

# Red2Red services on RURAL DEVELOPMENT POLICIES



2013

## VISION AND APPROACH

### EXPERIENCE

### TEAM

The commitment of Red2Red Consultants (R2R), based on experience, is focused to best adaptation to the context, and to maximize the opportunities contributing to the sustainability of policies, systems, programs and projects.

Red2Red combines extensive expertise in the field of agriculture and rural development with a deep knowledge of the international architecture for food security, including programming and policy initiatives related to regional food security, implementation of voluntary guidelines right to food, projects monitoring and technical cooperation programs and evaluation of rural development initiatives.

Red2Red team has experience working with several international institutions, including the Spanish Agency for International Development, the World Bank, the International Fund for Agricultural Development, CIHEAM and the American Institute for Cooperation on Agriculture

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Other key elements of R2R work [R2R Consultores](#):

- **Methodological rigor** to assist the needs raised by public policies analysis.
- **Customer proximity** and logic of cooperation with all actors in the context of the work we develop.
- **Flexibility**: to adapt to the needs, requirements and / or suggestions from the contractor company, providing services of high versatility and constructive vision that benefits the final results of the projects.
- **Striving to understanding and presentation of the final results**: Translating the results of the work done with information approach enabling understanding without being an expert in the **field**.

# EXPERIENCE ON RURAL DEVELOPMENT AND PRIMARY SECTOR

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**Red2Red** was born in 2000 with a mission to help the public administrations in the exercise of developing and implementing public policies. R2R credits extensive experience and technical expertise in :

➤ **Fields: Rural development and primary sector:**

- ✓ Supporting the implementation of Law 45/2007 on Sustainable Rural Development of Rural Areas since the adoption of the national law to the present.
- ✓ Extensive knowledge of the activities associated with the management, implementation and evaluation of EU policies on rural development through technical assistance to various public authorities throughout the programming period 2007-2013.
- ✓ Perspective and projection capability: development work associated to the 2000-2006 period and intense participation in forums and discussions on the CAP reform, period 2014-2020.

➤ **Strategic programming cycle and Technical assistance to:**

- ✓ Design of plans and programs to support the development of Rural Development Plans, Area Plans, Strategic Plans and Sectoral.
- ✓ Management and monitoring: procedure manuals, annual progress reports, manuals indicators, development of management applications.
- ✓ Control and verification: design of control plans, adaptation of processes to regulations, in situ and ex post administrative checking.
- ✓ Assessment: Continuous Assessment Plan, Assessment Reports ex ante, interim, final, Strategic Environmental Assessment.
- ✓ Development of thematic or territorial definition and formulation of innovative projects
- ✓ Prospective scenarios, strategic positioning, design and implementation scorecards, internal reorganization and definition of management by objectives.
- ✓ Education and training, implementation of participatory processes and dynamisation of agents.

# EXPERIENCE ON RURAL DEVELOPMENT AND PRIMARY SECTOR

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➤ Red2Red has work experience, contacts and comprehensive view of multiple actors involved in rural development policy :

✓ **Banco Mundial**: Membership of R2R CEO to the Technical Advisory Committee del Global Food Response Programme del BM.

✓ **Comisión Europea**: Membership of R2R Strategy Director as Spanish geographical expert of Helpdesk de Assessment of DG Agriculture and Rural Development at European Commission.

✓ **Central and Regional Administration** (Ministry of Environment): process development ongoing assessment of National Rural Network. Support to various Autonomous Communities.

✓ Local Administration and Local Action Groups

✓ **Other institutions and rural organizations**: agricultural associations, programme beneficiaries.

✓ **Research groups and academia**: collaboration with the Polytechnic University of Madrid, University of Valladolid.

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## Main R2R Consultores projects :

- Geographic Expert for Spain: Assessment Helpdesk DG Agriculture and Rural Development.
- Support to the European Network for Rural Development in the definition of a Self-Assessment Tool National Rural Networks without PDR in the EU under the programming period 2007-2013.
- Support for the European Network for Rural Development in the analysis of the involvement of the Rural Development Program for development of mountain areas of Spain.
- Ex-post evaluation of the 2000-2006 cohesion policy co-financed by ERDF (Objective 1 and 2). Lot. Rural Development.
- Technical Assistance in preparing EAFRD Rural Development Programmes 2007 - 2013: Castilla la Mancha, Asturias and Murcia.
- Ongoing technical assistance to the Managing Authority of the Rural Development Programme of the Murcia Region from 2007 to 2013
- Continuous assessment and Evaluation Program Interim Rural Development for the period 2007 - 2013 in various regions: Andalusia, Navarra and Murcia.
- Continuous evaluation of the Rural Development Program of the National Rural Network.
- Technical Assistance to the Government of the Region of Murcia for the implementation of the Law on Sustainable Rural Development in the Region of Murcia.
- Defining strategic objectives and future of the region of Alcarria and Countryside of Guadalajara (ADAC Local Action Group)
- Strategic Intervention Program in big food companies in the Region of Murcia 2008 - 2012 (Article 87, 88 and 89 of the Treaty)
- Description of management and control system of the intermediate body and Certification Management EFF in Asturias.
- External evaluation of the project Ocipesca (Scientific Observatory of Artisanal Fisheries - INTERREG IIIB Atlantic Area-).
- Strategic Plan of the Region of Murcia 2007-2013 (endogenous and rural development).

