



Association Européenne pour l'Information
sur le Développement Local a.s.b.l.

ANNUAL REPORT 2014

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Rising to the challenge

The conference, “Reinventing Europe through Local Initiative”, which was organised within the framework of AEIDL’s 25th anniversary activities, was one of the highlights of 2014.

More than 150 participants – policy-makers, academics, representatives of civil society and social economy organisations, and of course of the 25 “promising” initiatives presented during the conference – stopped for a moment and enjoyed the opportunity for a real dialogue on the future of the Europe we all love, and the contribution of local initiatives.

The conference took place in Brussels on the 19-20 February, with the first day’s activities hosted by Kinga Göncz, MEP, in the European Parliament. The feedback received from participants was very positive, a real energy was created and lots of interesting ideas and proposals emerged.

In October, AEIDL published the conclusions of the conference, and a [LinkedIn](#) group was set up to continue the debate that had been initiated. This group currently has around 100 members.

2014 was the third year of the implementation of the AEIDL strategy adopted in 2011. During the year, a number of important milestones were achieved, including: updating the AEIDL statutes, an internal communication plan, the launch of an eco-certification procedure, the establishment of a business development unit, and the setting up of task-forces to prepare for new calls for tender. This process is continuing.

In line with AEIDL’s new strategic approach, five own-projects are now also being funded by AEIDL, with a budget allocation in 2014 of €100,000. These projects include: ‘SEWA’, which addresses the needs of self-employed women; the ‘Sustainable Constellations’ training programme for urban neighbourhoods; a training module on

Community-Led Local Development (CLLD); and the ‘The Place for Everyone’ project, which focuses on inclusive local development.

The refurbishment and upgrading of AEIDL’s premises was also completed in 2014, with the official opening taking place on 19 February, during the 25th anniversary event.

The wider membership of AEIDL was kept abreast of ongoing activities and events by means of regular management e-mails and the twice-monthly *AEIDL Flash*.

Five board meetings were also held in 2014, with a high level of attendance by the directors. The main focus was on maintaining budget stability amid concerns with regard to the transition to the new EU programming period (2014-2020), and the implications of this for AEIDL’s business activities.

A priority for 2014 was to prepare AEIDL for a new round of tendering, with all of its main multi-year contracts due to end between June 2013 and May 2015. To this end, a methodology for establishing and managing EEIGs was prepared, partnerships were renewed, created or ended, and a new database of experts was set up.

In 2014, the objectives were to win a sufficient number of calls for tender in the four main target areas of AEIDL (the environment, employment, rural development, and fisheries areas development) to ensure the sustainability of the association, and to open up new market/contract opportunities.

AEIDL, with its NEEMO partners, succeeded in winning the renewal of LIFE communications contract. This will help to further strengthen AEIDL’s position and reputation, combining its know-how in communications and European environmental and climate change policy.

Within the framework of the EEIG DevNet, AEIDL continued to contribute to the running of the Support Unit for FARNET, the European Fisheries Areas Network, which represents an important opportunity to apply its LEADER experience in a new context.

In 2014, the Directorate-General for Agriculture of the European Commission contracted the Ruranet EEIG, made up of five partner organisations, including AEIDL, to manage the Contact Point of the European Network for Rural Development (ENRD) during the 2014-2020 period.

Other contracts continued (TRIP, the European platform on research and transport) or were completed in 2014 (FAB - Farmland Achievements for Biodiversity), while some new contracts and projects also started (Social Innovation Europe, CCIA...).

In the year of its 25th anniversary, AEIDL demonstrated a new maturity in 2014, especially in terms of how it marries its mission and values – a social enterprise that applies commercial strategies to achieve improvements in the situation of local communities and the environment. As a not-for-profit organisation, AEIDL is not compelled to maximise profits in the interest of shareholders, but is instead driven by the desire to create an open, sustainable and citizen-oriented Europe that recognises and values the contribution of local communities.

‘Reinventing Europe’ - thanks to the efforts of the team, members, board and external experts, AEIDL’s 26th year made an important contribution to this aim, focusing on innovation and sustainability.



Márta Márczis,
President.

25 March 2015

New horizons

Apart from AEIDL's considerable investment in the successful "Reinventing Europe through Local Initiative" conference, 2014 was a year characterised by its continuing work on contracts - alone or with partners - for its main customers, including several EU Directorate-Generals. In this respect, AEIDL also actively prepared to submit bids in response to the new European calls for tenders planned for 2015.



The nature of the services provided to customers included our core business activities (network management, communications, publications, event management, website creation and maintenance) and focused on themes directly involving local stakeholders: employment, the environment, regional, local and rural development, etc.

Contracts with the European institutions again represented the main proportion of AEIDL activities (97% of revenue), while services provided to territorial authorities and networks accounted for about 3% of total revenue, similar to 2013.

Although AEIDL's overall revenue decreased slightly in comparison to the previous year (-3%), it was still 5% higher than projected, mainly as a result of small contracts gained in the course of the year and a better contribution than expected (+3%) from the EENRD contract with DG AGRI.

Expenditure followed the same trend as revenue, decreasing by

4% compared to 2013 but it too was higher than projected (+6%). Cost control and the optimisation of contract budgets allowed us to record a net profit in 2014, helping to consolidate the balance sheet.

In line with the budget, AEIDL invested over €117K in the "Reinventing Europe through Local Initiative" conference, a special event to mark its 25th anniversary.

AEIDL also financed a number of in-house projects, targeting the priority themes identified in its strategy. It is also ready to submit new European funding proposals, in particular in the context of Horizon 2020, the EU's research programme.

Also in line with its strategy, it devoted resources to achieving certification as an «eco-dynamic enterprise», which is awarded by the environmental department of the Brussels-Capital Region.

