



CAP COMMUNICATION AWARDS

*Agriculture
and Rural
Development*



Content

- 2012 Edition: successes and lessons learnt
- 2013 Edition



CAP Communication Awards

Objectives

- Identify communication initiatives around agriculture and rural development in EU;
- Showcase best-practice examples in the field of communication on agriculture and rural development;





2012 CAP Communication Awards

General overview:

- 118 Projects took part in the Awards with balanced geographical distribution of the applications;
- 49 shortlisted projects for their good quality;
- 12 finalists: 3 per category

Outcome/General overview II:

- Cap@50 event: very positive feedback;
- Award ceremony: innovative and highly appreciated by participants;
- High interest generated especially from journalists and media ;
- Strong potential to increase CAP and DG AGRI visibility;



2013 CAP Communication Awards

- Awards categories
 - Communication to the public
 - Stakeholders
 - Innovation
 - *Special prize of the Jury and special prize of the public*
- Timing: application period (June - September)



2013 CAP Communication Awards

Selection process:

- Eligibility
- Evaluation
- Awarding

Awards Ceremony



Other past networking initiatives

- *CAP Communication Awards (2012)& CAP@50 Communication Networking Event (2012)*
- *CAP Communication Expert Group (MS Agricultural Ministries)*



Who do we engage with?

Main stakeholder groups

- *CAP Communication Expert Group (MS Agricultural Ministries)*
- *Main NGO's (EU Umbrella Organisations)*
- *Other stakeholder organisations (not strictly limited to agricultural organisations)*
- *National RD Communicators*

Supporting networks/multipliers

- *CAP Awards Finalists, REPs, EDICs, Grant beneficiaries*



Main focus in 2013

- *Continuous best-practice exchange*
- *Communication plans on rural development*

- *The 2013-2014 CAP campaign*



Main networking tools

Networking activities

- *The CAP Communication Awards & CAP Communication Networking event*

CAP Communication Website

- *Information on the CAP Communication Awards*
- *A database of best practice projects*
- *A "laboratory of ideas"*
- *A database of network members*
- *A calendar of communication events*
- *Newsletter*



CAP Communication Awards & CAP Communication Networking Event

The CAP Communication Awards

- *core initiative polarising our networking activities*
- *main networking tool to identify best-practice examples in communicating around CAP related issues across Europe*

The 2013 Communication Networking Event

- *key networking activity in the framework of our stakeholder engagement efforts*
- *networking platform for our different stakeholder groups*
- *built around the Ceremony of CAP Communication Awards*



QUESTIONS & ANSWERS