



**Main organiser:**

Dutch Ministry of Economic Affairs, Agriculture and Innovation  
(in cooperation with other public and private stakeholders)

**Contact Person:**

Anne Bruinsma,  
Project manager,  
+31 (0) 6  
52098588

**Site web:**

[www.glbcheck.nl](http://www.glbcheck.nl)

**Objectives:**

To ensure that Dutch farmers will get timely insight into the effects of the upcoming CAP reform

**Target country:**

The Netherlands

**Target audience:**

- Farmers and
- Agricultural advisors

**Communication tools:**

The "CAP App", an ICT application

**Budget:**

€165,000

## INNOVATIVE COMMUNICATION

### Title: "The CAP APP"

**Quote of the Award Jury:**

*"Highly innovative use of new technologies to inform farmers about the expected results of the CAP reform on their personal situation. A best-practice example of timely, transparent communication."*

**What is the project about?**

Get to know the "CAP APP" - this communication initiative dispels the myth that new technologies and agriculture do not mix well together.

The key deliverable of this Dutch initiative is the CAP App, an application that provides an insight into the anticipated impact of the CAP reform. Farmers can use the app to calculate the value of their payment entitlements and to check whether they satisfy all the necessary requirements in a few simple steps.

**How was the project implemented?**

The CAP App is embedded in a broader communication strategy (which brings together public and private partners) that aims to ensure that farmers and their advisors are aware of the fact that the CAP is under reform and its consequences.

Through a range of communication measures conducted by all partners in the CAP App public-private partnership, the objective is to reach 90% of Dutch farmers for whom the CAP reform is relevant. Communication measures include articles in the agricultural press, press releases, a targeted programme for agricultural students and the integration of the App into a CAP training course for agricultural advisors and intermediaries.

**Why should it get your vote?**

The CAP App gives us an insight into a possible future of targeted stakeholder communication. It employs the Internet and ICT tools for delivering government information and services to farmers and agricultural advisors. Complex legislation and regulations are translated and broken down into a few easy steps and understandable consequences. In the future even more value will be added by integrating the CAP App into government ICT infrastructure, linking the App to data which are already managed by the NSIR (national service for the implementation of relations).

Feedback from stakeholders indicates that the app is considered to be very valuable, both as a tool for farmers to gain insight on the latest state of affairs and as a tool to help advisors and intermediaries when dealing with their customers.

