



### **Main Organiser**

Creative Crew /  
Confederazione  
Italiana Agricoltori  
Emilia Romagna –  
Italian Farmers  
Confederation

### **Contact person:**

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### **Website:**

www.laspesaincam  
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### **Objectives:**

To provide  
information on how  
to shorten the food  
chain between  
consumers and  
farmers by  
purchasing  
products directly  
from the farm.

### **Target country:**

Italy

### **Target audience**

- General public
- Consumers
- Schools

### **Communication tools:**

- Campaign website
- Facebook page
- Specific files for each province and a comic strip.

### **Budget:**

€5,000

## INNOVATIVE COMMUNICATION

### Title: "Shopping in the countryside"

#### **Quote of the Award Jury:**

***"A comic-strip and website helping consumers to shorten the food chain by shopping directly from the farm closest to their home. A friendly and simple visual presentation which has the potential to appeal to a large audience via events, media, gadgets, social media and school curricula."***

#### **What is the project about?**

"Shopping in the Countryside" encourages shorter food chain, where the consumer gets the information needed to buy food from the closest farm to his/her place. In this way, the lost contact with the producers of our food is rediscovered, while also learning about the reality of farmers' lives and how they produce food.

#### **How was it implemented?**

The first step to bring together urban consumers and farmers was to create a dedicated website involving as many farms as possible, paying particular attention to their unique features and products. Specific files for each provincial area and traditional promotional materials were also made available. Then a Facebook page and, to make it fun for users, a comic based on the topic were launched with particular attention given to schools and young audiences.

#### **Why should it get your vote?**

Through its creative approach "Shopping in the Countryside" addresses not only consumers who are concerned about the countryside, but also young people who are losing contact with farming and the rural areas. The comic strip (the most creative aspect of the initiative, which brings life to the logo of the Confederazione Italiana Agricoltori Emilia Romagna) might be just the right media to use in schools, and when deployed online, should spread "Shopping in the Countryside" values among young people in a way that is not only new, but also fun!