



Independent network on European Agricultural and Rural Policies

“CAN EU CAP IT: LEARNING AND DISCUSSING THE REFORMED CAP” EXECUTIVE SUMMARY

The project consists of two main parts, which in their implementation are closely interrelated:

1. A social e-learning and discussion platform
2. A series of four events in various locations in Europe

The timeframe of the implementation is between June 1 2014 and April 30 2015

1. A comprehensive social e-learning and discussion platform

The platform will be built on the objective to increase and disseminate the knowledge on the CAP, and to favour the exchange of information and opinions between research/academia, stakeholders and civil society, using a social and participatory approach.

The platform will have an integrated design to address two target groups: the general public, in particular young urban in the age group 12 – 18 years, and rural actors. In fact, the platform will have three levels of increasing complexity:

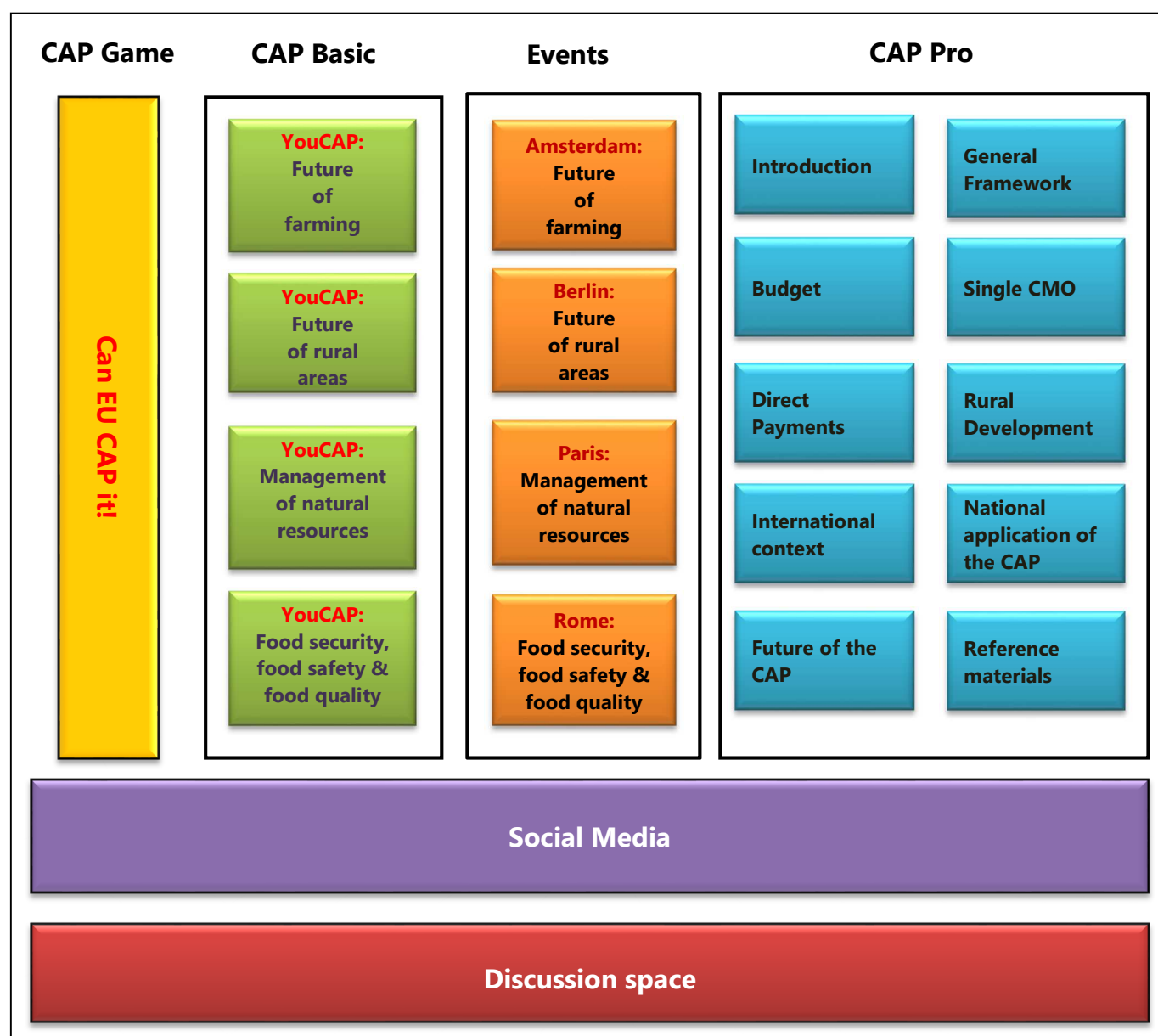
1. *The serious game “Can EU CAP it”¹:*
this constitutes an explanation of the reformed CAP in the simplest terms for those that do not know anything about European policy. The game format will be designed to especially attract young urbanites. A competition element will be included to increase attractiveness;
2. *The CAP Basic course:*
this is the next level in which the CAP Reform is explained in simple terms, but in greater detail through video presentations;
3. *The CAP Pro course:*
the highest level, intended for rural actors, usually professionals working in the field of agriculture, food and rural development and who want an in depth knowledge on the (reformed) CAP to be used to improve their profession.

