



CAP Communication Campaign



Context

Why a CAP communication campaign?

Development phase

- Campaign concept paper
- Qualitative study
- Focus Groups

Outcome

- Slogan, signature
- Visuals
- Tools

Rural development dimension

in the "Taking care of our roots" campaign



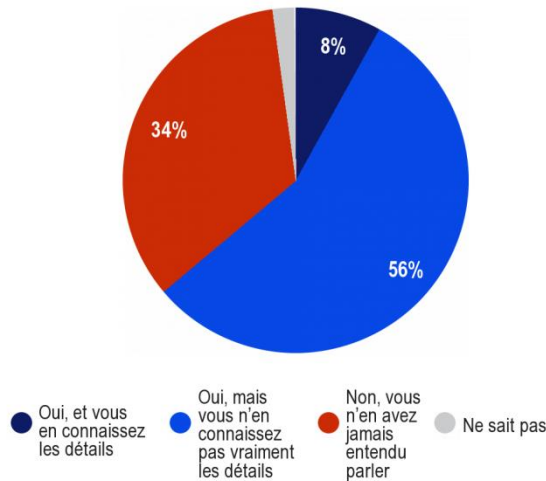
Why a CAP communication campaign?

- External Communication strategy adopted in 2010 Council regulation EC r 814/2000 (2010-2015)
Objective : inform public opinion on CAP Post 2013 reform process
- Momentum : adoption of the Reform in June 2013
- Facts : disconnection between citizens (urban dwellers) and agriculture, countryside
- Facts: Eurobarometer studies (2006-2009) showed that:
 - EU citizens are relatively uninformed about the CAP (only 41% have heard about the CAP)
 - EU citizens welcome more information on agriculture
 - A large majority of EU citizens (90%) believes that agriculture and rural area are important for the future

Why a CAP communication campaign?

Eurobarometer 2013

QB3. Avez-vous déjà entendu parler du soutien que l'UE accorde aux agriculteurs dans le cadre de sa politique agricole commune (PAC) ?

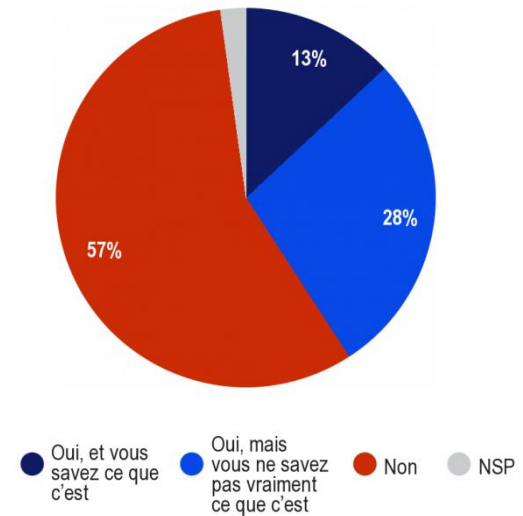


Total 'Oui' = 64%

UE28

2009

QB3. Avez-vous déjà entendu ou lu quelque chose à propos de la "PAC", la politique agricole commune et de développement rural de l'Union européenne ?

