



**Main Organiser:**  
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43

**Website:**  
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**Objectives:**  
To present through 5 documentary films the result of a pan-European University project showcasing the main challenges facing agriculture in Europe.

**Target country:**  
Denmark, EU

**Target audience:**

- General public
- Decision-makers
- Researchers, students

**Communication tools:**

- 5 documentary films
- Campaign website

**Budget:**  
€545,000

## EU CO-FINANCED ACTIONS

### Title: "AG2020 – Images of the Future"

**Quote of the Award Jury:**

***"The CAP seen through different lenses, in educational documentaries based on a highly creative approach."***

**What is the project about?**

Dead Spanish villages, Brazilian miracles, Danish vineyards, artificial burgers, profusion and scarcity – these are the topics covered by this project. Agriculture and the rural areas of Europe are facing massive changes, and risk affecting the everyday lives of all Europeans. "AG2020 – Images of the Future" illustrates solutions and probable causes of these various changes, using educational documentaries to present the results of a scientific project.

**How was the project implemented?**

Over three years, documentary filmmakers followed the research carried out by 13 European universities led by Danish DTU. Working along with the scientists during the research, the filmmakers were able to pick up the challenges Europe's agriculture will face in the future. The result is summarized in five documentary films. In parallel, the project website provides students, researchers and the general public with additional content, including journalistic and scientific reports.

**Why should it get your vote?**

"AG2020 – Images of the Future" raises awareness for the challenges European agriculture will face in the coming years. The five documentaries are designed in an educational way with a high level of information and without avoiding difficult debates and questions. With an average of more than 200.000 viewers (above average in the educational slot of Danish Television) the documentaries reached a broad audience. In a further step, dokumentary.dk is working to get broadcasting agreements for the 5 films also in Germany, Spain and Bulgaria.

