners as referred to article 5 of EU regulation No 1303/2013³
- The Monitoring Committee
- Other Stakeholders (Farm Organisations, Environmental Groups etc.).

3. The Content of the Information and Publicity Actions

3.1 Role of the Managing Authority

As was the case in previous RDPs, Rural Development Division within DAFM will act as the RDP's Managing Authority. The functions of the Managing Authority include:

- ensuring that mechanisms for the monitoring and evaluation of the programme and the collection of relevant data are in place;
- ensuring that beneficiaries under the RDP are informed of the obligations arising from support granted;
- ensuring that the relevant progress and evaluation reports in relation to RDP implementation are provided;
- ensuring publicity arrangements for the RDP are in place;
- putting in place implementation support structures for the RDP, including the establishment of a Monitoring Committee and National Rural Network.

The Managing Authority is responsible for the Information and Publicity Strategy and will act as the coordination point for all information and publicity activities across the RDP. The Strategy will be delivered by the MA in cooperation with a range of bodies and institutions including the implementing line divisions with DAFM, the appropriate divisions with the

³ **Article 5 EU regulation No 1303/2013 Partnership and multi-level governance**

1. For the Partnership Agreement and each programme, each Member State shall in accordance with its institutional and legal framework organise a partnership with the competent regional and local authorities. The partnership shall also include the following partners:

(a) competent urban and other public authorities;

(b) economic and social partners; and

(c) relevant bodies representing civil society, including environmental partners, non-governmental organisations, and bodies responsible for promoting social inclusion, gender equality and non-discrimination.

Department of Environment, Community and Local Government, the Department's communications and press offices, the NRN and European Commission.

Annex 1 contains information and publicity actions that have been carried out to date by the MA and Implementing Line Divisions.

A summary of the actions that fall under the responsibility of the MA will include;

- press releases;
- presentations;
- informing all target groups on the role and support of the EAFRD in Ireland's 2014-2020 RDP;
- hosting and attending conferences, seminars and information meetings
- meetings held with stakeholders both internal and external to DAFM, on creating awareness and understanding of Ireland's 2014-2020 RDP.
- publishing a summary booklet of Irelands 2014-2020 RDP. This booklet contains a general description of each RDP submeasure as well as information on the eligibility criteria and support rates;
- informing the National Rural Network and Implementing line divisions on the appropriate use of the EU's EAFRD and Irelands ESIF emblems and logos on all documents outlined in DPERs Information and Communication Guidelines for the European Structural and Investment Funds 2014-2020⁴ and EU Regulation 821/2014⁵.
- providing a dedicated online portal to Ireland's 2014-2020 RDP;
- preparing and distributing an Information note on the RDP 2014-2020 Implementation and Management Structures;
- informing the National Rural Network, Implementing line divisions and the Monitoring Committee on any amendments or changes to the RDP and the Information and Publicity Strategy of the RDP.

⁴ <http://per.gov.ie/wp-content/uploads/Information-and-communication-guidelines-2014-2020.pdf>

⁵ <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0821&rid=1>

3.2 Role of the Implementing Line Divisions

Implementing line divisions are responsible for the operation of all of the various measures and submeasures under the 2014-2020 RDP. These divisions come from within DAFM and DECLG (LEADER Measure) and will carry out information and publicity activities for their respective measures. These activities include;

- press releases and launches;
- presentations;
- informing all target groups on the role and support of the EAFRD in Ireland's 2014-2020 RDP;
- updating the relevant areas on the Departments website;
- providing circulars, information leaflets and terms and conditions papers;
- hosting and attending conferences, seminars, information meetings and the National Ploughing Championships;
- meetings held with stakeholders such as farm bodies, environmental bodies and advisors, on creating awareness and understanding of Ireland's 2014-2020 RDP.
- farm walks;
- advertisements;
- creating awareness through newspaper articles, radio appearances and social media platforms;
- providing a dedicated helpline and contact details for each specific submeasure;
- delivering Training, Knowledge Transfer and Advisory services as part of Measures 1 and 2 of Ireland's 2014-2020 RDP;
- gaining farmer feedback on the implementation of the specific submeasures;
- ensuring that beneficiaries are aware of their responsibilities in terms of acknowledging the support of the EAFRD.

