

Sustainable Mystery Tour SMT2012 – reloaded

1. Background



History: In 1999 the former “Network for Experiences with Sustainable Development” organised a travelling exhibition which toured through Europe. At that time Forum Synergies was involved in the Agenda 2000 process.

During that travelling exhibition we were presenting our “**messages from the countryside**” presented by good examples of sustainable rural development.

These messages from the countryside were the main substances which we brought in also to the political discussion on the European level.

Two elements led to the idea of the **VIRTUAL Sustainable Mystery Tour 2012 “reloaded”**:

- We have a similar situation as regards the political background: a new CAP is about to be launched
- Quite a percentage of our members/ partners/ friends have a good remembrance of this event in 1999 what is a good prerequisite for mobilizing them to become active again

Purpose of the SMT2012

There are rising civil society concerns about the CAP, most of which are shared by Forum synergies. Rural areas need a new policy that will facilitate a renaissance of rural areas while promoting and supporting sustainable rural development initiatives. FS wishes to contribute to the debate on the future CAP by bringing to light positive examples and offering solutions. **The FS Virtual Sustainable Mystery tour aims to bring rural voices to decision-makers and to champion rural successes.**

We want to focus on success stories for two reasons. We want to come back to our roots and give the FS network a new dynamic chance to share their positive experiences. We also want to offer you an opportunity to share your experiences with decision-makers via video interviews, photomontages or written stories.

2. Elements of sustainable rural development

We intend to highlight different aspects of sustainable rural development. We are looking for inspiring examples representing of SRD. The picture we create by that approach is called the “**mosaic of sustainable rural development**”.

We will look for a balance with regard to the elements represented, with regard to geographical aspects and with regard to the level of activity of the experience (from local to EU)

In order to illustrate the variety of aspects which might be highlighted you can use the table **Elements of the SMT 2012 Mosaic** as guideline (See Annexes).

3. Materials and how to collect them?

Types of materials

The following materials will be used to revitalize the FS network and to promote SRD solutions with decisions-makers.

- Video reports / interviews (5min. max) aimed at FS members and rural actors or decision-makers
- Text interviews
- Success stories fact sheet (2 pages + photos)
- Photomontage with voice over or text – 5 min. max
- Complementary documents (leaflets, longer cases studies...)

All these materials can be organized under the “mosaic” approach, highlighting one or more of its elements. Some will be aimed at decision-makers, others more targeted at linking members and rural actors.

Collecting materials

We envisage 2 options for gathering messages from the country side.

- **Field visits:** FS team members will visit up to 5 experiences of sustainable rural development.
- **“Do it yourself”:** FS members or partners do an interview, video reports, photomontage write a success story about their own initiative or from a field visit in their region. Forum Synergies is offering guidance in how to do that.

Languages issues

Materials should be available in English (especially those aimed at decision-makers) as well as native language. In the case of video and photo montage voice over should, they could be shot in English separately or subtitled from native language.

4. How can you get involved in the SMT 2012

Make your voice heard

You can make your voice heard in several ways :

- Suggest case studies to FS team and/ or organize a field visit together with members of the FS team.
- Do video interviews (our [media making manual](#) is available to empower you and help you to do your own media)
- Write success stories ([see template](#) available at the Resource Center on our website)

Spread the news

- Contact local press once videos are available
- Do local screenings of these films and FS videos and invite interested members of the local community to watch, share food and debate the issues raised.

5. Next steps – please feed back until 18.6.2012!

- 1) In case you would like **to welcome members of the Forum Synergies team in your region** to contribute to the SMT 2012, please indicate your interest latest until Monday 18.6.2012 by replying to info@forum-synergies.eu. You should be ready to help with local organisation of a 1-2 days visit of 1-2 persons from Forum Synergies
- 2) In case you would like **to produce your own contributions** to the SMT 2012, please indicate your interest by replying to info@forum-synergies.eu.
- 3) Please use the list **Elements of the SMT 2012 Mosaic** (see Annex) as a questionnaire and point out which aspects you would like to highlight
- 4) Please make up your minds what would be the main messages you would like to bring over to:
 - a) other experiences
 - b) the political level in your country
 - c) the EU level