Turning to staff development, part of the budget was used to provide training on group facilitation.

In 2014, a considerable amount of staff time was devoted to maintaining, improving and adding content to AEIDL's website, developing it into an exemplary information tool on social, environmental, territorial and citizenship themes associated with local development.

As regards the volume of activity, this dropped by 6,248 hours year-on-year, mainly due to the completion of the ESF-TCI project. The total time worked in 2014 came to 38 232 hours, representing 22.5 full-time equivalents (FTEs). This was spread between 30 people - employees, free-lancers, and partners.

Last but not least, a number of meetings bringing together all of AEIDL's active stakeholders were held, with a view to making progress on implementing a strategic plan, in tune with emerging challenges in Europe, and globally.

Jean Vanweydeveld,
Managing Director

2014 - The year in the Association

2014 turned out to be a great year for AEIDL's activities, with the "Reinventing Europe through Local Initiative" conference held in Brussels on 19-20 February on the occasion of AEIDL's 25th anniversary as its highlight.

More than 150 people - field workers, MEPs, academics, representatives of organizations and networks, or just ordinary citizens - attended the conference. *"Presentations, discussions and networking focused on 25 'promising initiatives', which have shown that local, citizen-led and participative initiatives for sustainable development are needed more than ever. (...) This AEIDL conference was a complete success, both in the quality of exchanges it inspired and in the intense networking it facilitated, often among participants who were meeting for the first time."* (Jean-Luc Janot, AEIDL, March 2014)



The feedback received during and after the conference was very positive. The many reactions were marked by enthusiasm regarding both the content – no 'waffling' – and the value of the initiatives presented, the friendly organisation, the style, etc. In a nutshell, it was a very worthwhile meeting, and participants departed if anything frustrated by the lack of time!

Reactions came from members, the team, supporters, partners, initiative owners, simple participants, the results of the assessment questionnaire.... All were full of praise, and all asked for a follow-up.

The follow-up

We discussed ways of building on the meeting. One of the first suggestions was to extend the work of the "Task Force 25", with Yves Champe-

tier as leader. Approval was given to have this managed by the SC1 Committee (see article on strategic planning); the next step should be a discussion based on the event's results. With everybody mobilised by the conference, lots of ideas emerged. But now these need to be prioritised.

To make the most of conference results, first steps have already been taken:

- In October, AEIDL published a compendium of conclusions and initiatives presented at the "Reinventing Europe through Local Initiative" conference. This publication has been sent out to participants, partners, regional delegations in Brussels, etc. A [LinkedIn](#) group has been set up to follow the debate initiated at the conference. To date, this group has almost 100 members.

Apart from this very worthwhile event and all its repercussions, AEIDL's activities in 2014 were characterised by the continuing work on the strategic plan in its statutory meetings and its discussions.



- Statutory activities: The April 2014 General Assembly meeting was unable to rule on the issue of the terms for admitting new members. The SC4 committee has therefore listed a number of points as input for a motion to be presented at the next meeting of the GA. Membership remained stable at 30, with 13 European countries represented: Belgium (8 members), France (6), Italy (4), Hungary (2), United Kingdom (2), Bulgaria (1), Germany (1), Spain (1), Ireland (1), Lithuania (1), Portugal (1), Serbia (1) and Sweden (1).
- The 5 board meetings held in 2014 featured a high attendance of directors. They were responsible for:
 - carefully monitoring activities and their progress, maintaining budget stability despite concerns founded in changes to European programmes, and dealing with current issues;
 - completion of the refurbishment of the AEIDL premises and their upgrading to current standards (supervised by the managing director). Inauguration of the new premises took place on 19 February, during AEIDL's 25th anniversary event.
 - Members are kept abreast of events by regular management e-mails and by the twice-monthly AEIDL Flash sent out to all stakeholders.

- Discussion meetings continue to be held: on 12 December, on the initiative of Christophe Thévignot, we received Jean Quatremer from the newspaper *Libération*. (see box)

Strategic plan

The further development and implementation of the strategic plan was conducted by AEIDL members:

- The four subcommittees (SCs) established under the June 2011 Strategic Plan held meetings in accordance with their own work schedules, though for the most part in connection with Board meetings, thereby allowing the work of the 4 SCs to be shared in an overall meeting and limiting travel.
- Each SC is made up of AEIDL members and members of the operational team. Each SC has established a work plan and budget for the implementation of the planned activities. SC work is regularly presented and discussed in Board meetings.
- The question remains of how to link up the work and projects of each SC, in particular with regard to internal AEIDL projects (see *this chapter*). For example, the link between SC3 and SC2 needs to be redefined.
- Apart from this necessary clarification, there is general consensus

on the part of directors and team members over the quality of exchanges and the involvement of Board members and the team in the proposed projects.

Our concluding words: let's build on AEIDL's first 25 years and – FULL SPEED AHEAD!

Odile Plan,
Vice-president.

Jean Quatremer at AEIDL

(12 December 2014) - Jean Quatremer, a journalist with *Libération*, shared with the members and the team of AEIDL his views on the prospects of the European Union. The EU is in bad shape, but by being proactive and more open to the press and the public, the new EU leaders seem determined to "make things happen".

AEIDL inaugurated a cycle of internal conferences. Every three months on the occasion of its strategic brainstorming days, a specialist in European issues will be invited to speak with AEIDL's members, team, experts and other people close to the association.

Jean Quatremer, the Brussels correspondent for the French daily *Libération*, was the first to respond to the invitation. It was an excellent start. For more than two hours, this veteran of European affairs of 20 years revealed his vision of the European Union, its institutions and its prospects.