¹ ‘Serious game’ is a term used in the gaming industry to distinguish this type of games from the regular games that have been developed for entertainment purposes only. Serious games are a combination of entertainment and education

The homepage of the platform will be designed to identify contents, topics and targets easily and in an immediate way using boxes. Clicking on these, users will be redirected to the relevant topics. The social e-learning and discussion platform will be made suitable for use on PC's, lap top computers, tablets and smartphones.

The platform is composed of four main sections (see Figure 1).

Figure 1 – Representation of the structure of the social e-learning platform



Section 1: CAP Game

By offering educational material in the form of a game, users are not only more willing to absorb the educational content that is part of the game, but research is showing that this is also an excellent didactic methodology in the sense that users learn more quickly and have a better retention rate. Based on this we will, as part of the e-learning platform, develop a game on the CAP, called “Can EU CAP it”. The game will have an attractive format that will ‘seduce’ people to play the game, irrespective of the content. By finding the correct information or answers to questions, people can advance in the game and collect points (CAPs). To encourage users to play the whole game, the format will offer a virtual reward for those that can successfully complete the game, i.e. by completing a puzzle that will reveal a certain (randomised) code. This code can be used to enter the “Can EU CAP it” competition on the e-learning platform. This competition will run from September 2014 (launch of the game during the first event) until the end of March 2015. At the last event that will be held in Rome the top three of this European CAP competition will be announced. These three best players will also be invited to the Rome event and be handed a prize. The game will also be used during the events (see below) to organise local competitions.

Section 2: CAP Basic

The section “CAP Basic” is specifically dedicated to all citizens. It will be free to anyone and no registration will be required in order to widen the level of dissemination. This section is made up of four audio-video presentations on the CAP (YouCAP series). They will be focused, respectively, on the following topics:

- The future of farming.
- The future of rural areas
- Sustainable management of natural resources
- Food production and consumption

Section 3: CAP Pro

The section “CAP Pro” (see figure 1 one page 4) is specifically dedicated to the rural actors identified in section A.2. Nevertheless, all the citizens that are interested in the CAP and its functioning will also be able to enter the section.

Moreover we want to encourage people that have followed the CAP Basic course to continue to broaden their understanding of the Reformed CAP by in addition following the CAP Pro course.

The objective is to analyse and show the technicalities of the new Common Agricultural Policy in detail. There will be eight independent educational modules (in addition to an introductory part). Each user will have the possibility of attending one or more modules.

Each module will contain:

- **Entry, verification and final tests:** to test the initial information owned and the knowledge acquired by doing lessons.
- **Multimedial Flash-based lessons:** they are animated and narrated presentations developed by experts and academics about the topic faced using a scientific-popular language.
- **Evaluation questionnaire:** a brief survey to test the quality of the information disseminated

- **Reference material:** a list of websites, online information and downloadable materials in different formats to support users in deepening the topics faced.

The CAP Pro course will be of a sufficient high standard to be **accredited** by Universities. This means that students that successfully complete the whole CAP Pro course, can obtain up to six ECTS points (European Credit Transfer and Accumulation System). Other participants that successfully complete the whole CAP Pro course are eligible for a certificate.

Section 3: EVENTS

The third section “Events” (see again Figure 1 on page 4) is used to promote the four events which will be held in four capital cities in Europe (Amsterdam, Berlin, Paris and Rome). The events will be organised during the execution of the project and will transfer the messages on the CAP emerged from the events (see below at point 2.). As an event is planned, the box will visualise the main references of the initiative such as title, programme, location and date in order to attract the attention of users and stimulate participation. As the events will also be live web streamed, these boxes will be used to give access to this. By clicking on the box, users will be redirected to the page of the event that will collect all the materials produced during the initiative (presentations, documents, pictures, audio-video materials).