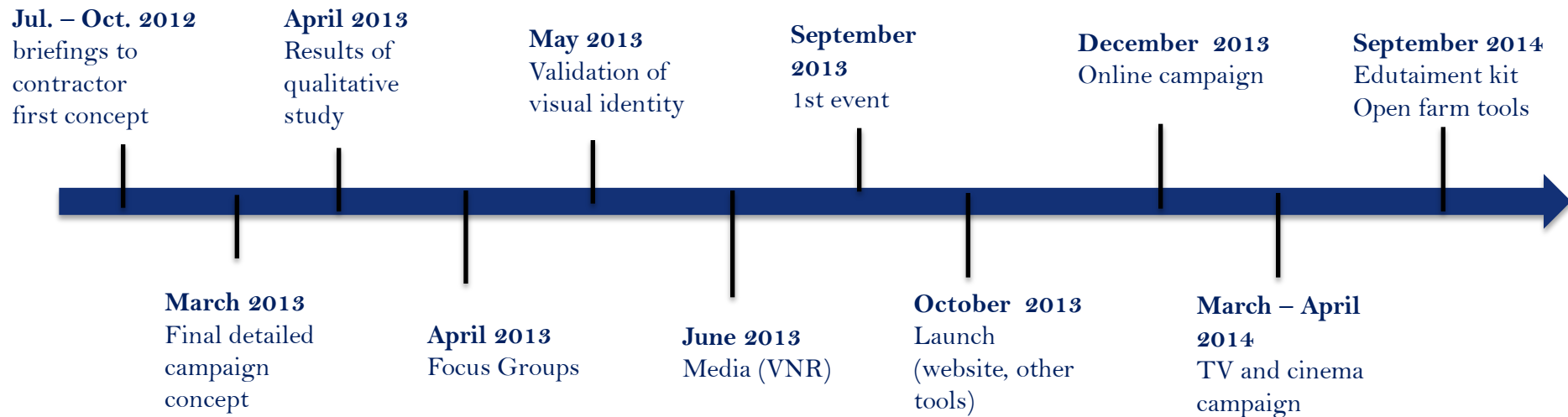


Total 'Oui' = 41%

EU27



CAP Communication campaign 2013-15



Developing the CAP communication campaign

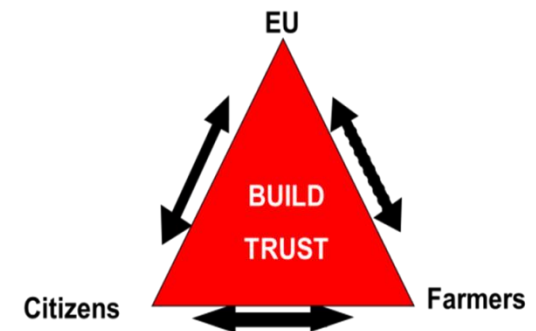
Preliminary Concept paper (1 year before)

- Briefings from DG AGRI to contractor (18 months before)
- Communication objectives
- SWOT
- Target audiences
- Further steps
 - Message approach
 - Creative approach
 - tools

Developing the CAP communication campaign

Detailed concept paper (6 months before)

- Objectives
 - Highlight why the new CAP matters for Europe and its citizens.
 - Raise awareness of the key benefits arising from the new EU's agricultural and rural development policy.
 - Highlight the value of the wider role which farmers play in our society.
- Target audiences + understanding
 - General public : urban dwellers under 40
 - Farmers and Farming NGO's
 - Teachers



Developing the CAP communication campaign

Detailed concept paper (6 months before)

- Campaign messages and design
 - Around 4 themes (food, economy, environment and European society) for each target groups
 - To be tested in the pre-campaign qualitative study

People	NOT	Policy
Policy outcome	NOT	Policy process
How food is produced	NOT	How much food is produced
EU/Farmers at service for citizens	NOT	EU at service for farmers
Public goods delivered	NOT	Public money spent

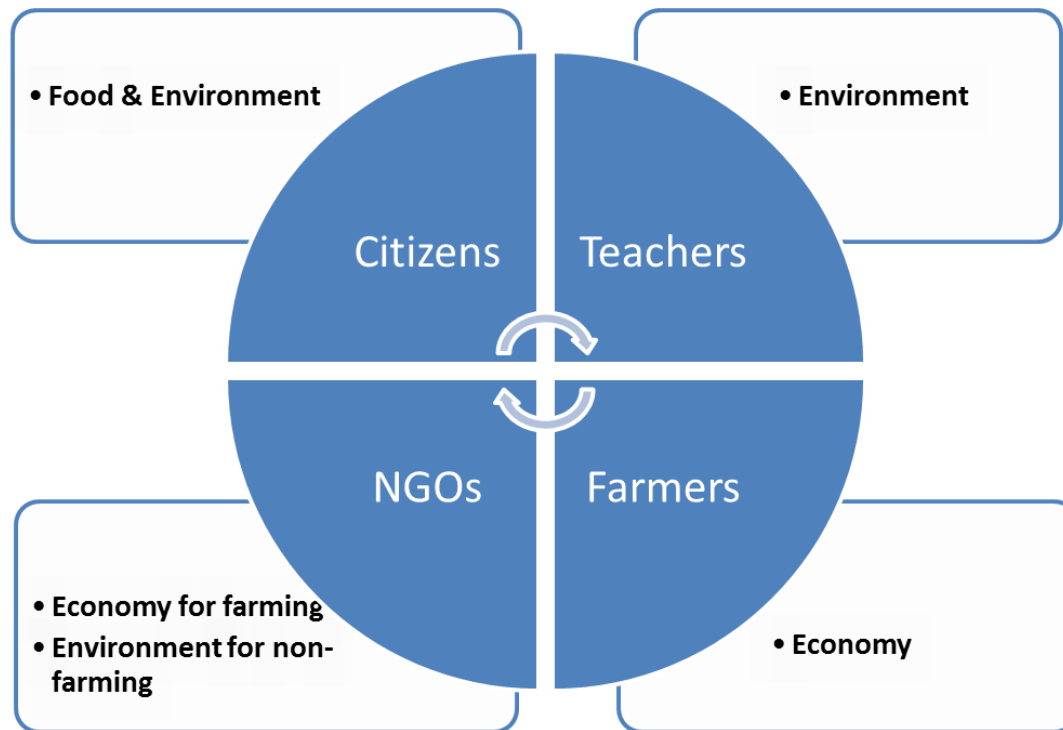
Developing the CAP communication campaign