3.3 Role of the Monitoring Committee

A Monitoring Committee composed of relevant stakeholders (including, for example, farm representative bodies and environmental interest groups) is in place for the new RDP. Annex 2 contains a list of all the members of the Committee. The Monitoring Committee will have a role in relation to monitoring the performance of the RDP and the effectiveness of its implementation.

The MA must submit the Information and Publicity Strategy to the Monitoring Committee within six months of approval and the Monitoring Committee must also approve any amendment to the strategy. The Committee will be informed annually on the progress of the strategy and on all future information and publicity events planned.

3.4 Role of the National Rural Network

The RDP will fund the establishment of a National Rural Network (NRN) in early 2016, to support the implementation of the Programme. The NRN will work to improve the effectiveness and efficiency of rural development policies by engaging stakeholders, sharing information and building capacity to address specific issues identified in the preparation of the RDP. Article 54(3)(vi) of Regulation (EU) No 1305/2013 requires that the NRN prepare an Annual Communication Plan on information and communication activities aimed at a broader public as part of the Information and Publicity Strategy for the RDP.

The MA will have the overall responsibility of leading the communications process and will coordinate information and publicity actions with the NRN. The NRN will develop the communication plan in agreement with the MA, using the Guidelines outlined in the European Network for Rural Development NRN Guidebook⁶ and specifically the NRN will:

- engage with the full range of stakeholders and target groups of the Information and Publicity Strategy to disseminate information on rural development policy and funding opportunities;
- collate and disseminate examples of best practice projects covering all priorities of the RDP to help in identifying and analysing transferable best practices;
- facilitate thematic and analytical exchanges between stakeholders to support the sharing and dissemination of findings;

⁶http://enrd.ec.europa.eu/enrdstatic/app_templates/enrd_assets/pdf/guidebook/nrn_handbook_webversion.pdf

- provide training and networking for LEADER Local Action Groups (LAGs) and in particular technical assistance for inter-territorial and transnational co-operation, facilitating co-operation among LAGs;
- develop a state-of-the-art website;
- publish regular updates on programme delivery to as wide an audience as possible;
- feed the output of the network directly into the annual reports and other formal presentations of the managing authorities;
- provide a comprehensive information service to groups and organisations when requested;
- share and disseminate findings of any monitoring and evaluation activities;
- cooperating with the European Network for Rural Development (ENRD) and the European Innovation Partnership (EIP) by participating at meetings and exchanges at EU level.

4. The Indicative Budget of the Strategy

A portion of the RDPs Technical Assistance will be used to fund the actions outlined in section 3 of the Information and Publicity Strategy. Some of the possible costs that will arise over the course of the RDP include:

- publication and printing of any information booklets, leaflets, newsletters;
- cost of holding and attending conferences, seminars and meetings;
- promotional materials, pull up stands etc.;
- any other additional costs that may arise.

5. Monitoring and Evaluation of the RDP

The MA will measure the success of the information and publicity activities by monitoring and evaluating the list of indicators in Table 1 below. The strategy may be adapted based on the results of these indicators.

Table 1 Information and Publicity Indicators
Indicator
Number of applicants to each scheme
% of Online Applicants
Number of hits/views on website/portal/NRN website
Number and location of seminars, presentations, conferences, meetings
NRN Newsletter circulation list
Number of press releases
Press release email circulation list
No of DAFM Text message alerts on RDP Measures
No of recipients of DAFM Text Alerts on RDP Measures
Attitudinal surveys on communication of RDP Measures
No of Circulars, Booklets and Information leaflets issued

The MA will record all Information and Publicity actions carried out and an annual update will be presented to the Monitoring Committee. Annex 1 provides a detailed breakdown of all actions carried out up until September 2015.

