



**Rural Development Programme for Malta
European Agricultural Funds for Rural Development
(E.A.F.R.D) 2007-2013**



Why Networking?

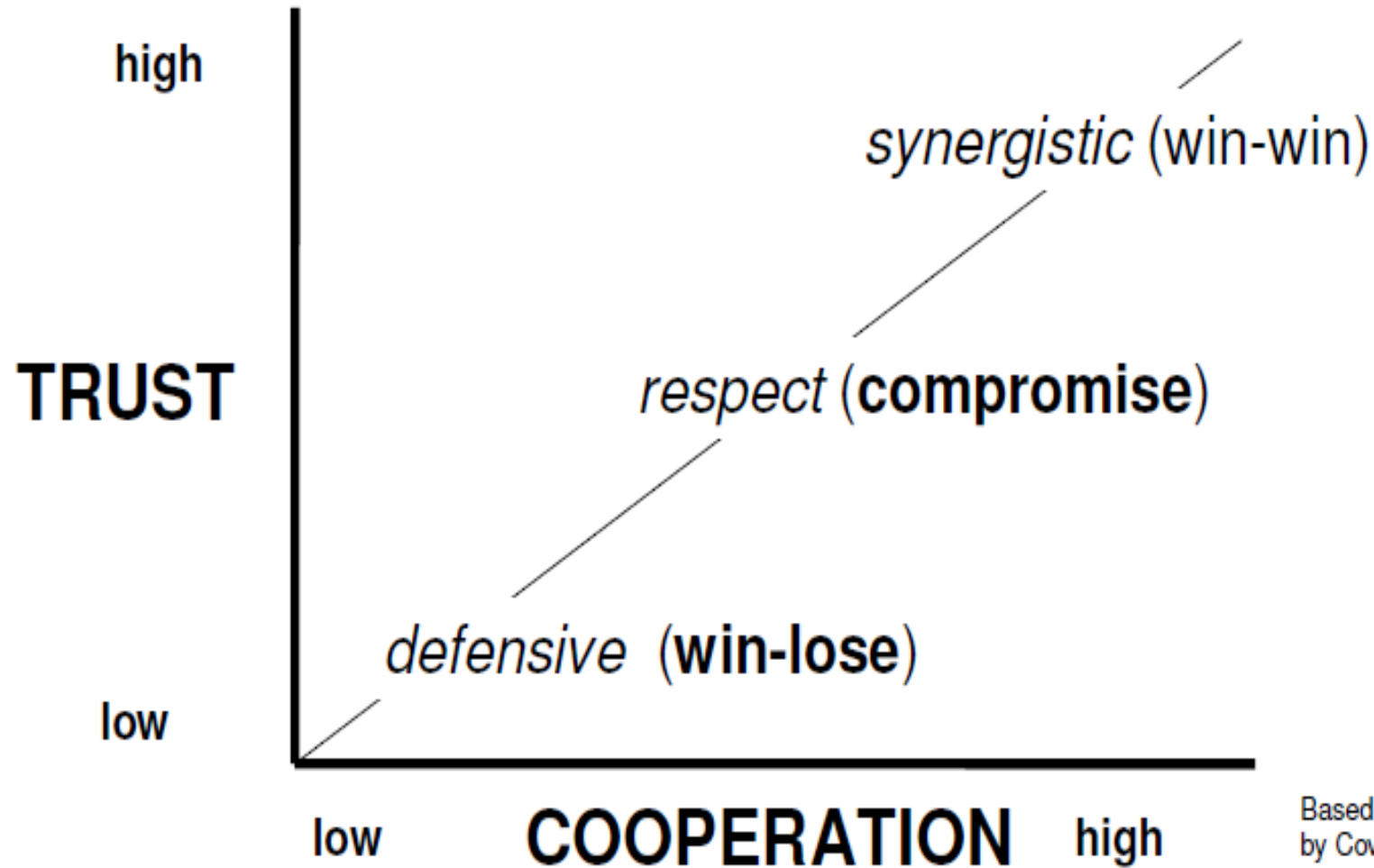
**Donald Aquilina- *Sen. Agricultural Officer*
Rural Development Department ~ Managing Authority**



What are the Challenges?