Pre-campaign Qualitative study

- Test communication statements around 4 themes:
 - Food
 - Environment
 - Economy
 - European Society
- Test Tools and Channels for the campaign
- 13 countries

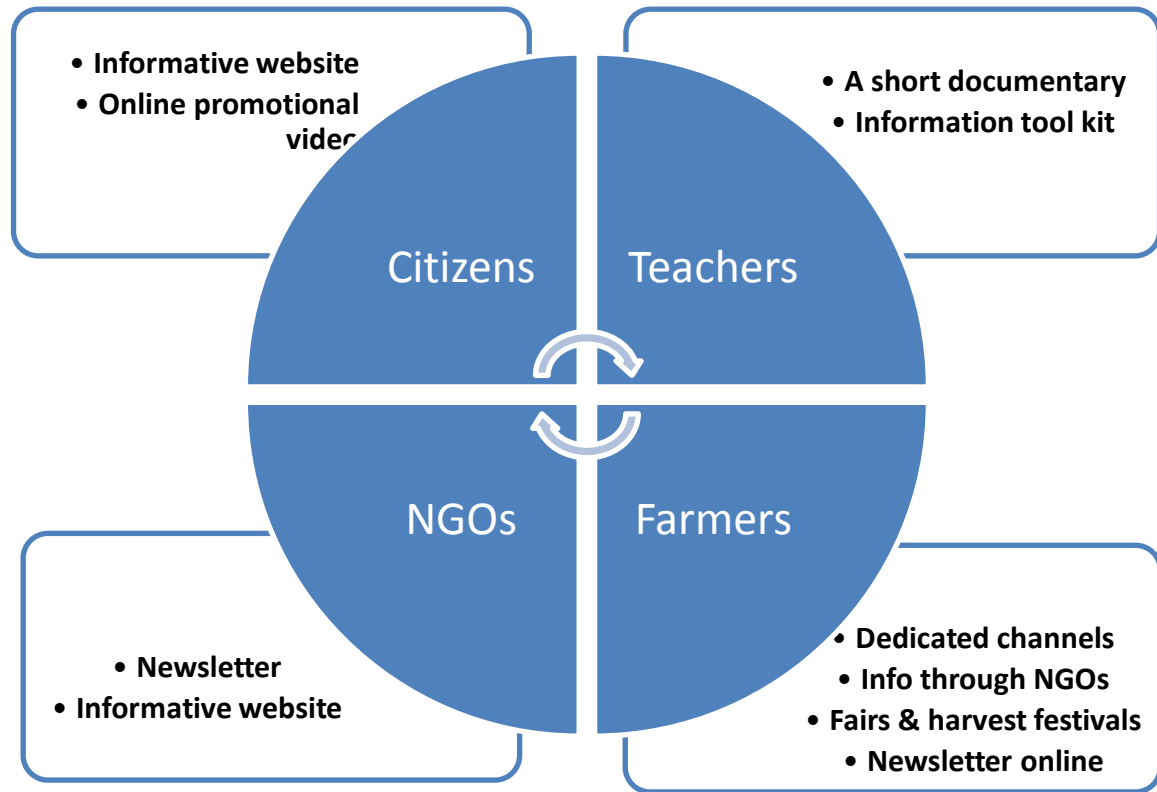
Developing the CAP communication campaign

➤ Appealing themes by target group



Developing the CAP communication campaign

Preferred tools



Developing the CAP communication campaign

Focus Groups

- Objective : test communication slogans and visuals
- Tested material:
 - Signature : Taking care of our roots
 - Slogan : Agriculture our life. Agriculture our roots.
 - Visuals

Developing the CAP communication campaign

Focus Groups

➤ Tested Visuals



Developing the CAP communication campaign

Focus Groups – Conclusions

- **The whole campaign idea was received with enthusiasm. It has all the potential of becoming a strong campaign.**
- **With some comments**
 - Maintain the double meaning (if possible) or at least the catchiness of the English version of the signature in other language versions, since the emotion behind the English version is really strong.