The annual update on the Information and Publicity Strategy will show the progress of the implementation of the strategy and an analysis of the indicator results. It will also outline all of the Information and Publicity actions planned for the following year. Finally, it will indicate any proposed amendments to the strategy.

Annex 1: Information and Publicity Actions on the 2014-2020 RDP for Ireland from December 2013 to October 2015.

Press Releases

Date of Release	No of Release	Subject
19/12/2013		Update on preparation of RDP 2014 - 2020
14/01/2014		Minister announces support of more than €12.5B
14/01/2014		Draft Consultation Doc
14/01/2014		Editors Note on RDP
12/05/2014	DECLG	LEADER funding under the Rural Development Programme 2014-2020
13/05/2014	DAFMPR	72/14 Details on €4b RDP
03/07/2014	DAFMPR	100/14 Draft of RDP €4b plan to Commission
20/08/2014	DAFMPR	118/14 1st meeting of Commonages Implementation Committee
03/09/2014	DAFMPR	127/14 Update on Commonages
10/09/2014	DAFMPR	131/14 Further details on information meetings on Commonages
14/10/2014	DAFMPR	147/14 Coveney Announces increased budget expenditure of €1.251B in 2015
14/10/2014	DAFMPR	150/14 Min Phelan welcomes budget allocation for Rural Innovation & Development
29/12/2014	DAFMPR	206/14 Coveney Announces maximum Flexibility on Educational Requirements for Pillar 1
20/02/2015	DAFMPR	28/15 Coveney Announces €1.4BN Glas Scheme to open Monday
02/03/2015	DAFMPR	33/15 Coveney Announces Information Meetings on Implementation of CAP Reform Kelly & Phelan Announce County Allocations for Leader Element of Rural Development Programme
10/03/2015	DECLG	
10/03/2015	DAFMPR	40/15 Coveney confirms series of Information meetings for farmers on CAP reform
10/03/2015	DAFMPR	41/15 County Allocations for LEADER element of Rural Development Programme
16/03/2015	DAFMPR	45/15 Coveney welcomes Commission announcement to amend application deadline for CAP
02/04/2015	DAFMPR	57/15 New Organic Scheme to Open Shortly

02/04/2015	DAFMR	58/15	Extension of Closing dates for applications under the 2015 Basic Payment & Glas Scheme
20/04/2015	DAFMR	66/15	Coveney Announces Receipt of Letter of Comfort & Roll Out Of RDP Schemes
21/04/2015	DAFMR	68/15	Minister Hayes launches New Organic farming Scheme
30/04/2015	DAFMR	76/15	Coveney Announces Second Tranche for Glas this year
30/04/2015	DAFMR	77/15	Coveney Launches Knowledge Transfer Measure under RDP
05/05/2015	DAFMR	80/15	Coveney Launches €300m Beef Data & Genomics Programme
06/05/2015	DAFMR	81/15	Coveney Announces the Opening of the 2015 Areas of Natural Constraints Scheme
07/05/2015	DAFMR	82/15	Coveney Announces the Introduction of Special Payments for Island Farming under 2015 ANC
14/05/2015	DAFMR	84/15	Coveney & Hayes open Young Farmers Investment Scheme
18/05/2015	DAFMR	87/15	Coveney issues updated Information on Beef Data & Genomics Scheme
21/05/2015	DAFMR	89/15	Coveney clarifies Beef Genomics requirements
21/05/2015	DAFMR	90/15	Glas Deadline Extended
26/05/2015	DAFMR	91/15	Minister Coveney welcomes formal adoption of Irelands RDP by EU Commission
26/05/2015	DAFMR	92/15	Friday deadline for Beef Applications
28/05/2015	DAFMR	96/15	BDGP Deadline extended for a week
16/06/2015	DAFMR	108/15	Young Farmers Capital Investment Scheme opens for online applications
16/06/2015	DAFMR	109/15	Landmark Day for Organic Farming Sector says Hayes
23/06/2015	DAFMR	114/15	Coveney Announces the Issuing of Payts to Suckler farmers under 2014 Beef Data Programme
24/06/2015	DAFMR	116/15	Major Benefits to Environment to flow from First Tranche of Glas
29/06/2015	DAFMR	119/15	Coveney Launches New €50m Dairy Equipment Scheme
10/07/2015	DAFMR	127/15	Two Initiatives under CEDRA for Social Farming and Local Artisan Markets
13/07/2015	DAFMR	128/15	Coveney launches €3m Grant Scheme for Collaborative Farming
17/07/2015	DAFMR	131/15	Coveney launches next stage of Knowledge Transfer Measure
23/07/2015	DAFMR	138/15	Coveney announces launch of €175m TAMS Schemes
30/07/2015	DAFMR	141/15	Minister Hayes launches €8m Organic Capital Investment Scheme
13/08/2015	DAFM	145/15	Coveney announces launch of New €17m Pigs & Poultry Scheme under TAMS 11
14/08/2015	DAFM	146/15	Coveney announces extension to knowledge transfer advisor registration deadline
26/08/2015	DAFM	147/15	Coveney Extends TAMS 1 Closing date where work has already started