<http://www.aeidl.eu/images/stories/pdf/quatremer-en.pdf>



“Reinventing Europe through Local Initiative”:

GREAT SUCCESS FOR THE AEIDL CONFERENCE

More than 150 people from 26 countries participated in the conference, ‘Reinventing Europe through Local Initiative’, in Brussels on 19-20 February 2014 by AEIDL on the occasion of its 25th anniversary. Presentations, discussions and networking focused on 25 ‘promising initiatives’, which have shown that local, citizen-led and participative initiatives for sustainable development are needed more than ever.

Participants came together in one of the Parliament’s amphitheatres: local development practitioners, MEPs, academics, representatives from local development organisations and networks, or simply citizens interested in local development and its concrete implementation in different regions.

The local cooperative approach upheld by AEIDL was illustrated by presentations of five concrete projects from throughout Europe: The Tot Raval initiative strengthening social cohesion in a deprived neighbourhood in the centre of Barcelona; the “Együtt Egymásért” (All Together for Each Other) social cooperative established for and by the inhabitants (mainly Roma) of a small village in Hungary; REALIS, a social innovation ecosystem set up in Languedoc-Roussillon (France); the development strategy and projects implemented in the Barycz valley (Poland) centred on exploiting its flagship product, carp.

MEPs Kinga Gönsz and Eric Andrieu (Progressive Alliance of Socialists and Democrats) and Hannes Lorenzen (advisor to The Greens/European Free Alliance) then presented their vision of the policy perspectives awaiting Europe and local development in the years to come, underlining the need to “*move from an economy based on competition to one based on collaboration*”.

Two aspects were highlighted in the debates following speeches by Márta Márczis and Yves Champetier (AEIDL), Chris Brooks (Sciences Po, Paris), Marjorie Jouen (Jacques Delors Institute), MEPs Kinga Gönsz and Eric Andrieu, and Hannes Lorenzen (rural policy advisor): the ingredients (the “magic powder”) necessary for the success of a local development approach, and the messages needing to be conveyed to policymakers. Looking first at the ingredients, these included the quality of the human factor (underlining voluntarism and a collective approach), the aspiration to happiness, and the resources needed to achieve it, and also the “desire to transgress”. As to the messages to be conveyed to policymakers, these included: the urgent need for a truly social Europe, the empowerment of local actors, and the need for government institutions to take better account of local action.

25 promising initiatives

The second day (20 February) saw the conference decamping to the very friendly setting of Bouche-à-Oreille, a café-theatre located close to AEIDL. The focus of this second part of the event was a series of workshops enabling participants to exchange experience on [25 promising initiatives](#) within the EU and elsewhere, presented by their representatives.

The morning session was introduced by François Saint-Ouen (University of Geneva’s Global Institute). Based on the diversity of the concrete project presented, the subsequent 6 parallel workshops were an opportunity to discuss all present and future aspects of local development: cohesion and inclusion, a social and solidarity-based economy, territorial development and short distribution channels, quality of life, the transition to renewables and climate change, etc.

The quality of the debates and exchanges at the conference was summarised by University of Gloucester professor, Michael Dower, a long-time militant in the field of local development.

All in all, it is fair to say that this AEIDL conference was a complete success, both in the quality of exchanges it inspired and in the intense networking it facilitated, often among participants who were meeting for the first time.

Read (much) more:

www.aeidl.eu/en/projects/aeidl-conference-2014.html

2014 – Year 3 of the strategic planning process

The year 2014 was the third year in the implementation of the AEIDL strategic planning process. During the year a number of important milestones have been achieved and the process has continued to gain momentum and benefit from experience. The four sub-committees remain the main drivers of the implementation process.



© Jean-Luc Janot

SC1 – Strategic planning

SC1 continued to oversee the strategic planning process, to support and facilitate the activities of the other SCs and to monitor and review progress. During 2014 SC1 has:

- Organised and facilitated 2 joint SC meetings in Brussels;
- Initiated the preparation of an internal communications plan;
- Initiated a process of eco-certification for AEIDL;

- Undertook a review of the strategic planning process and the work of the SCs, which was completed in March 2014 (a further review was initiated in February 2014).

SC2 - Contracts

In 2014, AEIDL was facing a double challenge:

1. **Prepare for the important time-lines.** All the multi-year contracts in AEIDL will end/have ended between June 2013 (end of ESF-TCI contract)

and May 2015 (FARNET). Call for Tenders for 2014-2020 were due to be published at the very end of 2014.

To prepare for this period of change:

- A task force was created for each contract, and a SWOT analysis was conducted.
- Since AEIDL will be more successful if it bids for contracts in partnership with other organisations, a methodology for setting up and managing an EEIG has been defined. Some partnerships were renewed, others

c planning

were abandoned, and new partnerships will be sought.

- A commitment has been made to label AEIDL as a dynamic eco company.
- Work has been invested in the databases: they are now more complete and fully operational.

2. Positioning for other markets/ contracts rather than only call for tenders. An initial review of opportunities on programmes such as Horizon 2020 and COST has been started. This has been one of the main activities for SC2 in 2014.

SC3 – Own projects

SC3's task is to initiate, stimulate and support projects which further AEIDL's objectives, including by giving them financial support within a budget set by the board.

In 2013, it issued the first in a series of annual calls for proposals, to which it invited the 'AEIDL community' of members, staff and freelance workers to respond. This received seven responses, which have resulted in five ongoing projects.

The 2014 call, which has a budget of €100,000, was published in February. Three proposals were submitted, of which two were accepted. The first of

these, The Place for Everyone, is now under way (see below).

SC4 – Public Relations, Funding and Membership

During 2014, SC4:

- Delegated the organisation of the AEIDL Conference (big annual event) as well as the related policy note to the Task Force 25, among which were two members of SC4, William Van Dingenen and Monique Braem (representing the staff).
- Has reviewed AEIDL's Internal Regulation ("Règlement intérieur") and ask for modification of some articles of the Statutes modified in 2005, to make both documents compatible.