- New challenges for rural areas require more than ever effective diffusion of best practices;
- Local knowledge ought to become global and global knowledge local;
- If rural Europe would know, what rural Europe knows?!

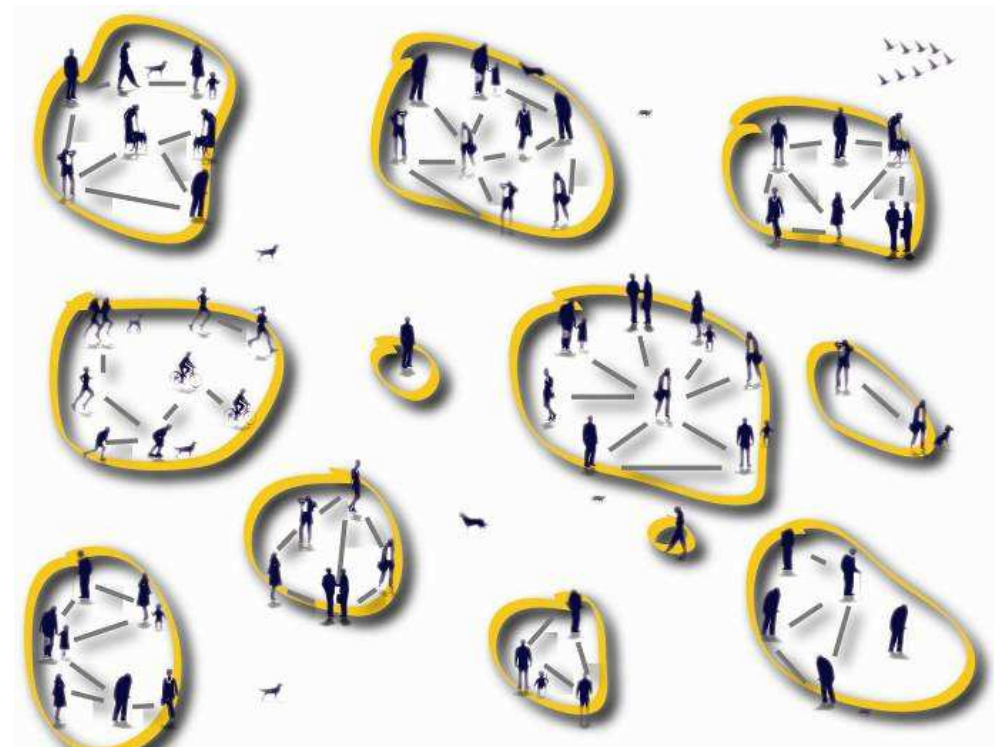
The ideal approach- Finding the right equation with Rural Actors