22/09/2015	DAFM	162/15	Coveney announces payments worth €117m under 2015 ANC scheme & increase in protein aid
29/09/2015	DAFM	168/15	Coveney announces nationwide series of information meetings with BDGP participants
30/09/2015	DAFM	173/15	Coveney announces commencement of payments for island farming under 2015 ANC Scheme
07/10/2015	DAFM	177/15	Coveney announces further series of BDGP Participants meetings
09/10/2015	DAFM	178/15	New Burren Scheme to open next year says Coveney
13/10/2015	DAFM	179/15	Coveney secures €109m increase for Agri Food sector in budget 2016
14/10/2015	DAFM	182/15	Coveney announces advance payments of €620m under 2015 Basic Payments Scheme
19/10/2015	DAFM	183/18	Coveney Launches Second Tranche of Glas
23/10/2015	DAFM	187/15	Coveney Outlines next steps for the Hen Harrier Locally Led Agri Environment Scheme

Press Articles

Date	Paper	Description
09/05/2015	Irish Farmers Journal	New Suckler Scheme Explained (JP Mulherin)
05/09/2015	Irish Farmers Journal	Welcome to the new BDGP (series from DAFM and ICBF)

Circulars

Date	No of Circular	Description
27/02/2015	Circular 01/2015	Amended GLAS T&Cs
16/03/2015	Circular 02/2015	GLAS Application System
20/03/2015	Circular 03/2015	GLAS FAQs issued by email
02/04/2015	Circular 04/2015	GLAS Application System
08/04/2015	Circular 05/2015	System Updates
09/04/2015	Circular 06/2015	GLAS and Afforestation Scheme
10/04/2015	Circular 07/2015	Changes to Application System
13/04/2015	Circular 8/2015	Commonages
14/04/2015	Circular 09/2015	Amended GLAS Specification
15/04/2015	Circular 10/2015	LIPP and Heather