AEIDL's own projects

The ongoing strategic process at AEIDL has led to the implementation of several projects initiated by the Association, notably: Sustainable Constellations in Urban Areas, SEWA, The Place for Everyone, and the start of a training programme on Community-Led Local Development (CLLD).

Training course - “SUSTAINABLE CONSTELLATIONS IN URBAN AREAS”



Cities are laboratories for the future to solve problems, for sustainable development, and also as sources of innovative solutions. That is why AEIDL, in partnership with Greenloop, has developed a one-week training course to discover and to discuss local initiatives which have successfully tested new partnerships and changed attitudes towards a more sustainable urban development.

Initiator: AEIDL
Duration: 2013 - 2015
Budget: €8 000
Team: 2 persons concerned

The objective of this training course is to engage participants, students, professionals, both from the EU and outside, to learn from these examples, in order to launch similar approaches in their cities/areas/territories.

The training programme takes place mainly in Brussels, but also includes a one-day visit to another European city (e.g. Paris).

Using a methodology based on collective intelligence and collaboration, this innovative programme includes a conceptual approach (ecological paradigm), on-site visits to pilot pro-

jects and initiatives, meetings with pioneers in the field, as well as practical exercises and debate on this topic, etc.

The training course has the support of Philippe Van Parijs, Professor of Economics and Social Ethics at Saint-Louis University (Brussels), Louvain (UCL), Oxford, Bielefeld and Berkeley; the course is also supported by Olivier De Schutter, Special Rapporteur to the United Nations on food security and Professor of Economics and Social Law (UCL).

TRAINING ON COMMUNITY-LED LOCAL DEVELOPMENT (CLLD)

On 2 April 2014, AEIDL piloted its new one-day training course on Community-Led Local Development (CLLD).

The day combined theory with practice, comprising an introduction to the concepts and policy development, a Local Action Group case

study, a session on applying CLLD to social inclusion, an explanation of the new EU regulation, and a study visit to a local development initiative in Brussels. The guinea-pigs were 15 of AEIDL's staff.

The session started with a brief introduction by Toby Johnson on the important opportunity that the introduction of CLLD as a methodology across the Structural Funds represents. CLLD offers the chance to create development which is inclusive, cohesive, citizen-based and sustainable, and is led by organisations that are accountable to local people.

It works at the level at which people can engage, and can thus help to remedy the disenchantment that many Europeans feel with government from far away. It makes the most of the skills and resources within an area, and develops a balanced economy, rather than one that relies on 'exporting' a single product. It is an antidote to excessive globalisation.

Read more:

<http://www.aeidl.eu/images/stories/pdf/cldtraining.pdf>



THE PLACE FOR EVERYONE: Reinventing Europe through inclusive local initiative

The Place for Everyone project will publish a guide on integrated development and inclusion, based on a study of tried and tested methodologies. It will provide practical guidance on how to create the conditions for CLLD projects and ensure the absorption of dedicated funds for socio-economic inclusion.

One of the main aims is to develop awareness among policy-makers, and deliver key policy messages on the importance of building capacity on inclusive local development, targeting any kind of disadvantaged area (including highly populated Roma settlements in the EU).

The study will include visits to, and the analysis of, several sites of integrated development interventions implemented by the UNDP in Hun-

gary and Romania. It will provide an analysis, with recommendations, on how the models and toolkits tested at these sites could be applied in the context of EU programmes with a focus on sustainability.

The guide will provide an important resource for anyone starting to work on Roma-related policy, and local development programming and project implementation.

A kick-off meeting of the project team was organised in November 2014, followed by a second working meeting in December.

In November-December 2014, two interviews were conducted with representatives of DG Regional Policy and DG Employment, Social Affairs and Inclusion. As a result of this partnership building at EU level, the project

team now has a fresh overview of the current policy situation.

The final knowledge package is planned to be launched during Open Days, the European Week of Regions and Cities, in October 2015.

ADDED VALUE

The project will contribute to meeting the need for good practices on inclusive local initiative, experience, implementable models and networking, which are still lacking at both EU and the local level, especially in the new EU countries. It adds to AEIDL's experience and visible portfolio in inclusive CLLD, expanding its geographical reach and network to new countries.

Initiator: AEIDL

Duration: 2014 – autumn 2015

Budget: €24 600

Team: 5 persons concerned

SEWA: Serving the needs of self-employed women

SEWA, the Self-Employed Women's Association, has drawn inspiration from the values promoted by Gandhi – such as community mobilisation and self-help – to promote the empowerment of disadvantaged women in all spheres of life, both private and public. Jyostna Patel of AEIDL did a study on the association.

The association was established in 1972, as a trade union to represent

the rights of women who are working, but without any formal contract. These workers tend to have irregular low-paid work and no social security provisions. One of SEWA's main objectives is to help them improve their working conditions and to negotiate better rates of pay.

Based in Ahmedabad, Gujarat, the independent association has over 350 000 members in this, and other Indian states. It has also provided expertise to set-up similar schemes in other countries such as Afghanistan and Sri Lanka.

Initiator: AEIDL

Duration: 2013-2014

Budget: €2 000

Team: 1 person concerned

E-mail: jyostna.patel@aeidl.eu

Read more:

<http://www.aeidl.eu/images/stories/pdf/conference/en-20.pdf>



LIFE+: At the service of the environment

Informing, promoting, making known, publicising – since 2001 AEIDL has been the “Communications Team” for this major European environment programme.

