

Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



COMMUNICATION
TO THE PUBLIC



The new Common
Agricultural Policy and its
impact on European citizens

Unions agrarias-UPA



WHO WE ARE

Unions Agrarias-UPA = 12,000 members

28 years experience



www.unionsagrarias.org



Geographical scope



The Project: Informative Campaign

**“The new Common
Agricultural Policy and its
impact on European
citizens”**

Addressed to : Urban citizens



MAIN EQUATION - STATEMENT

RURAL, SOCIAL, AND ENVIRONMENTAL MATTERS

+

FOOD MATTERS

=

CAP MATTERS

(CAP, the big unknown policy)



- PHYSICAL PET: *LA VACA PACA*
- **TRAVELLING FARM!!**
 - PRESENCE ON FAIRS AND EVENTS
 - SCHOOLS, HIGHSCHOOLS, UNIVERSITIES
- MEETINGS (AND “BREAKFAST”) WITH JOURNALISTS
- SEMINARS, OPEN DAYS
- PRODUCTION - DISTRIBUTION AUDIOVISUAL DVD
- ADVERTISING AND MERCHANDISING



La Vaca Paca on the stage: The “Travelling Farm” ...



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Contact with journalists... "media breakfast"



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- Inclusion of QR codes

twitter



@unions_agrarias

Unións Agrarias_PAC2013



SOME FIGURES

- **1,200 children** aged 9 to 12 years
 - 600 college students
- **6,000 urban dwellers** and rural
 - 1,300 rural professionals
 - 800 agricultural organizations
- **100,500 readers agricultural press**
 - 20,000 Internet
 - thousands of readers of the local, regional and state press



SOME KEYS TO SUCCESS

- The importance of symbols: La vaca Paca
- The importance of the selection of messages, and its adaptation to different publics
- The planning of actions
- The right relation with Media and journalists.
- How to get resonance in the Media (for free!)



THANK YOU;
¡GRACIAS!
AČIŪ!

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