16/04/2015	Circular 12/2015	Appointment of Commonage Advisors
16/04/2015	Circular 11/2015	Mapping Multiple Actions
22/04/2015	Circular 13/2015	Clarification on the Appointment of Commonage Advisors
23/04/2015	Circular 14/2015	Watercourses
29/04/2015	Circular 15/2015	Submission of GLAS Auth Comm Forms on email
30/04/2015	Circular 16/2015	Min-Max units on Actions
01/05/2015	Circular 18/2015	Organic Farmers
01/05/2015	Circular 17/2015	Extending the Date for CMPs and COMM Auth Forms by email
05/05/2015	Circular 19/2015	Catch Crops
06/05/2015	Circular 21/2015	Farmland Birds
06/05/2015	Circular 20/2015	Updated Terms and Conditions
08/05/2015	Circular 22/2015	Submit Button
15/05/2015	Circular 23/2015	Farmland Birds
18/05/2015	Circular 24/2015	Closing Date this week
19/05/2015	Circular 25/2015	Commonage Management Plan
21/05/2015	Circular 26/2015	Closing date extension to Tuesday 26 May
26/05/2015	Circular 27/2015	Registered Farm Partnerships
04/06/2015	Circular 28/2015	Completion of Commonage Authorisation Forms
11/06/2015	Circular 29/2015	Extension to Closing Date for Commonage Authorisation Forms
23/07/2015	Circular 30/2015	Update on Commonage Advisors & Extension to Closing Date for CMP
05/08/2015	Circular 31/2015	Commonages where there is NO advisor
11/08/2015	Circular 32/2015	Guide to the Completion of the CMP/CFP
14/08/2015	Circular 33/2015	Part Year Payable Actions
19/08/2015	Circular 34/2015	Application Summary
07/10/2015	Circular 35/2015	GLAS Tranche 1 Terms and Conditions and Specifications
27/10/2015	Circular 36/2015	GLAS Tranche 2 Scheme Opening and Closing Date

Presentations

Date	Location	Subject
28/10/2014	Agriculture House	Presentation on RDP to Korean Delegation
15/12/2014	Sandymount Hotel	Presentation on RDP to AIB Agri Advisor Team
16/12/2014	Agriculture House	Presentation on RDP to Hungarian Delegation
09/02/2015	City West Hotel Saggart	Presentation on RDP to ACA AGM
06/03/2015	Ashtown	EIP presentation to Teagasc Conference
19/03/2015	Agriculture Hse	Presentation on RDP to Chinese Delegation
21/05/2015	Bangor, Wales	EESC Hearing Wales
17/06/2015	EPA National Water Event, Galway Bay Hotel	GLAS — the potential environmental benefits

Information Sessions

Date	Location	Event
16/10/2014	Grange	KT Beef meeting with Teagasc
28/10/2014	Moorepark	KT Dairy meeting with Teagasc
29/10/2014	Ballyhaise	KT Dairy meeting with Teagasc
09/03/2015	Raddison Blu Letterkenny Co Donegal	GLAS and BPS Farmer Information meetings
10/03/2015	Hodson Bay Athlone Co Westmeath	GLAS and BPS Farmer Information meetings
11/03/2015	Knightsbrook Hotel Trim Co Meath	GLAS and BPS Farmer Information meetings
12/03/2015	Keadeen Hotel Newbridge Co Kildare	GLAS and BPS Farmer Information meetings
13/03/2015	Newpark Hotel Kilkenny	GLAS and BPS Farmer Information meetings
11/03/2015	Portlaoise	TAMS information meeting with IFA Pig Committee