ADDED VALUE

This contract strengthens AEIDL's position and reputation, combining its know-how in communications and European environmental and climate policy. It has also allowed AEIDL to establish and maintain contact with numerous experts throughout Europe in a wide range of fields linked with environment, climate, nature and biodiversity protection. The experience gained through LIFE demonstrates AEIDL's ability to produce high-quality information in a specialist area. This can be exploited in other fields linked to the environment, such as climate change, renewable energy, and more generally, sustainable development.



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The LIFE programme is the EU's funding instrument for the environment and climate action. The general objective of LIFE is to contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing projects with European added value.

LIFE began in 1992 and to date there have been four complete phases of the programme (LIFE I: 1992-1995, LIFE II: 1996-1999, LIFE III: 2000-2006 and LIFE+: 2007-2013) for which AEIDL has been awarded

communication contracts. During this period, LIFE has co-financed some 4 171 projects, contributing approximately €3.4 billion euros to the protection of the environment and climate.

The European Commission (DG Environment and DG Climate Action) manages the LIFE programme. The Commission has delegated the implementation of many components of the LIFE programme to the Executive Agency for Small and Medium-sized Enterprises (EASME). External selection, monitoring and communi-

cation teams provide assistance to the Commission and EASME.

In October 2014, the European Commission signed a framework contract with NEEMO EEIG, which includes AEIDL, for services related to monitoring and communications for the new LIFE programme (2014-2020).

In the context of this partnership, AEIDL's task is to provide technical support and assistance to European-level communication activities.

As the Communications Team of LIFE. AEIDL is responsible for the following tasks on a permanent basis:

- LIFE website maintenance, updating and development
 - Updating the LIFE website (<http://ec.europa.eu/life>) on a daily basis
 - Feeding new content into the LIFE Video Player (<http://lifevideos.eu/videos/>)
 - Managing LIFE's Facebook ([facebook.com/LIFE.programme](https://www.facebook.com/LIFE.programme)) and Twitter (twitter.com/LIFE_Programme) accounts)
- Summaries of completed projects (some 130 a year)
- Collections of new projects
 - 3 collections (1 per thematic area) covering a total of more than 200 new projects selected each year
- The LIFEnews newsletter (10 issues a year)
- Thematic brochures (4 a year)
- Brochures on the best LIFE projects (2 a year)
- Thematic diffusion and dissemination of the results of LIFE projects to stakeholders and decision-makers
- "Country overviews" (summaries of the LIFE situation in each EU Member State)
 - We update the country overviews of the 28 Member States, integrating each year's selection of projects. Each overview is translated into the respective country's language(s).
- LIFE promotional material
- Multimedia databases (photos, videos, documents, publications, etc.)
- PR assistance for LIFE projects
 - At the request of LIFE project owners, AEIDL provides PR advice and support
- Review of PR activities
 - AEIDL assists the LIFE Units within DG Environment in working out a communication strategy. AEIDL is also responsible for compiling statistical data on how



often the LIFE website is visited, providing a quarterly analysis.

2014 ACTIVITIES AND RESULTS

- Since the beginning of 2014, the publications of LIFEnews have covered the following themes:
 - January: interviews with the Heads of Unit of LIFE/Nature, LIFE/Environment
 - February: LIFE and air quality
 - March: LIFE+ Information & Communication strand
 - April: LIFE and volunteers
 - May: LIFE and urban resilience
 - June: LIFE and the Green Week – special edition on waste
 - July/August: LIFE and climate change
 - September: LIFE and river restoration and fish ecology
 - October: LIFE and marine environment
 - November: LIFE and the Natura 2000 network
 - December: LIFE and winter
- The following thematic brochures are being prepared:
 - LIFE and Climate adaptation
 - LIFE and Stakeholders' involvement

- The following thematic brochures were published:

- The long term effects of LIFE Nature
- LIFE and Soil
- LIFE and Air quality
- LIFE and Invasive Alien Species
- LIFE and Climate change mitigation
- LIFE and freshwater Fish

- Publication on the Compilations of new projects selected in 2013
 - Four compilations (one by component + environmental NGOs) concerning a total of around 225 new projects and 30 NGOs selected this year.
- Participation in around ten conferences/workshops per month throughout Europe.



Client: European Commission (DG Environment)
Duration: 2014-2018
Budget: € 2 400 000 (2013-2014)
 € 6 400 000 (2015-2018)

Team: 20 persons (12 FTEs)

<http://ec.europa.eu/life>, <http://life.aeidl.eu>,
<http://www.aeidl.eu/en/projects/environment/life.html>

FARNET: Sustainable development of

Within the framework of the EEIG DevNet, established in partnership with Grupo Alba (Spain), AEIDL is participating in the Support Unit for FARNET, the European Fisheries Areas Network.

ADDED VALUE

FARNET represents an opportunity for AEIDL to apply its experience in rural development (gained in the context of LEADER) in a new context, as well as to exploit its expertise in communications relating to European programmes. It also ensures that AEIDL is associated with an initiative which has become a the key feature of European fishery policy.



This contract covers technical support to the European Commission in coordinating the implementation of Axis 4 of the European Fisheries Fund (EFF). Axis 4 promotes the community-led development of fisheries areas, and in particular those areas hit by the EU policy of reducing fishing quotas.

The aim of the FARNET Support Unit is to provide support in setting up Fisheries Local Action Groups (FLAGs), which are strategic partnerships that lead to the development of local projects in areas such as adding value to fishery products, or diversification into the fields of tourism, education and

culture. The ultimate goal to have more than 300 FLAGs operating across the EU was reached in 2014 (312 in total).

