



# Communicating the Common Agricultural Policy

ENRD Seminar – Vilnius  
3-4 March 2015



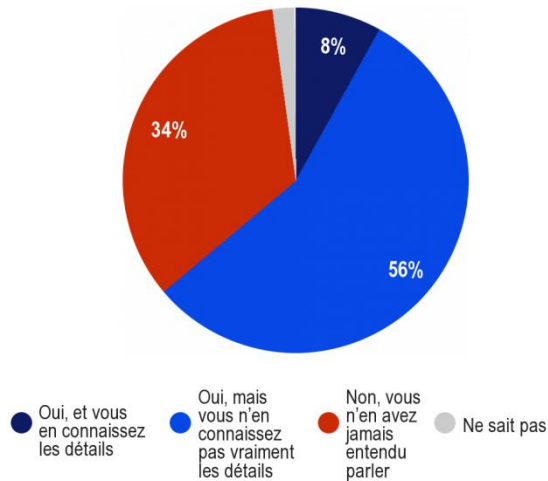
# Why communicating on the CAP...

- External Communication strategy adopted in 2010 (2010-2015) (R1306/2013 art,45)
- 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 communicating on the CAP...

## 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) ?

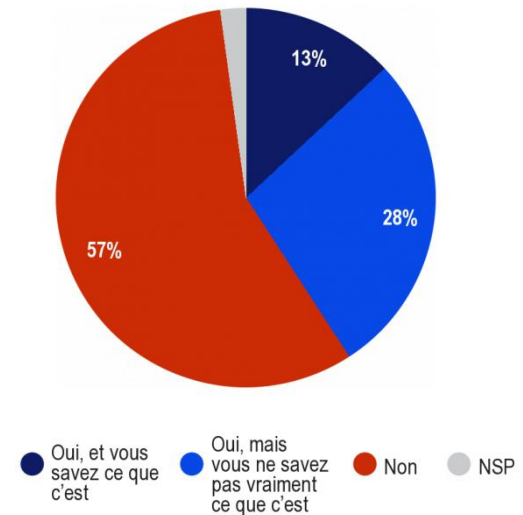


**Total 'Oui' = 64%**

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 ?

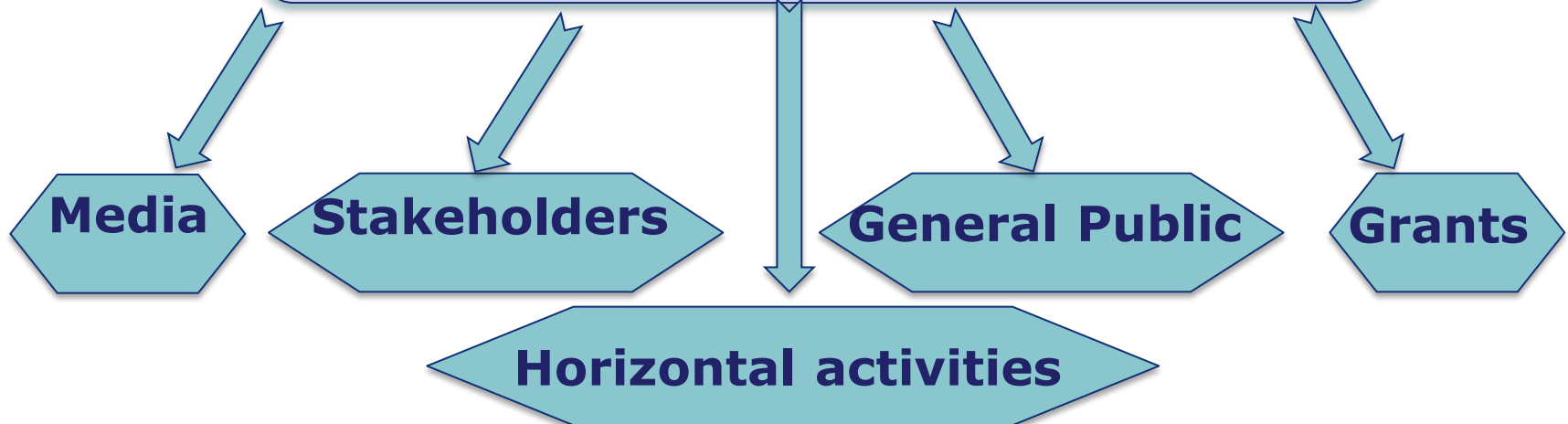


**Total 'Oui' = 41%**

EU27

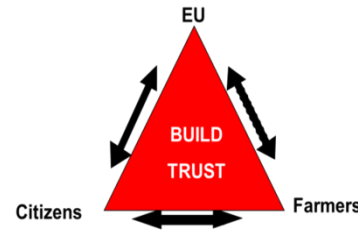
**Communication strategy for the CAP  
2010-2015**  
(R1306/2013 art.45)

**Annual External Communication Plan**



## The challenge ...

- Ambitious objective : raise awareness on the CAP and its benefits
- On the longer term
- Wide and elaborated topic
- Limited resources
- Different target groups : general public, farmers, NGO's, younger people



## How can we manage...

# Our approach

**Networking (media)**

**Networking**



**(stakeholders)**

**Networking (other multipliers)**

# Media Networking

- E-platform "[Ag-Press.eu](http://Ag-Press.eu)"
- Press and Study trips
- Ag-Press Annual Network Event
- Social media



# Stakeholders Networking

- Conferences
- Networking web-based activities (CAP communication network) (best practices, laboratory of ideas, etc.)
- CAP Communication awards



# Communication to the General public

- EU wide communication campaign (2013-2015):
  - Focus on Food, Environment, Countryside rural development always present
  - Audiovisual material <http://www.youtube.com/watch?v=XiCW1mVTWbE>
- Stakeholders and ENRD involved: presence on events with projects, animations
- Events and fairs : messages through animations, shows, games
- Future opportunities : DG AGRI's presence on 5 events/fairs in 2014, Expo Milano 2015





# The importance of networking...

- Rural development network : an existing and well organised network with efficient communication tools
- Communication challenges ahead and cooperation opportunities:
  - Partnership agreements
  - Decision on national/regional programmes



European  
Commission

**Thank you for your attention**