25/03/2015	Portlaoise	TAMS information meeting with IFA Poultry Committee
April 2015	Portlaoise	TAMS information meeting with IMCSA meeting
15/05/2015	Portlaoise	TAMS information meeting with MACRA
09/07/2015	Newry	TAMS information meeting with DARD NI
22/07/2015	Birr	TAMS information meeting with MACRA
23/07/2015	Rockwell	TAMS information meeting with Irish Farm Managers
21/07/2015	Bush Hotel, Carrick on Shannon	KT info, advisors applying for up to 5 groups
22/07/2015	County Arms, Birr, co Offaly	KT info, advisors applying for up to 5 groups
23/07/2015	Woodlands Hotel, Limerick	KT info, advisors applying for up to 5 groups
28/07/2015	Talbot Hotel, Carlow	KT info, advisors applying for up to 5 groups
12/08/2015	Wexford	TAMS information meeting with IFA regional committee
14/08/2015	Kilkenny	TAMS information meeting with IFA regional committee
27/08/2015	Portlaoise	TAMS information meeting with the Agriculture Consultants Association
31/08/2015	Fermoy	TAMS information meeting with Teagasc
01/09/2015	Athenry	TAMS information meeting with Teagasc
09/09/2015	Portlaoise	TAMS information meeting with Irish Milk Quality Co-operative Society
11/09/2015	Tullamore	TAMS information meeting with IFA grain Committee
15/09/2015	Dublin	TAMS information meeting with IFA National Executive
30/09/2014	Kenmare Bay Hotel, Kenmare, Co Kerry	Commonages Information Meetings
30/09/2014	Knockranny House Hotel, Westport, Co May	Commonages Information Meetings
01/10/2014	Peacockes Hotel, Maam Cross, Co Galway	Commonages Information Meetings
02/10/2014	The Glendalough Hotel, Glendalough, Co Wicklow	Commonages Information Meetings
02/10/2014	Nesbitt Arms Hotel, Ardara, Co Donegal	Commonages Information Meetings
07/10/2014	Four Seasons Hotel, Carlingford, Co Louth	Commonages Information Meetings
07/10/2014	Parkway Hotel, Dunmanway, Co Cork	Commonages Information Meetings

08/10/2014	Clonmel Park Hotel, Clonmel, Co Tipperary	Commonages Information Meetings
01/10/2015	Kanturk Cork	Kanturk Mart BDGP Information Meeting
01/10/2015	Elphin Roscommon	Elphin Mart BDGP Information Meeting
12/10/2015	Gleneagle Hotel Killarney Kerry	BDGP Info sessions with participating farmers
14/10/2015	Silver Springs Hotel, Cork	BDGP Info sessions with participating farmers
15/10/2015	Brandon House Hotel, New Ross Wexford	BDGP Info sessions with participating farmers
20/10/2015	Raheen Woods Hotel, Athenry, Galway	BDGP Info sessions with participating farmers
21/10/2015	Welcome Inn Hotel, Castlebar Mayo	BDGP Info sessions with participating farmers
22/10/2015	Landmark Hotel, Carrick on Shannon	BDGP Info sessions with participating farmers
27/10/2015	Ballykisteen Hotel, Limerick Junction Tipperary	BDGP Info sessions with participating farmers
28/10/2015	Kilmore Hotel, Dublin RD Cavan	BDGP Info sessions with participating farmers
20/10/2015	Radisson Blu, Letterkenny, Co Donegal	BDGP Info sessions with participating farmers

Seminars

Date	Location	Subject
12/11/2014	Bush Hotel Leitrim	Glas Training Seminar
25/11/2014	Johnstown House Hotel Enfield	Glas Training Seminar
26/11/2014	Castletroy Park Hotel limerick	Glas Training Seminar
11/02/2015	Mullingar park Hotel	Glas Training Seminar
21/04/2015	Nenagh, Abbeycourt Hotel	Launch of LEADER
22/04/2015	Tullamore, Bridge House	Launch of LEADER
23/04/2015	Sligo, Great Southern	Launch of LEADER
29/07/2015	Longford, Longford Arms	Capacity Building (Tourism)
24/08/2015	Sligo, Great Southern	LEADER Information Seminars
26/08/2015	Clane	LEADER Information Seminars
27/08/2015	Mallow	LEADER Information Seminars
02/09/2015	Tullamore, Bridge House	Capacity Building (Enterprise and Broadband)

21/09/2015	Tullamore, Bridge House	Capacity Building (Environment and Social Inclusion)
30/09/2015	Tullamore, Bridge House	Capacity Building (Towns and Aspects of Tourism 2)
11/09/2015	Tullamore, Bridge House	Operating Rules Focus Group
16/10/2015	Heritage Hotel, Portlaoise	Locally led schemes under the RDP 2014-2020
21/10/2015	Killeshin Hotel, Portlaoise	Locally led schemes under the RDP 2014-2020
23/10/2015	Burren Winterage Weekend, Co. Clare	Locally led schemes under the RDP 2014-2020
30/10/2015	Tullamore, Bridge House	Operating Rules Focus Group