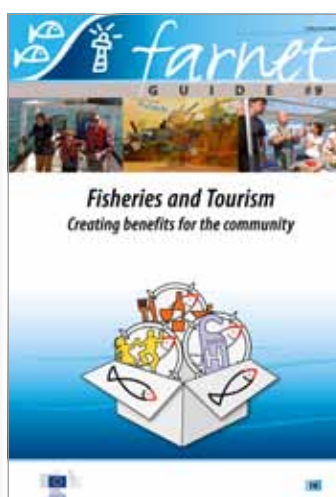
The FARNET Support Unit is permanently responsible for the following activities:

- Methodological support for the [management authorities](#) and groups (FLAGs).
- Permanently adding content to the various sections of the website. <http://www.farnet.eu>.
- Providing [various tools](#) on the website targeting those involved in the implementation of Priority 4 of the European Fisheries Fund (EFF),

as well as Country Profiles, [FAQs](#) and [FLAG Factsheets](#).

- Compiling examples of [Good practices](#) found in Axis 4 and other programmes.
- Publishing the [Newsletter](#) (appearing 6 times a year, in EN, FR, DE, and ES).
- Publishing the [Magazine](#): (appearing in April and October, in EN, FR, DE, and ES).
- Producing thematic and methodological [Guides](#) in up to 11 languages (EN, FR, DE, ES, IT, PT, EL, PL, RO, BG, DK).
- Presenting and promoting FARNET at different types of events at different levels.

Europe's fisheries areas



2014 ACTIVITIES AND RESULTS

- On-going methodological support to different priority countries.
- Support for transnational cooperation between FLAGS: Mediterranean (FR, ES, IT), Baltic Sea (FI, PL, LT, LV, SE) and Atlantic (FR, ES, PT).
- Organisation and facilitation of two meetings of Managing Authorities in Brussels (March and September).
- Organisation and facilitation of meetings on CLLD for the geographical Units of DG MARE.
- Put on line the 74 new FLAG sheets, bringing the total to 312.
- Put on line the 21 new Good Practices, bringing the total to 56.
- Put on line the Guide N°8 on [Marketing the local catch](#).
- Put on line the Guide N°9 on [Fisheries and Tourism: Creating benefits for the community](#).
- Put on line of a series of [Questions & Answers on programming community-led local development \(CLLD\)](#) in the EMFF in 2014-2020
- Put on line the new videos (projects, events) on the [FARNET YouTube Channel](#), bringing the total to 28.
- Organisation and facilitation of a transnational seminar in Barcelona (September): [Southwest FLAG Lab: learning lessons on successful FLAG practice](#).
- Preparation of a major conference to be held in March 2015: [Sailing Towards 2020](#).



Client: European Commission (DG Maritime Affairs and Fisheries)

Duration: 2009-2015

Budget (2012): € 1 890 000

Team (AEIDL): 5 persons

www.farnet.eu

Contact Point of the European Network for Rural Development (ENRD)

The Directorate-General for Agriculture of the European Commission (DG AGRI) has contracted the Ruranet EEIG, made up of five partner organisations including AEIDL, to manage the Contact Point of the European Network for Rural Development (ENRD) during the 2014-2020 period.

ADDED VALUE

After LEADER (1992-2001) and the Helpdesk of the European Evaluation Network for Rural Development (2008-2013), this contract allows AEIDL to continue to be a key actor in the field of rural development.

The purpose of the ENRD is to increase the involvement of all stakeholders (in particular in agriculture, forestry and rural development) in the implementation of the EU rural development policy; to improve the quality of rural development programmes; and to play a role in informing the broader public on the benefits of rural development policy.

Ruranet is an equal partnership of five organisations with complementary skills and expertise: AEIDL, Grupo Alba, IEEP (Institute for European Environmental Policy), Metis GmbH, and the Rural Development Company.

A permanent team of 21 full-time equivalents will work for the ENRD Contact Point, the first activities of which began in July 2014.

The ENRD Contact Point is in charge of three major tasks:

- **Knowledge development:**
 - Analysis of Rural Development Programmes (RDPs) and their implementation
 - Animation of thematic groups
 - Gathering of good practices, project examples, case studies
- **Knowledge sharing:**
 - Website and social media
 - Publications: newsletter, magazine, periodicals, project brochures
- **Exchange and cooperation:**
 - Events: ENRD Assembly, sub-groups and steering group; National Rural Networks (NRNs) meetings; ENRD seminars
 - Networking with NRNs and other actors
 - Cooperation with regards to LEADER and CLLD
 - Transnational cooperation.

2014 ACTIVITIES AND RESULTS

- Recruitment of the Brussels-based team and setting up of the office 38 rue de la Loi;
- Development of templates, framework and concept notes for various tasks: screening and analysis of RDPs and Partnership agreements; integrated work packages for the thematic groups; good practices; visual identity; cooperation; LEADER, CLLD;



- Assistance to DG AGRI and DIGIT in the migration of the former ENRD website;
- Publication of the first three issues of the newsletter;
- Publication of a promotional brochure on ENRD 2014-2020;
- Taking over and animation of the social media accounts: Facebook (1,826 Likes), Twitter (966 followers), a LinkedIn page (154 followers) and 2 groups (102 and 24 members);
- Preparation of the first meeting of the ENRD Assembly;
- Organisation of the first NRN meeting in Brussels (November) on increasing the involvement of stakeholders, improving the quality of RDPs and communicating about RDPs.



Client: European Commission (DG Agriculture)

Duration: 2014-2020

Budget: € 3 000 000

Team: 5 persons (2.5 FTEs)

<http://www.enrd.eu>

Helpdesk of the European Evaluation Network for Rural Development

Through the RurEval EEIG, AEIDL was responsible for the dissemination of good practices and the acquisition of skills in evaluating rural development programmes.

In January 2008, the European Commission's DG Agriculture commissioned the European Economic Interest Group (EEIG) RurEval, a consortium involving AEIDL and the Austrian company Metis, to assist it in setting up and managing the helpdesk of the European Evaluation Network for Rural Development.