Outcome : CAP Campaign signature

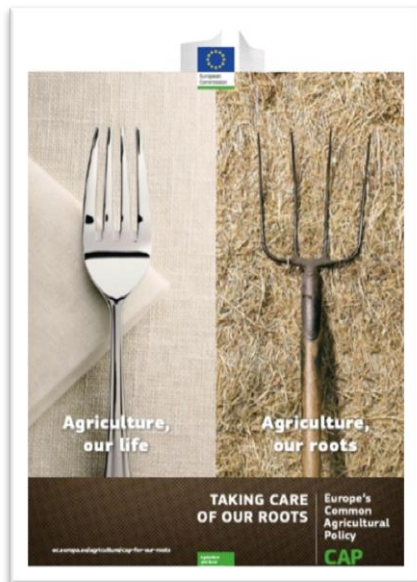
**TAKING CARE
OF OUR ROOTS**

**Europe's
Common
Agricultural
Policy**

CAP

ec.europa.eu/agriculture/cap-for-our-roots

Outcome : Campaign Slogan and Visuals



Outcome : Campaign tools

- **Video News release**
- **Campaign website with**
 - Dedicated section for each target group
 - Toolkit (info sheets, banners, posters, roll ups, etc.)
 - Link to Communication Network website and Events in your country section
- **Video material** : TV, Cinema clip and 3 animated clips
 - TV and cinema campaign to start mid-March
- **Campaign events**
- **Promotional material**
- **Edutainment pack and school children competition**
- **Open farm toolkit**



European Commission

CAP Campaign website

European Commission > Agriculture and Rural Development > Taking care of our roots

Follow us on

ABOUT CAP REFORM REFORM IN-DEPTH CAP FOR SCHOOLS TOOLKIT PRESS CORNER

TAKING CARE OF OUR ROOTS

Europe's Common Agricultural Policy

CAP

.....

Agriculture, our life

Agriculture, our roots

What is the CAP?

Information on the CAP reform

CAP in-depth

More detailed info on the CAP

Communication Awards

Click here for more info

Europe's farming policy in a nutshell

Europe's farmers play an essential role in our economy and society. They provide more than 500 million EU citizens with a reliable supply of healthy, safe and affordable food. We also expect them to protect the environment and ensure the vitality of our rural areas.

To support them in delivering these public benefits, the EU created the Common Agricultural Policy, or 'CAP'. Since its launch in 1962, the policy has evolved to address global challenges that affect us all.

In June 2013, the EU institutions agreed on a new direction for the CAP. The latest reform aims to help farmers guarantee a long term supply of quality food, make the agricultural sector more sustainable, and maintain the diversity of Europe's countryside, traditions and farming practices.

The CAP is a common policy for all EU Member States. It is essential to protect the future of farming and rural life in Europe.

[Find out more about the CAP reform.](#)



FAQs

about the Common Agricultural Policy

[Read more](#)

Europe's Common Agriculture Policy at a glance



Posters Banners Toolkit Postcards Visual Identity Roll-ups

[Access your toolkit](#)

Press Corner

Info, material and links for journalists

[Access materials](#)





European
Commission

CAP Campaign website

Events in your country

Post and promote your agri-related event!

The screenshot displays the CAP Campaign website interface. At the top, there are navigation tabs: "Prêmios de comunicação da PAC", "Boas práticas", "Laboratório de ideias", and "Eventos no seu país". Below these are more options: "Vista de mapa", "Vista de lista", "Envie a sua atividade", and "Participação e apoio". The main heading is "Eventos no seu país".

The central part of the page features a map of Europe with red diamond markers indicating event locations across various countries. To the right of the map is a "Filtrar por:" (Filter by) section with the following options:

- Grupo alvo (Target group):
 - Público geral (General public)
 - Intervenientes (Stakeholders)
 - Crianças e famílias (Children and families)
 - Professores (Teachers)
 - Comunicação social (Social communication)
 - Outro (Other)
- País (Country):
 - Selecionar um país da UE (Select a country from the EU)
- Tipo de eventos (Event type):
 - Selecione um (Select one)
- Eventos passados (Past events)

Below the filter section, there is a section for "Eventos futuros" (Future events). The first event listed is:

- Salon International de l'Agriculture 2014**
- França (France)
- 22/02/2014 - 02/03/2014
- [Mais informações](#) (More information)

CAP Communication Campaign

Limits of a EU 28 campaign

- Translations of slogans and signature
 - Taking care of our roots
 - Cultivons nos racines
 - Abbiamo a cuore le nostre radici
 - Starke Wurzeln für unsere Zukunft
- Cultural sensitiveness



Rural development dimension in the CAP Communication campaign

- Rural development dimension is present in all our communication tools
 - Animated and video clips
http://ec.europa.eu/agriculture/cap-for-our-roots/toolkit/index_en.htm
 - Website and targeted Info sheets
 - Events :
through animations (blender bike)
invitation of R&D projects
on our events





European
Commission