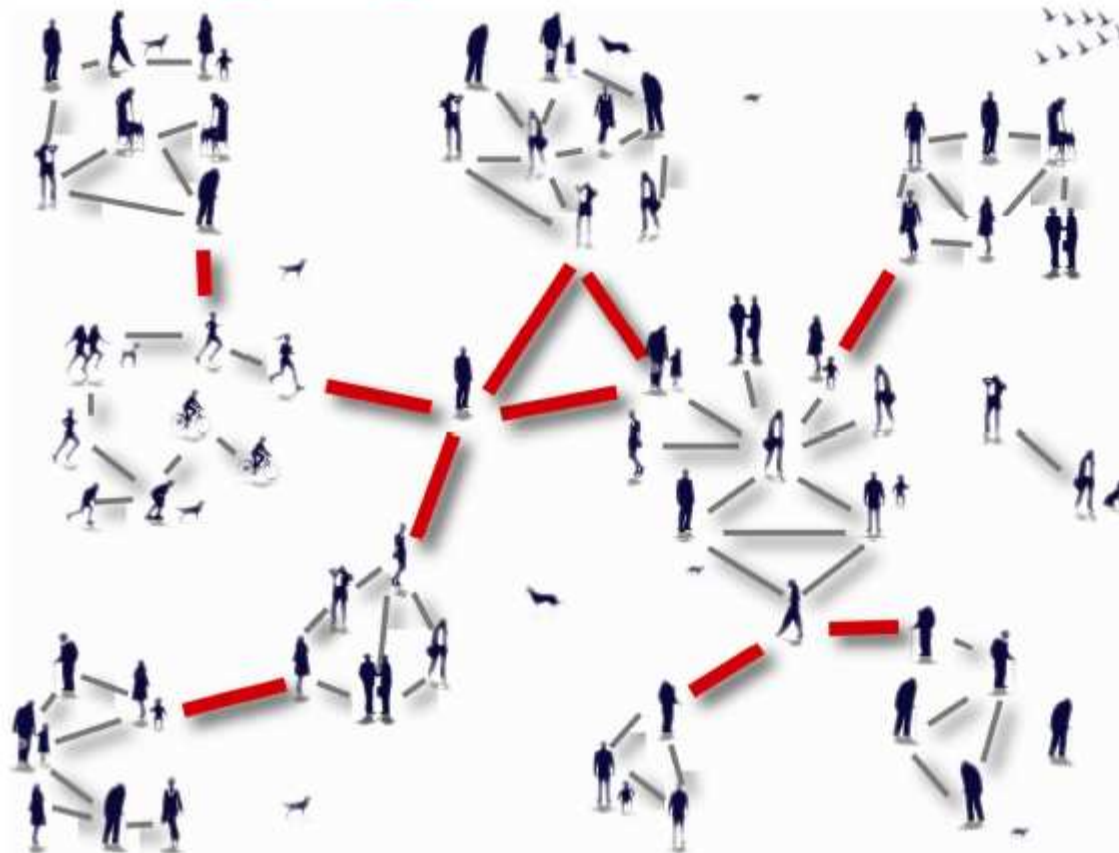
Based on an Illustration
by Covey, S. R. (2004)