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## R2R Consultores cuenta con un equipo multidisciplinar de personas con experiencia probada:

**José Moisés Martín Carretero:** Economist and specialist degree in International Economic Relations he has completed the Executive Program in Public Administration at the Harvard Kennedy School of Government and Structured Finance Programme in Capital and Risk in Instituto de Empresa. Extensive experience in the field of international cooperation from different areas and institutions. It started as International Relations Coordinator of Youth Council of Spain for four years and later Director of the NGO ACSUR-The-Segovias NGO specializing in international projects, for over seven years. He has combined his professional activities between the public and private practicing for three years as Head of the Department of Multilateral Cooperation in the Spanish Agency of International Cooperation for Development - AECID-and integrating in its management team, and as a consultant, advisor in the South Korean Embassy in Spain. Participated as a member of various committees in international organizations: he is Member of Technical Advisory Committee of the Global Food Response Programme World Bank, evaluator of IICA Technical Cooperation Fund and consultant to the Council of Europe. Since January 2013, is CEO of R2R.

**Ricardo Pedraz.** Bachelor of Business Administration and Master in Regional Development UEA. Since 2002 he has been working from his former employer (DAP.SA., Company of Andalusia) as R2R after joining in 2005 in the definition and implementation of rural development projects or land development, the evaluation various actions cofinanced by EAGGF Community funds, LEADER, ERDF, PRODER, etc., strategic planning of some territories of local, regional, and even national acts, as well as technical assistance to the implementation and execution of projects Local Action Groups. Currently Director of Strategic Consulting R2R.

**María Coto Sauras.** Agronomist (Univ. Politécnica de Madrid) and Master in Rural Development (CIHEAM-IAMM, France). In 2003-2004 she worked in the field in a rural development project with Caritas Ayacucho in Peru and since 2005, she was research assistant for IICA (Inter-American Institute for Cooperation on Agriculture) in Mexico, accumulated experience in monitoring and evaluation of various Funds European and specifically in the area Rural Development and Environment. She participated in the appraisal Rural Development Programme of Galicia, 2007 -2013, in the evaluation of rural development programs LEADER +, and AGADER PRODER II (2000-2006), and on going evaluation of several programs and Intermedia regional Rural Development. 2007-2013 and 2014-2020 strategic definition.

**Begoña Saavedra.** Agronomist (Univ. Politécnica de Madrid), Master of Engineering Irrigation for the sound management of natural resources, social and territorial (CEDEX). She has served on various research projects: Mediterranean dialogue on framing Sustainability in Water Policy evaluation (SWAP), Policy incentive climate change mitigation agricultural techniques (PICCMAT). Since 2009, with her incorporation into R2R she has been working intensively in evaluations of Rural Development Plans and the implementation of the Sustainable Development Act.

**Lucía Saéz Béjar .** Degree in Biology (Univ. Complutense de Madrid) and Diploma of Advanced Studies (MA) in Global Change and Sustainable Development (University of Alcalá de Henares). Expert analysis and evaluation in the areas of rural development and agrarian in warranty EU under the CAP, as well as strategic planning related to rural, forestry and innovation or the development of educational material for environmental regulations applied to the primary sector. Remark also her experience as researcher in anthropogenic ecosystems at Spain and Brazil, combining the science of ecology with the management tools of economic resources.

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R2R also has a network of experts and associates that broaden our ability to respond to the demands of our customers in the field of rural development policy, such as / as follows :

### **TECNOMA**

Directed by Juan Gross (Director of Sustainability Consulting) R2R collaboration remains in projects related to aspects such as Local Agenda 21, Sustainability Strategies, Strategic Environmental Assessment.

### **UNIVERSIDAD DE VALLADOLID**

Directed by Miranda Bethlehem School, the associated working group on rural policies is linked to R2R to strengthen specific analysis of studies in the definition and evaluation of rural development policies.

### **Paul Soto Hardiman**

Economist. R2R collaborator with extensive experience in the field of territorial development and projects funded by EAGGF. He has focused much of his career in Objective 1 regions with jobs like project management LEADER II and ADAPT in rural or developing different Rural Development Plans. He is also a member of the European LEADER team.

### **UNIVERSIDAD POLITÉCNICA DE MADRID**

School of Agricultural Engineering, Research Group Planning and Sustainable Rural Management-Local collaborators with the implementation of Rural Development Master regarding the presentation of practical projects and the co-tutoring of students' theses.



Therefore, **R2R Consulting** is at your disposal to assist in any of the items listed in this proposal or the like that may be of interest or need.

Besides the above, we wish to point out that R2R bases its work on customer proximity and collaboration with it, so that tasks are conducted efficiently and in mutual satisfaction.

**Red2Red Consultores S.L.**

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