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# Project CAP4ALL



## Module I

CAP4ALL project (includes the European Green Deal, the Farm to Fork strategy and the Biodiversity strategy for 2030)



# Index

**01** PROJECT INTRODUCTION

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**02** PROJECT RELEVANCE

---

**03** PROJECT OBJECTIVES

---

**04** EXPECTED IMPACT

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# 01

## Project introduction

# Project introduction

The project CAP4ALL is an **informational and educational campaign**, focused mainly on young children and teachers. The project aims to **transmit a positive image and disseminate knowledge about agriculture and the role of the Common Agricultural Policy (CAP)** on civil society, in order for the general trust to be strengthened.



# Project introduction



CAP4ALL focus on **inform and educate three specific target groups, using a multi-regional approach, about the contribution of the Common Agriculture Policy and the agricultural sector to the civil society**. The three specific target groups are:

- 1) Teachers** of young children in urban areas from 6 to 12 years old;
- 2) Young children** in urban areas from 6 to 12 years old;
- 3) Farmers** and other active actors in the agricultural sector (**Portuguese AKIS**).

# Project introduction

CAP4ALL is a project managed by the Confederação dos Agricultores de Portugal and co-funded by the European Commission. The campaign CAP4ALL will benefit from nationwide visibility.

The project team is currently promoting the CAP4ALL campaign to thousands of teachers across the country, intending to impact both the maximum number of children and teachers.

The project activities have been adapted to each target group, in order to improve the levels of responsiveness to information and to captivate interest.

Examples: CAP4ALL mascot, app and animated film for children; exhibitions, educational material and traditional media coverage for teachers, third parties and civil society.

# Project introduction

The project activities are expected to help on close the gap between the identified target groups and the Common Agriculture Policy, by:

- Deconstruct misunderstandings regarding the policy;
- Highlight the contribution of the European agricultural sector to the practice of a healthy, safe and affordable diet;
- Raise awareness regarding the role of the Common Agriculture Policy on the response to the climate change challenges and on the promotion of healthy and high-quality foods as part of the European lifestyle;
- Inform about the impact of the Common Agriculture Policy on the current agricultural practices, shaped by the continuous promotion of agro-ecological practices and by the increase of agricultural land dedicated to organic farming.





# Project introduction

**Highlight** to some the most visible CAP4ALL communication elements:

- A **sticker booklet** to teach, in a fun and disruptive approach, about the foods itinerary before reaching the supermarkets' shelves. The distribution of the sticker booklet will be ensured by large supermarkets chains in Portugal.
- A **TV series** of 13 episodes, that will extend the information delivered on the sticker booklet. The TV series will be broadcast on a major Portuguese TV channel.
- A **website** with trustful information and with educational games for children. The CAP mascot will be used to appeal to children attention and interest.
- Several **school visits** and **flagship farms visits**.
- Among others...





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02

# Project relevance

# Project relevance



According to the latest Eurobarometer data (2018) on “Europeans, agriculture and the CAP”, despite the fact that 75% of the Portuguese population knew about what the Common Agriculture Policy was, it was clear the lack of knowledge regarding the policy instruments and how these operate.

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From the total of five objectives from the Common Agriculture Policy, three are related to the society at large:

- Foods markets stabilization;
- Security of foods supply;
- Reasonable prices for European consumers.

# Project relevance

Help on fighting the difficulty in attracting younger generations to the primary sector

Develop a trust relationship with stakeholders



Convey positive messages about the agricultural sector

Transmit to the younger audience the importance of the agriculture for a healthy and sustainable lifestyle

# Project relevance

Contribute to the  
execution of the  
European Green  
Deal

Create a “new  
legitimacy” for the  
CAP



Link the CAP to the climate change  
mitigation, biodiversity preservation,  
the availability of affordable foods, and  
the promotion of a healthy lifestyle

# Project relevance



The focus on specific segments of the population, the creation of key messages, the use of adequate language for each of the target audiences and, above all, the use of a multi-regional approach, will generate great proximity and great involvement with the target groups.

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The identification and engagement with third parties, a target group that includes direct stakeholders (farmers, emblematic farms and demonstration farms) and indirect stakeholders (members of the Portuguese AKIS) will help in the massive dissemination of the project.



# Project relevance



The marketing strategy will be consistent and appealing through promotion actions and innovative means, such as:

- Development of a mascot for interaction with children;
- Production of a web page with educational games about the agricultural sector and related to the CAP;
- Development of a set of 13 videos to be broadcasted on Portuguese television;
- Creation of a CAP4ALL sticker collection;
- Development of an e-Learning course open to teachers;
- Development of a project website with information on dedicated pages for teachers, children and third parties.

