Common agricultural policy (CAP): financing, management and monitoring 2014-2020

2011/0288(COD) - 19/12/2017 - Follow-up document

The Commission presented a report on the implementation of information measures relating to the common agricultural policy (CAP) for 2015 and 2016, under Article 45 of Regulation (EU) No 1306/2013 of the European Parliament and of the Council on the financing, management and monitoring of the common agricultural policy.

The information measures financed aim, in particular, to help explain, implement and develop the CAP and to raise public awareness of its content and objectives to reinstate consumer confidence following crises through information campaigns, to inform farmers and other parties active in rural areas and to promote the European model of agriculture, as well as to help citizens understand it.

The budget made available for information measures under budget line 05 08 06, originally foreseen in the financing decision, was **EUR 8 million in 2015; and EUR 8 million in 2016**. Execution of the 2015 measures reached 91.18 % in terms of commitments and 88.60% in terms of payments. Execution of the 2016 measures reached 98.29 % in terms of commitments.

Actions financed: in the reporting period, the Commission continued to develop its **corporate communication** actions based on its ten political priorities emphasising the tangible benefits delivered by the EU to its citizens.

Grants (co-financed information measures taken at the initiative of third party organisations): for 2015, the call for proposals aimed to provide information on the reformed CAP and its three core elements, **food safety, sustainable management of natural resources, and the development of rural areas**.

For 2016, it encouraged information actions on the challenges ahead for agriculture, including **sustainable development** and the modernisation of Europe's agriculture and the wider rural economy.

Grants were awarded for measures such as **information campaigns** with a significant trans-national and multi-media element, and measures highlighting sustainability with a strong EU networking focus.

Other awareness raising measures run at national or local level were often identified strongly with the agricultural development needs on the ground. Measures focussed on young people and the general public used the latest on-line and social media tools to connect with the target audience.

Direct actions/public procurement (Commission-led information measures): increased efforts have been made to mobilise civil society and a wide range of stakeholders, with the aim of fostering closer cooperation in carrying out information campaigns with the Commission services and with other EU institutions and Member States. There was a sustained effort to **disseminate to the media** relevant user-friendly information on the policy. The AG-Press network, which now includes over 800 active journalists, is a useful tool for the Commission, and network for its members.

The Commission placed emphasis on **improving the awareness of the general public** about the CAP and participated in various fairs. Actions continued to target citizens and stakeholders, and provide a forum for dialogue with farmers, civil society and the general public on policy issues.

The **educational pack** for school children aged between eleven and fifteen years ("edutainment pack") was developed in the reporting period, and distributed in early 2017. The aim is to explain in an attractive pedagogical format the role of the farmer and farm families, their contribution to society and the challenges they face.

Lastly, the EU was represented at the **World Expo 2015** which took place in Milan from 1 May to 31 October 2015 on the theme "Feeding the Planet: Energy for Life". There were over 650 000 visitors to the EU pavilion.