



**Circular No: 01-2026**

**From: LEADER Policy and Operations Unit**

**To: All LAGs, Implementing Partners and Administrative Check Bodies**

**Date Issued: 6 March 2025**

**Subject: CAP public consultation and #LEADERis35**

This circular is being issued to inform recipients of the following:

- (1) Public consultation on the CAP post-2027 regulations
- (2) DRCDG campaign promoting 35 years of LEADER

**1. Public consultation on the CAP post-2027 regulations**

Colleagues in the Department of Agriculture, Food and the Marine launched a public consultation seeking views on the key elements of the proposed CAP framework, including LEADER and rural development (question 9). Feedback received through this consultation will be used to inform Ireland's engagement in the ongoing EU negotiations.

Further information, including a link to the questionnaire, is available on <https://www.gov.ie/en/department-of-agriculture-food-and-the-marine/consultations/public-consultation-on-the-cap-post-2027-regulations/>.

All in receipt of this circular are encouraged to submit their feedback.

**2. DRCDG campaign promoting 35 years of LEADER**

DRCDG will launch a promotional campaign to mark the 35<sup>th</sup> anniversary of the LEADER programme in Ireland, highlighting its legacy in supporting community-led rural development, showcasing tangible project impacts across the country, and reinforcing Government commitment to rural communities into the future.



The campaign will begin on **15<sup>th</sup> March 2026**, marking 35 years since the LEADER programme was launched by the European Commission. It will run for four weeks, with each week focusing on a ‘pillar’:

- Pillar 1 – Legacy and Milestones
- Pillar 2 – Social Contributions and Generational Renewal
- Pillar 3 – Partnership and Local Delivery
- Pillar 4 – Innovation and Future Vision

There will be three outputs per week across departmental and Ministerial channels, supported by content provided by project beneficiaries. The following are the primary objectives and key messages of the campaign:

#### Primary Objectives

- Increase public awareness and understanding of LEADER.
- Highlight the impact and achievements of LEADER over 35 years.
- Demonstrate the programme’s role in supporting sustainable rural communities.

#### Key Messages

- Community-led success: LEADER has empowered communities to identify and deliver solutions tailored to local needs.
- Tangible impact: the programme has supported thousands of projects, creating jobs, supporting enterprises and strengthening social infrastructure.
- Strong partnerships: LEADER is delivered through collaboration between Government, LAGs and communities.
- Future focused: LEADER continues to evolve, supporting innovation, sustainability and rural resilience.



All LAGs are kindly asked to support and amplify this campaign through your own local channels. To assist amplification on social media channels, posted content will be tagged **#LEADERis35**.

Any queries in relation to the application of this circular should be submitted to [OR2327@drcdg.gov.ie](mailto:OR2327@drcdg.gov.ie)

**LEADER Policy & Operations Unit**