Section 4: SOCIAL MEDIA

This section will also be accompanied by a dedicated Facebook page and Twitter account, finalised to post messages and information as well as to collect comments and opinions about the new CAP and animate discussion. Facebook and Twitter have, over the last five years, conquered the world, especially among the age group 16 – 40 years, as one of the most important instruments of (mass) communication and dissemination of information.

Section 5: DISCUSSION SPACE

The fourth and last section of the platform, as indicated in Figure 1 on page 4, will be dedicated to debate, discussion and the exchange of ideas and opinions about the various subjects, topics and events. The discussion space is open to all.

The discussion space will contain several sub-categories to structure the discussions:

- Four different discussion forums relating to the main subjects of the action
- Introduce yourself!: this section offers participants the opportunity to tell something about themselves and to explain their connection to the CAP and the topics that are being addressed.
- Q&A sessions/Webinars: during the implementation of the action a number of Q&A sessions or webinars will be organised, where different experts will be available for a specific time slot to answer in real time questions from participants to either the CAP Basic or CAP Pro course
- Feedback section: here participants can give their opinion and ideas for improvement of the platform itself concerning the functionalities, content and user friendliness.

2. A series of events in various locations in Europe

The second part of the information measure will be the organisation of a series of four events. Each event will have one of the four main subjects of our action as main theme:

1. The future of farming.
2. The future of rural areas
3. Sustainable management of natural resources
4. Food security, food safety and food quality

The events will be closely related to the social e-learning and discussion platform to create a balanced and integrated mix of on-line and offline activities. The reasons for organising these events in addition to the e-learning and discussion platform are:

- To give the general public the opportunity to discuss in their mother tongue the CAP face to face, express their concerns and to discuss with each other and with experts that will also be attending and can provide explanation
- To encourage the participants of the events to visit and use the social e-learning and discussion platform and to play the CAP game “Can EU CAP it”.

To make sure that the events will attract as wide an audience of interested people as possible they will all as much as possible be connected to well-known and established food and agriculture related fairs and expositions or related events that by themselves already attract a large number of visitors as well as media attention. In this way a maximum impact can be assured.

Event 1:

Location: De Rode Hoed, Amsterdam,

Date: Thursday 27, November 2014

Theme: closing the gap on the CAP: young citizens and young farmers discuss the future of farming.

During the last few years the Youth Food Movement and the Dutch Young Farmers Association (NAJK, member of CEJA) have been in contact with each other to discuss the future of farming and the role of civil society in the debate about the CAP. This has resulted among others in a series of video blogs, published on the YFM and NAJK websites. See for example: http://www.cap2013.org/blogs/27-Videoblog_on_CAP_the_future_of_our_food_Netherlands.html.

We want to take this existing collaboration as a good starting point for a public debate on the reformed CAP, focusing in particular on support for young farmers and the role these young farmers can play in connecting more with young urbanites to discuss practical solutions to make food production and food consumption more sustainable on the one hand and offering (young) farmers decent prices for their products on the other in order to ensure the future of farming. Simultaneously we are witnessing a growing number of what has been framed ‘urban agriculture’ initiatives all over Europe, but notably so in The Netherlands. In the city of Amsterdam these initiatives can be traced back to the ‘Proeftuin Amsterdam’ (Experimental garden Amsterdam) an initiative of the City Council at the beginning of the century to develop an urban food strategy. These initiatives often start as very local bottom up projects by citizens that are concerned about the sustainability and safety of food

production, but also want to contribute through practice and through debate to food security and food wastage issues.

All these developments offer a good basis for a public debate on these issues in the context of the reformed CAP. The public debate will take place in De Balie in Amsterdam, a very well-known centre for public debate. The initiatives mentioned above will ensure that a large crowd of both young urbanites as well as young farmers will take part in the debate and also will receive substantial media attention.

During the break the CAP game “Can EU CAP it” will be launched. Participants are challenged to put their knowledge about the CAP to the test by playing this serious computer game on their Smartphones or tablets under the motto: “Let me show EU what I CAP”. The one scoring the most points will be nominated ‘CAP-tain’ and will receive a prize in the form of a basket of local products.