Farm Walks

Date	Location	Subject
02/12/2014	Booleybrack, Leitrim	Commonage Walk
13/02/2015	Castlemaine, Tralee, Co. Kerry	Commonage Walk
14/07/2015	Heberstown Co Limerick	Teagasc Farm Walk (incl Information on BDGP and TAMS II)
23/08/2015	Ballinagall, Co. Monaghan	Teagasc Organic Demonstration Farm Walk
01/09/2015	Claremorris, Co. Mayo	Teagasc Organic Demonstration Farm Walk
10/09/2015	Carragaline Cork	Teagasc Farm Walk Information on BDGP
11/09/2015	Portlaoise, Co. Laois	Teagasc Organic Demonstration Farm Walk
16/09/2015	Kiltegan, Co. Wicklow	Teagasc Organic Demonstration Farm Walk
30/09/2015	Carrundulla, Co. Galway	Teagasc Organic Demonstration Farm Walk
20/10/2015	Navan, Co. Meath	Teagasc Organic Demonstration Farm Walk

Draft Rural Development Programme, Summary of Measures Booklet

Date Produced	Supplied to
Sep-14	National Ploughing Championships 2014
Sep-14	Depts Regional Offices
	Navan, Naas, Drumshambo, Raphoe
	Castlebar, Cavan, Cork, Galway Portlaoise
Sep-14	Comhairle Ceantar na hOilean

Nov-14	David Buckley Glas Planner training
Nov-14	T Kelly, Clara Bog Visitor Centre, NPWS
Feb-15	David Buckley Glas Planner training
Feb-15	Reception Desk Ag House

Summary of Rural Development Programme Booklet

Date Produced	Supplied to
Sep-15	National Ploughing Championship 2015
Sep-15	Depts Regional Offices Navan, Naas, Drumshambo, Raphoe Castlebar, Cavan, Cork, Galway Portlaois
Sep-15	Gordon Conroy, Portlaoise
Sep-15	Monitoring Committee
Oct-15	Reception Desk Ag House

LEADER Factsheet

Date Produced	Supplied to
Sep-15	National Ploughing Championship 2015
Sep-15	Monitoring Committee

Locally led Schemes Seminar Flyer

Oct-15	Attendees at Seminar on 16th October 2015
--------	---

Websites

Date	Ownership	Address
Oct-14	DAFM	http://www.agriculture.gov.ie/ruralenvironment/ruraldevelopmentprogrammerdp2014-2020/

Jan-15 DECLG <http://www.environ.ie/en/Community/RuralDevelopment/EURuralDevelopment/RuralDevelopmentProgrammeLEADER2020/>

Social Media

Date	Platform	Description
22/05/2015	Irish Farmers Journal TV	Podcast with Brendan Gleeson & Gordon Conroy on Beef Data Genomics Programme
Continuous	Twitter	All Press releases on Departments Twitter account (www.twitter.com/agriculture.ie)
30/07/2015	Online seminar	Online seminar on Knowledge Transfer with DAFM and Teagasc

Public Notice of Adoption of Plan

Date	Location	Description
17-Jun-15	Irish Independent	Public Notice of adoption of Irelands national RDP 2014 -2020
23-Jun-15	Depts Website	Public Notice of adoption of Irelands national RDP 2014 -2020
Month of July	Agriculture House	Copy on display and available to the public
Month of July	Portlaoise office	Copy on display and available to the public
Month of July	Johnstown Castle.Wexford	Copy on display and available to the public

DAFM Text Message Alerts

Date	Subject
23/03/2015	CAP Information meeting in Cork
24/03/2015	CAP Information meeting in Kerry
25/03/2015	CAP Information meeting in Galway
26/03/2015	CAP Information meeting in Mayo
30/03/2015	CAP Information meeting in Cavan
26/05/2015	Reminder on Organic Farming Scheme closing date
27/05/2015	Reminder on BDGP closing date
17/08/2015	Reminder on TAMS deadline