This network of experts acted as a central point of contact (helpdesk) for all information relating to the evaluation of rural development programmes. It also promotes best practices and the acquisition of skills in evaluating these programmes.

The "Evaluation Helpdesk" provided support and advice on evaluation methods and tools. It also supported the European Commission and the Member States in their activities relating to ad hoc evaluation. The Helpdesk consisted of a permanent team in Brussels, supported by some 20 specialists located throughout the 27 Member States, all with extensive experience in evaluating rural development measures and programmes.

Thematic working groups had also been set up to examine and improve know-how on key subject areas, such as organic farming, impacts on the environment and employment, evaluation of the LEADER approach, etc.



© Evaluation Helpdesk

This contract ended on 30 June 2014.

2014 ACTIVITIES AND RESULTS

In 2014, the work of the Helpdesk of the European Evaluation Network for Rural Development prepared the post 2013-period in terms of Monitoring and Evaluation, prepare the ex post evaluation and share evaluation practices and methods.

Elements of the Annual Work Programme included good practice workshops, thematic working groups,

organising Focus Groups in the Member States and managing different communication tools including a newsletter, FAQs, a trilingual glossary as well as a library of relevant studies and other information.

ADDED VALUE

This contract allowed AEIDL to extend its network of experts in the field of evaluation. RurEval was the first EEIG that AEIDL set up with a European partner. This allowed AEIDL to develop management tools transferable to other EEIGs (which was already the case with the DevNet EEIG for FARNET).



European Evaluation Network
for Rural Development

Client: European Commission (DG Agriculture)

Duration: 2008- June 2014

Budget: € 3 600 000 (€ 900 000 x 4 years)

Team (AEIDL): 6 persons (4 FTEs)

TRIP: Disseminating European research on mobility and transport

As part of a consortium consisting of NEA (coordination), KIT, ISIS, ITC, IGES and DEMIS, AEIDL is involved in the TRIP project supported by the European Commission's Directorate-General for Mobility and Transport (DG MOVE).

ADDED VALUE

TRIP allows AEIDL to use its base skills in a new sector - mobility and transportation -, working together with high-class partners mainly from the academic and research world. This enlargement of its scope opens up very interesting new perspectives for AEIDL.

The purpose of TRIP (Transport Research and Innovation Portal) is to continue the already existing Transport Research Knowledge Centre (TRKC) portal which aims at giving a complete picture of all finished and ongoing EU-funded transport research projects, as well as becoming a central information point on current national and regional transport research priorities and programmes.

Within TRIP, AEIDL is in charge of various editorial and dissemination tasks including video production.

2014 ACTIVITIES AND RESULTS

- The following publications were produced (graphic design and reporting by AEIDL):

- Innovative transport infrastructure for a fully integrated Europe
- Deploying innovative transport solutions
- Travelling safely in Europe by road, rail and water
- Research for a smart and competitive railway system
- Research makes the difference: highlights of EU transport research
- The production of on-line videos by AEIDL accompanying these publications was underway (<http://www.transport-research.info/web/publications/video.cfm>).
- The following "Transport Research Summaries" were published and in the process of being translated (graphic design, iconography and reporting by AEIDL):
 - Transport R&D - cooperation with international partner countries

- Road transport
- Rail transport
- Air transport
- Multimodal transport
- Assessment and decision support methodologies
- Climate policy and energy efficiency
- Accessibility, social and equity impacts
- Security and safety
- Infrastructure and TEN-T
- Freight transport
- Environmental impacts
- Intelligent transport systems
- Land use and transport planning
- Long-term perspectives
- The "Compendium 2014" was published (graphic design, iconography and coverage by AEIDL).



Client: European Commission (DG Mobility and Transport)
Partners: Panteia/NEA (coordinator, Netherlands), KIT (Germany), ISIS (Italy), ITC (Bulgaria), IGES (Germany) and Demis (Netherlands)
Duration: 2011-2014
Budget: € 2 250 000
Team: 5 persons concerned
<http://www.transport-research.info>



Missions, projects and assignments in local development

AEIDL has been involved in four projects in four sectors: social development, sustainable development and rural development, and public relations.

SOCIAL INNOVATION EUROPE



© Les Amis du Zeybu

ADDED VALUE

This 2-year contract will create the momentum to enable AEIDL to join a major consortium. It is also an occasion to broaden the scope of social innovation and make it more user-friendly among circles that do not consider themselves as social innovators, although they possess all its characteristics (LEADER and FARNET groups, transition initiatives, social economy initiatives, etc.). CLLD often contains social innovations and deserves to become more visible under this dimension.

Social Innovation Europe (SIE) was launched in March 2011. It is a collaborative hub set up to help organisations across Europe to connect, learn from each other and share experiences in Social innovations - new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations.

The animation of SIE is managed by consortium associating AEIDL and SIX (Social Innovation eXchange, UK), with Euclid Network, Young Foundation, EMES, Nesta, Groupe SOS, Partners Albania and the Danish Technological Institute.

The aim of SIE is to build up operational links with the bulk of organisations involved in analysing and promoting social innovation in Europe.

2014 ACTIVITIES AND RESULTS

The contract started in August 2014 and a kick-off meeting was held in September 2014. Priority tasks consisted of:

- The creation of a communication plan which will include baseline situation with under-represented target groups: by country, by sector (public/private/ third), by socio-economic profile (young/women/ etc.), (to be further elaborated for

some hybrid categories, e.g. networks/research/rural/media);

- Web audit/assessment
- Creation of core academic team (CAT)
- Cross-border collaboration workshop
- First policy report drafted
- Country summaries updated and translated



Client: European Commission (DG Employment, Social Affairs and Inclusion)

Duration: 2014-2016

Budget: € 289 010 (AEIDL: € 58 550)

Team: 5 persons concerned

<https://webgate.ec.europa.eu/socialinnovationeurope/home>

SIRCLE: SUSTAINABLE INNOVATION FOR RESILIENT COMMUNITIES

ADDED VALUE

This project allows AEIDL to focus on the specific role of social entrepreneurs as innovators in local development, as well as being an opportunity to further broaden AEIDL's training offer.