Lack of Connectivity

- ❑ Self-locked mentalities
- ❑ Reinventing the wheel
- ❑ Zero-Sum Mentality

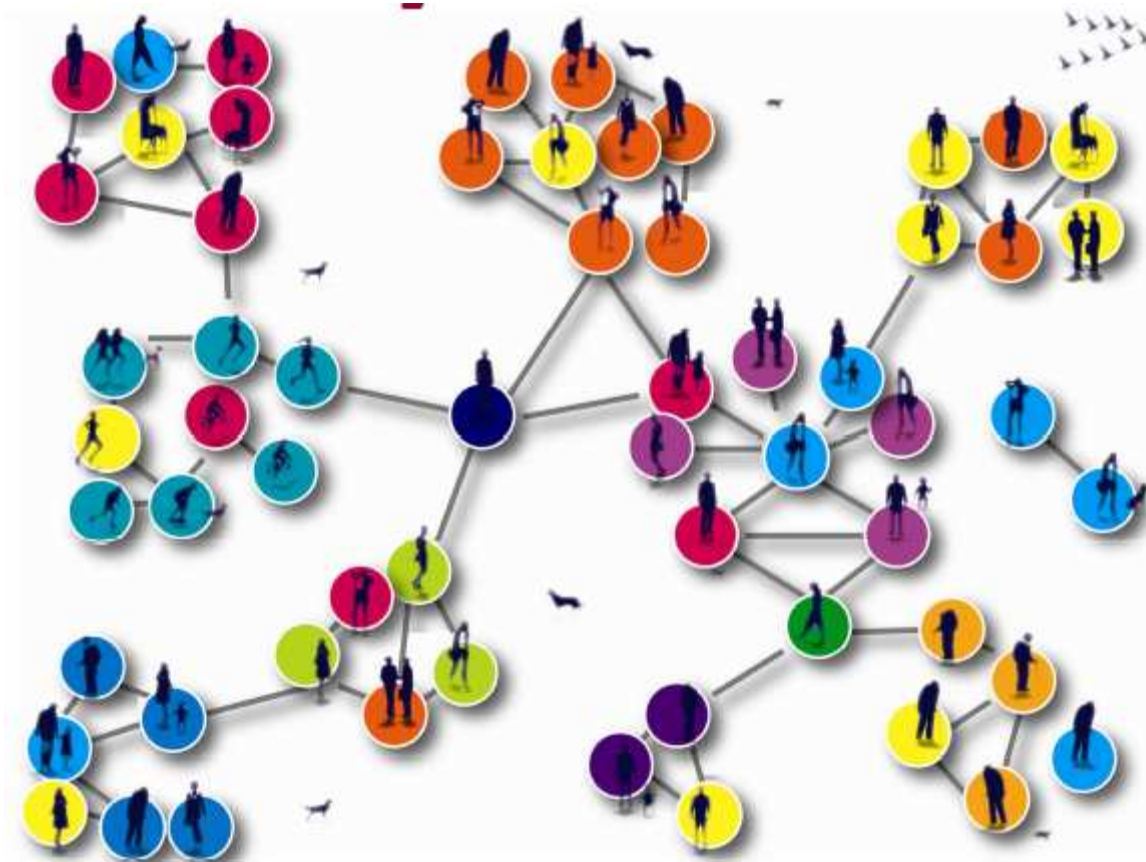


Bridge Clusters



- New ideas
- Local Knowledge become global, global knowledge local
- Flow

Strengthening of Strategy - Diversity



- Different attributes, different thoughts
- Culture of managing imbalance
- Culture of coalition building
- Win-win

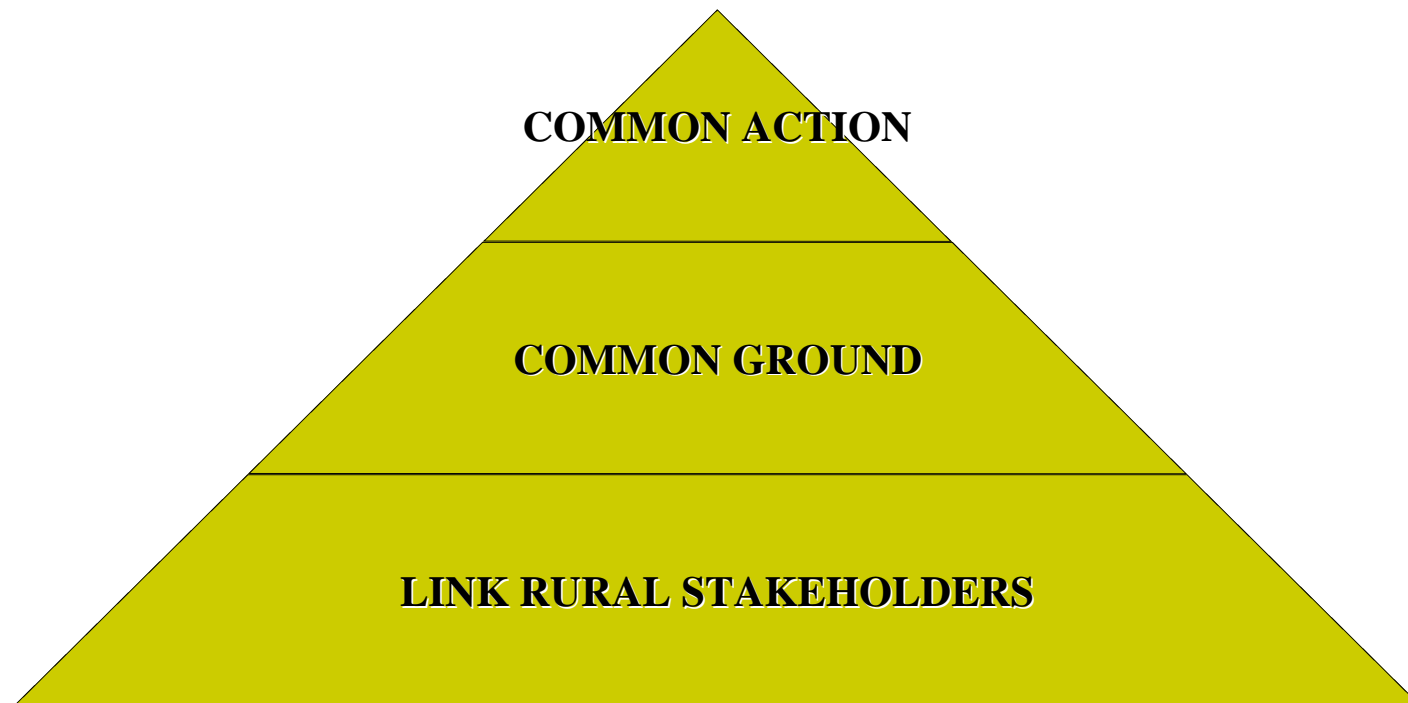


How do we create excellent Networks?

