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CEREALES

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**Objectives:**

To tackle the lack of informational tools relating to agriculture that are available to educational establishments by providing an educational kit for junior and senior high schools in France

**Target country:**  
France

**Target audience:**  
Teachers and students at junior and senior high schools in France

**Communication tools:**  
Educational pack: CD-ROMs and support materials

**Budget:**  
€157,975

## EU CO-FINANCED ACTIONS

### Title: "CAP study tools"

**Quote of the Award Jury:**

*"An educational kit for teachers, based on a thoughtful research into school curricula, and an appropriate mix of tools for different age groups."*

**What is the project about?**

In order to fill the gaps in knowledge about agriculture in general and the CAP in particular amongst junior and senior high school students, the creators of this initiative have developed a cross-disciplinary educational tool on the Common Agricultural Policy (comprising a set of 2 CD-ROMs, an agricultural map of Europe and a teacher's guide adapted to school curricula).

The CAP can be linked to many areas of the French national curriculum. The tools provided give teachers the opportunity to choose the elements that are suitable for their particular classes and subjects so that the CAP can be integrated into their teaching.

**How was the project implemented?**

100% of French junior and senior high schools (9,000 schools) were contacted, along with magazines and media outlets such as Inter CDI (circulation 8,600 copies), TDC (circulation 18,000 copies) and Alim-Agri (171,000 readers). Over 20,000 contacts have been recorded on the educational website.

In parallel, an e-mail was sent to around 8,000 professional relays and 567 journalists.

**Why should it get your vote?**

This project is both creative and educational and has reached its target audience. Today's students are the citizens of tomorrow, but they are rarely encouraged to think about the topic of agriculture.

There is no doubt that the kit has been successful in France, with more than 10,000 being distributed and dozens of kits still being sent out each month. 79% of orders come from schools, with the rest being requested by agricultural professionals who then pass the kits on to teachers.