# Project relevance



Through the CAP4ALL project, the following three qualitative objectives are meant to be achieved:

- 1) Educate the three main target groups about the importance of the Common Agriculture Policy in everyone's daily life;
- 2) Contribute for future generations adoption of foods from sustainable agriculture sources, in light of a healthy and high-quality lifestyle;
- 3) Strengthen of the link between urban and rural areas and contribute to the future generational renewal on the agricultural sector.



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03

# Project objectives

# CAP4Kids

Educate children (6-12 years old) about the importance of agriculture and of the Common Agriculture Policy in Europe.

## ◆ Specific objectives/Actions

- Engage with children through the development of multimedia and audiovisual materials (videos, web page with games, animated film)
- Interact with children through the development and distribution of printed materials (CAP kits, sticker booklets and stickers, brochures, CAP4ALL mascot)
- Bring children closer to the rural world with the project website
- Deliver to children a set of educational videos at national television
- Increase the level of knowledge about the CAP and the importance of the agriculture

## ◆ Measurement units

- Number of visits to the games' web page and number of views of the animated film
- Number of children impacted
- Number of visits to the website
- Number of videos produced
- Level of knowledge measured by asking children their opinion

## ◆ Target values

- 10.000 visits to the games' web page and more than 50.000 views of the animated film
- 60.500 impacted children in 585 schools
- Above 100.000 visits to the project website
- 13 videos of 25 minutes produced
- Online survey to children carried out on month 12 on the changes in awareness

# CAP4Teachers

Engage with teachers of children from 6-12 years old in urban areas and raise awareness about the Common Agriculture Policy relation with climate change, food production and health prevention

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## ◆ Specific objectives/Actions

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- Held a webinar for the project national coordinators
- Develop a teacher e-learning course
- Explain to teachers the CAP and present the new CAP with its future priorities by sharing support material (CAP4Teachers toolkit)
- Provide didactic content for teachers to show students in an appealing format
- Increase the level of knowledge about the CAP and the importance of agriculture for civil society

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## ◆ Measurement units

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- Number of coordinators
- Number of impacted teachers
- Number of toolkits produced
- Number of toolkits downloaded
- Level of knowledge assessed by an online survey

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## ◆ Target values

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- 5 national coordinators
- 4.966 impacted teachers
- 5.000 toolkits produced (brochures, leaflets, pencils, notepads)
- More than 2.000 downloads of the CAP4Teachers toolkit on the website
- Online survey to teachers on month 12 to understand changes in awareness

# Linked Parties & Indirect Target Groups (Farmers and Portuguese AKIS Ecosystem)

## ◆ Specific objectives/Actions

- Engage CAP4ALL project stakeholders by producing a monthly newsletter
- Get testimonies from distinct groups that can add value to the project and publish on the project website
- Perform visits to demonstration farms with different crops and farming systems
- Further increase the level of knowledge about the CAP and the importance of agriculture

## ◆ Measurement units

- Number of newsletters produced and number of subscribers
- Number of testimonies included on the project website
- Number of farms planned to visit and number of farms visited
- Level of knowledge measured by an online survey

## ◆ Target values

- 12 newsletters produced with 200 subscribers (plus CAP4ALL articles in farmers associations' newsletters and farmers publications)
- 25 testimonies collected and displayed on the project website and newsletter
- 5 demonstration farms with 5 farm visits
- Online survey carried out in month 12 on change in awareness

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04

# Expected impact

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# Teachers of young children in urban areas from 6-12 years old

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## ♦ Short-term

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- Have the means to communicate a positive image of the rural world
- Change the current perspective on agriculture and bring awareness to its importance for a healthy and sustainable diet

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## ♦ Medium-term

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- Change/adjust the schools' curriculum to cover subjects related to agriculture

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## ♦ Long-term

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- Transform the agricultural sector and the rural world a remarkable example regarding sustainability issues

# Young children (6-12 years old)

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## ♦ Short-term

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- Encourage a healthy and high-quality diet as part of the European lifestyle

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## ♦ Medium-term

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- Increase the distribution of agricultural products, ensuring healthy foods for children and the supply of fresh products obtained from European production

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## ♦ Long-term

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- Lead children to continue eating healthy and high-quality foods as personal choice
- Lead the adoption of a healthy eating style (as future adults and their future children)



# Linked Parties & Indirect Target Groups (Farmers and Portuguese AKIS Ecosystem)

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## ♦ Short-term

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- Enable the involvement of third parties in CAP4ALL activities by sharing of experiences, knowledge and expectations about the new Common Agriculture Policy

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## ♦ Medium-term

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- Bring third parties to contribute to the dissemination of the CAP4ALL project, allowing for a broader impact and the fulfillment of the defined objectives

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## ♦ Long-term

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- Inspire agriculture-related organizations to promote the new CAP as:
  - An important instrument for managing the transition to sustainable food production systems
  - An important instrument to encourage European farmers to contribute to the new CAP priorities and objectives, as well as to achieve the targets set out on the Farm to Fork strategy and Biodiversity strategies for 2030

# Thank you!