08/10/2015 A series of messages regarding Beef Data and Genomics Programme (BDGP) information meetings around the country

09/10/2015 A series of messages regarding Beef Data and Genomics Programme (BDGP) information meetings around the country

19/10/2015 A message regarding the return of samples and survey forms for BDGP

Annex 2: List of Monitoring Committee Members

Member Organisation	Nominee name
Central Government	
Chair	Brid Cannon
Managing Authority Department of Agriculture, Food and the Marine.	Patricia Kelly Mary Carey Sean M Murray Michael G Gleeson Brian A Kennedy Maeve Meleady
Paying Agency: Finance Division of DAFM	Heber Mc Mahon Martin Crowley/ Patricia Heeney
Department of Agriculture Food and the Marine Economics and Planning Nitrates Biodiversity & Engineering Div Marine Agencies & Programmes Area Aid/SBPU Agri Environment & Structures Meat & Milk Policy Climate Change & BioEnergy Policy Animal Health & Welfare Agric Structures Div. Food Industry Development Direct Payments Unit Environment & Evaluation	Sean Bell Bill Callanan Damien Clarke Gordon Conroy Liam Fahey Colm Hayes Paul McKiernan Dermot Murphy Ronan O'Flaherty Marian Byrne Fintan O'Brien Jerome Walsh

Department of Environment, Community and Local Government	Finola Moylette Deirdre Kelly
<p>Department of Public Expenditure and Reform</p> <ul style="list-style-type: none"> - Agriculture Vote - DECLG Vote - Structural Funds Policy and Operations <p>Department of Justice and Equality</p> <p>Department of Education and Skills</p> <p>Department of Arts, Heritage and the Gaeltacht</p> <p>Department of Transport, Tourism and Sport</p>	<p>Philip Maher</p> <p>Tom Heffernan/ Neilis Lynch</p> <p>Gearoid O’Keeffe</p> <p>AnneMarie Quarry/Elaine Doyle</p> <p>Mary McGarry/Willie McIntosh</p> <p>Andy Bleasdale</p> <p>Donal Hannigan</p>
EU Commission	Ute Ally/ Leo Maier/Timo Weinbrenner
<p>Other governmental bodies, regional authorities</p> <p>Environmental Protection Agency</p> <p>Northern and Western Regional Assembly</p> <p>Southern Regional Assembly</p> <p>Eastern & Midland Regional Assembly</p> <p>Teagasc</p> <p>The Heritage Council</p>	<p>Andy Fanning/Micheál Lehane</p> <p>Kieran Moylan/Cllr. Justin Warnock</p> <p>David Kelly/ Cllr Noel Gleeson</p> <p>Jim Conway</p> <p>Cathal O’Donoghue</p> <p>Liam Scott</p>

National Economic & Social Council Enterprise Ireland	Dr Larry O’Connell Michael Brougham
Other Representative Bodies and Groups Irish Farmers Association Irish Cattle and Sheep Farmers Association Irish Co-operative Organisation Society Ltd Irish Creamery Milk Suppliers Association Irish Local Development Network Irish Organic Farmers and Growers Association The Organic Trust Ltd Macra Na Feirme Irish Rural Link Birdwatch Ireland Environmental Pillar Chambers of Ireland Association of Irish Local Government Irish Universities Association Pavee Point Comhar na nOilean	Flor McCarthy/G Gunning Eddie Punch/Billy Gray Seumas O’Brien Mary Buckley/Patrick Rohan Ryan Howard Gillian Westbrook Gavin Lynch Derry Dillon Seamus Boland Alex Copland Anja Murray & Cillian Lohan Sean Connick/Frank Greene TBC Prof Jim Walsh Martin Collins / Ronnie Fay Maire Uí Mhaoláin