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Objectives:

To present and explain in a simple and understandable way the main elements of the EC CAP reform proposals to farmers, allowing them to be an active part of the reform process.

Target country:

Spain

Target audience:

Farmers

Communication tools

Small, easy to handle book

Budget:

€31,500

COMMUNICATION TO STAKEHOLDERS

Title: "Handbook of the new CAP"

Quote of the Award Jury:

"A handbook you don't want to let go off your hand! Simple, relevant, pertinent information on an otherwise complex issue: the Common Agricultural Policy. A must-have for everybody aspiring to understand this policy"

What is the project about?

The idea of this project emerged in the last quarter of 2011, just after the publication of the European Commission proposals for the future CAP. These set of proposals made by the EC are entitled to make agriculture and rural development in Europe to meet the challenges ahead in the framework in the EU 2020 Strategy.

Considering both the complexity of the legislative proposals as well as the need to provide easy to understand information to the farmers – one of the most affected group in society – the authors prepared the "Handbook of the New CAP", which explains the most relevant aspects of Commission legislative proposals, highlighting the changes and basic concepts behind.

How was it implemented?

The handbook is therefore presented as a direct and simple document explaining the basic lines of the Commission proposals in order to help farmers to be an active part on the reform debate of the new CAP. Moreover authors have tried to present the information from an independent perspective. Also its small-size format has been designed to make it easy to use.

The handbook was presented in February 2012 during the International Fair of Agricultural Machinery of Zaragoza (FIMA), the most important agricultural event in Spain. It has been spread through agricultural and farmers organizations and several municipalities predominantly in rural areas. Therefore it has been published in the journal "Agriculture", as well as several specialized blogs on the Internet, making the information available also to the general public.

Why should it get your vote?

"Handbook of the new CAP" can be considered as a best practice example based on its well-thought and targeted presentation: a publication small in size in order to make the document more practical and as easy to handle as possible. The handbook's distribution strategy ensured that the publication reaches its target group: Spanish farmers. Moreover, once the farmers hold this booklet in their hands, the information is provided in a manner that addresses them in the right language and style. Every single detail was carefully analysed: the format, the photography and content. Definitely, another working tool for the farmers!

Thanks to these specific features the handbook has taken a great impact with 28, 000 copies distributed through the Spanish territory, not only among farmers and agricultural organisations but also among public officials at different administrative levels.