6. What we can offer

- **Field visits:** We intend to do 3-5 video interviews with you/ representatives from your initiative/ persons you propose¹.
- **Own production of interviews:** We will provide all the background information and personal feedback you would need in order to carry out the interviews including the **interview questions** and the **media making manual**. We will develop the interview guide together with you depending on the topics you want and the main messages you would like to bring forward.
- In all cases:
 - a. We will present your messages on our FS website and also on the ARC website as far as it fits to their actual agenda
 - b. Your messages will be part of the synthesis we will do at the end either at the occasion of an FS event and/ or by a media presentation package we will produce.
 - c. On request we can offer a package of background information related to the new CAP

7. Arguments to get involved in the SMT 2012

- For people on the local level it might be an option to get an insight on what's going on the European level
- The SMT 2012 is an option to be presented through the FS/ ARC website, media and the good food march organised by ARC in September 2012
- The more people get engaged the stronger the message becomes
- The SMT2012 might be an entry point for planning concrete activities in 2013 where FS wants to move more to the level of action on a local level. It will be the year where the new CAP will be implemented in the member states.
- The SMT 2012 is also an option of networking and exchanging experiences.

¹ In order to get an idea about the videos we invite you to have a look at the videos we did during our 1st stop in Estonia you can find on dailymotion: <http://www.dailymotion.com/relevance/search/forum+synergies+estonia/1>

Elements of the SMT 2012 Mosaic

Field of activity	keywords	possible messages	degree of engagement
Agriculture	<input type="checkbox"/> organic farming <input type="checkbox"/> sustainable agriculture <input type="checkbox"/> local breed <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Tourism	<input type="checkbox"/> agri-tourism <input type="checkbox"/> eco-tourism <input type="checkbox"/> sustainable tourism <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Food	<input type="checkbox"/> short food chains <input type="checkbox"/> direct selling of farm products <input type="checkbox"/> public procurement <input type="checkbox"/> public demand for local food <input type="checkbox"/> cost of food <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Ecosystem/ Habitat/ Biodiversity	<input type="checkbox"/> Alpine Space <input type="checkbox"/> Lakes/ wetlands <input type="checkbox"/> Forests <input type="checkbox"/> landscapes <input type="checkbox"/> Natura 2000 <input type="checkbox"/> High Nature Value Farming <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Environment/ Soil/ Water/ Air	<input type="checkbox"/> water management <input type="checkbox"/> soil management <input type="checkbox"/> reduced nitrates <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Environment/ Soil/ Water/ Air	<input type="checkbox"/> water management <input type="checkbox"/> soil management <input type="checkbox"/> reduced nitrates <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Economy	<input type="checkbox"/> Diversification <input type="checkbox"/> Marketing		<input type="checkbox"/> main activity <input type="checkbox"/> complementary

Field of activity	keywords	possible messages	degree of engagement
	<input type="checkbox"/> Supply chain <input type="checkbox"/> Locally based economy <input type="checkbox"/> local money/ exchange <input type="checkbox"/> eco-business <input type="checkbox"/> rural entrepreneurship <input type="checkbox"/> on farm food processing <input type="checkbox"/> others (define):		activity
Energy	<input type="checkbox"/> renewable energies <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Social aspects/ depopulation	<input type="checkbox"/> rural empowerment <input type="checkbox"/> governance <input type="checkbox"/> youth (empowerment) <input type="checkbox"/> citizenship <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Process	<input type="checkbox"/> participation <input type="checkbox"/> top down vs bottom up <input type="checkbox"/> innovation <input type="checkbox"/> LEADER approach <input type="checkbox"/> preventive mediation <input type="checkbox"/> integrated rural development <input type="checkbox"/> collective approach <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity
Services	<input type="checkbox"/> health <input type="checkbox"/> transport <input type="checkbox"/> IT <input type="checkbox"/> green services <input type="checkbox"/> others (define):		<input type="checkbox"/> main activity <input type="checkbox"/> complementary activity