Networking is flow.....

- Flows of goods, ideas, practices, resources...
- Flows require a gradient, a difference
 - Problems and solutions
 - Questions and answers
 - Demand and offerings
 - Goals, challenges, visions, missions

3 steps in Network Building





Bottom up Approach

| Hierarchy Model | NRN Proposed Model |
|-----------------------------------|--|
| Centralised decision making | Decentralised solution seeking |
| Command and Control | Unity and effort |
| Executive leadership | Inspirational leadership |
| Harmonisation & Integration rules | Convergence through goal seeking process |
| Hierarchal Communication | Horizontal Communication |

Inclusive approach

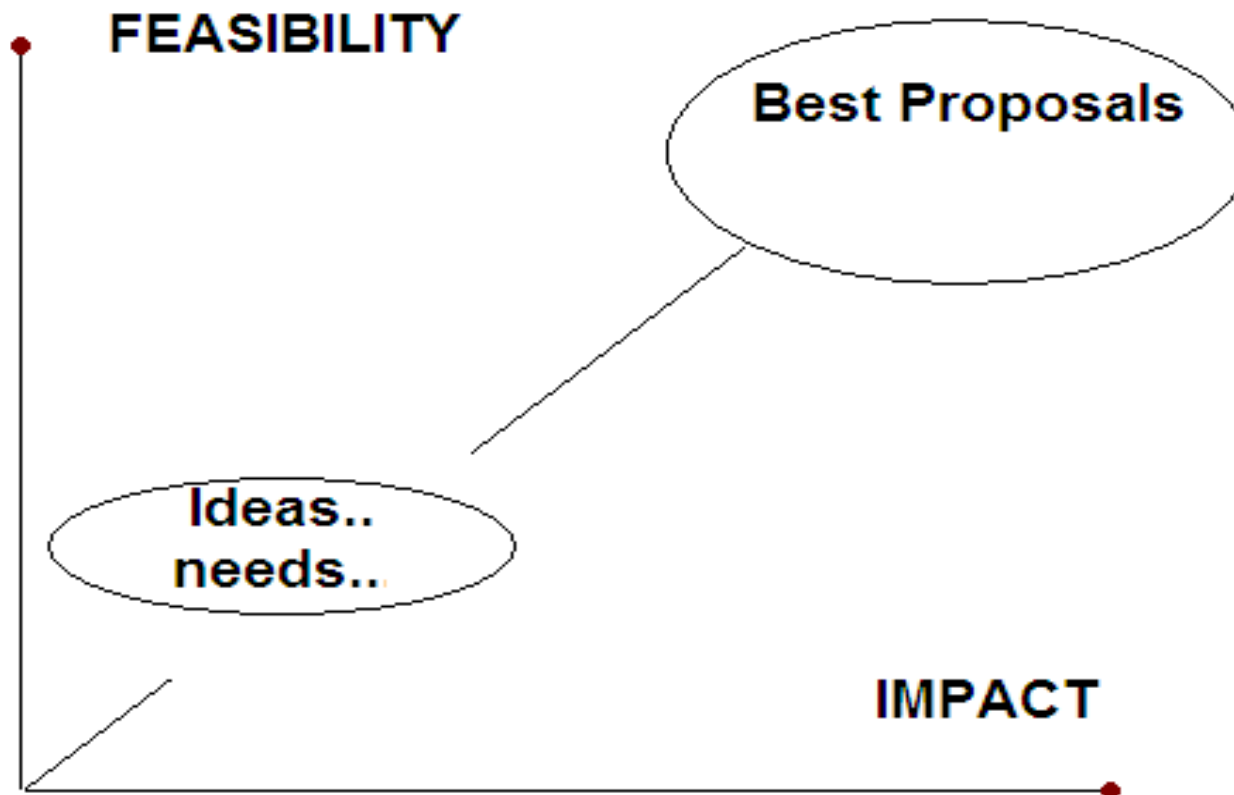
Exclusion or imposition
= *Frustration*



Hierarchal Workload – Imbalance!



How should Proposals be assessed?





Thanks