Funded by Erasmus+, the Sustainable Innovation for Resilient Communities (SIRClE) project uses adult education to address one of the most pressing needs of our time, namely how to marry effective grassroots responses to climate and social change with the capacity to make a sustainable living in a challenging economic environment.

Adult learners will acquire the skills needed to set up and run a social enterprise and sustainable business that contributes to the sustainability of their region. In this way they will be supporting the development of a new economy based on the creation and distribution of the goods and services needed to deliver a sustainable and resilient future.

SIRClE brings together a diverse range of organisations from Austria (plenum), Belgium (AEIDL and Still Consulting), Portugal (FFCUL), Romania (Asociatia Romania in Transilvania), Spain (Altekio), and the UK (Findhorn Foundation and Global Ecovillage Network UK) to implement the project.

AEIDL's main roles will be to take care of the website, make connections with NGO and social enterprise networks, analyse needs in Belgium, organise a training seminar and a final conference in Brussels.

2014 ACTIVITIES AND RESULTS

In 2014, SIRClE' partners undertook the first of four training weeks at the Findhorn Foundation in Scotland. A survey of training needs is being prepared, and a library of existing learning patterns assembled.



© SIRClE project



Promoters: AEIDL + 7 partners
Duration: 2014-2017
Budget: € 446 000
 (AEIDL: € 40 000)
Team: 3 persons concerned

ADDED VALUE

This project associated AEIDL's skills and experience in rural development and the environment.

FAB - FARMLAND ACHIEVEMENTS FOR BIODIVERSITY

As part of a project venture consisting of the Institute for European Environmental Policy (IEEP), Institut für Agrarökologie und Biodiversität Mannheim (IFAB-Mannheim) and independent experts, AEIDL was involved in the FAB (Farmland Achievements for Biodiversity) platform project, supported by the European Commission's Directorate-General for Environment.

ent experts, AEIDL was involved in the FAB (Farmland Achievements for Biodiversity) platform project, supported by the European Commission's Directorate-General for Environment.

2014 ACTIVITIES AND RESULTS

The team delivered database (web-based inventory) and the web platform and helped with the design aspects of the project.



Client: European Commission (DG Environment)
Duration: Jan-Dec 2014
Budget: € 75 900
Team (AEIDL): 8 persons concerned
http://ec.europa.eu/environment/nature/rbaps/index_en.htm

FAB mainly consisted of a European platform for the exchange of information and best practices on Payments for Farmland Biodiversity Results. AEIDL assisted the grouping with the technical web and database (web-based inventory) design aspects of the project.

CCIA: AEIDL IN CHARGE OF PRESS RELATIONS



© Community Currencies in Action

The “Community Currencies In Action” (CCIA) transnational partnership has chosen AEIDL for its press relations.

Community Currencies in Action is a INTERREG NEW IVB project helping to lay the ground for cross-sectorial currency innovations designed for the common good.

Providing a package of support structures to develop initiatives

across North West Europe, CCIA are promoting community currencies as a credible vehicle for achieving positive social, environmental and local economic outcomes.

As a community of community currencies the CCIA project aims to share expertise across borders to strengthen the ground from which future currencies can launch. It will do this by providing models, frameworks and toolkits for the

future implementation of CCs by businesses, local governments and community groups.

As part of this project, AEIDL is responsible for the preparation and dissemination of press releases.

ADDED VALUE

This contract reinforces AEIDL's presence on the communication / public relations market.

2014 ACTIVITIES AND RESULTS

The following press releases were written, translated in NL and DE and disseminated to the media via e-mailing:

- “EU project launches online database of community currencies”
- “Brixton Pound to launch ‘tap and pay’ in 2015”
- “SoNantes currency to be launched in spring”



Client: Community Currencies in Action (INTERREG NEW IVB)

Duration: 2014-2015

Budget: € 12 000

Team: 3 persons concerned

<http://communitycurrenciesinaction.eu/>

Green Entrepreneurship: first training session provided by AEIDL and partners

The grand finale of a year-long training programme in green entrepreneurship for about 40 Tunisian participants, coming from the business sector, NGOs and public authorities (teachers, academics, coaches, trainers,...), was a session in Brussels, organised by AEIDL from the 15 to 18 September 2014.

The objective was to give them the opportunity to see «on the field» the concepts presented in Tunisia, from circular economy to biomimicry and territorial development, and to meet leading players in the Green Economy in Brussels, to share, compare and create links for the future.

This one-year programme was conducted on behalf of GIZ (Gesellschaft für Internationale Zusammenarbeit, the German Cooperation Office), through a partnership between AEIDL, Greenloop, Innergic and I Propeller (coordinator).



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AEIDL in 2014



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AEIDL PROFILE

Name: Association Européenne pour l'Information sur le Développement Local (AEIDL) / European Association for Information on Local Development

Legal status: asbl (non-profit organization).

Founded: 1988

Purpose: To contribute to a Europe based on solidarity and citizen involvement, founded on sustainable development and equal opportunities, by offering a wide range of services to local development and civil society stakeholders, as well as various institutions, including the European Commission.

Services: Managing networks and technical assistance; evaluation and advice; information, communications and publishing; training.

Fields of activity: Territorial development (local, regional, rural, urban); the environment and sustainable development; employment and social development; citizenship.

Partner institutions: European institutions; local, regional, national and European authorities, decision-makers and “developers”; development agencies; citizen groups; professional organisations; non-governmental organisations (NGOs).

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