Event 2:

Location: Grüne Woche (International Green Week), Berlin

Date: 16-25 January 2015

Theme: the future of rural areas

The Groupe de Bruges will be present at the International Green Week with the following activities:

- an exhibition with general information in four languages (German, English, French and Italian) about the CAP Reform and specific information about the social e-learning platform both aimed at the general public and at experts/professionals. The exhibition will also include a section where visitors can play the CAP game “Can EU CAP it!”. During the International Green Week a game competition will be held. The winner will be nominated CAP-tain and also receive a small prize (basket with a selection of local and organic products from the Green Week exhibitors).
- During the last Saturday of the Green Week, usually the busiest days of the ten day event, a series of two workshops/seminars will be organized in one of the meeting rooms on the premises of the Green Week. The workshops/seminars will deal with the following subjects:
 - The role of the EU/Reformed CAP in ensuring employment in rural areas
 - The role of the EU/Reformed CAP in supporting Community Led Local DevelopmentEach seminar will also be live streamed online with simultaneous interpretation into English so they can also be followed on line.

At the beginning of the International Green Week the second module of the CAP Basic course of the e-learning platform will be officially launched at the exhibition stand.

Event 3:

Location: Salon International d’agriculture, Paris

Date: 21 February – 1 March 2015

Theme: sustainable production and environment protection (agro-ecology)

Over the last 50 years the Salon d'Agriculture has become a benchmark and showcase for developments in agriculture and agri-business attracting each year tens of thousands of visitors. The French Ministry for Agriculture, Food and Forests is one of the supporters of the Salon. The Ministry has welcomed the reform of the CAP as an opportunity to give additional support for the policy of the Ministry aimed at the development and implementation of new agro-ecological practices to make agricultural production more sustainable.

In this context the Salon d'Agriculture 2015 will offer an excellent opportunity and podium to focus on these aspects of the CAP Reform in the framework of this information measure. Following the format of the International Green Week (see above) the Groupe de Bruges will be present at the Salon for the whole duration with an exhibition stand with general information in four languages (German, English, French and Italian) about the CAP Reform and specific information about the social e-learning platform both aimed at the general public and at experts/professionals. The exhibition will also include a section where visitors can play the CAP game "Can EU CAP it!". During the Salon a game competition will be held. The winner will be nominated CAP-tain and also receive a small prize (basket with a selection of local and organic products from the Salon exhibitors).

During the last Saturday of the Salon, usually the busiest days of the ten day event, a series of two workshops/seminars will be organized in one of the meeting rooms on the premises of the Salon. The workshops/seminars will deal with the following subjects:

- The role of the EU/Reformed CAP in ensuring agro-ecological agriculture, in reducing the impact of agriculture on climate change, and improving energy, water and soil management and in restoring, preserving and enhancing biodiversity, including in Natura 2000 areas, areas facing natural or other specific constraints and high nature value farming, and the state of European landscapes.
- The role of the EU/Reformed CAP in strengthening the links between agriculture, food production and forestry and research and innovation for the purpose of improved environmental management and performance

Event 4:

Location: FAO, Viale delle Terme di Caracalla, Rome, Italy

Date: March 18, 2015

Theme: food security, food safety and food quality

Food security is one of the main objectives of the CAP. In a global context in which on the one hand the world population is both increasing and ageing, over half of the people live in cities and on the other hand the world is facing a number of serious environmental challenges (e.g. climate change, water quantity and quality, soil quality, loss of bio diversity). On top of that agricultural productivity is lagging behind, making food security a top priority over the last years.

But it is not only about food security in the sense that agricultural needs to provide sufficient calories. The food that come to the table of the consumer also has to be of the highest safety standards. Although over the last decades Europe has suffered from a number of food safety related incidents, food products have never been more safe than they are today.

Connected to this is also the issue of food quality with a number of related topics:

- The nutritional value of food products in connection to public health issues
- The access to affordable, nutritious food for poor people in urban areas

- The diversity of food systems and culinary traditions across Europe, in particular with reference to the preservation of local products (PDO, PGI, GTS indications).

We want to use this last event to explain to the public the importance of the role of the CAP in addressing these issues. We want to do this from three perspectives:

- International perspective: CAP and international trade agreements (WTO, RTA's), the role of the UN (FAO) in food security, food exports and imports (LDC policy), international food quality standards (Codex Alimentarius)
- Urban perspective: recently a number of Europe's major cities have taken initiatives to come to an Urban Food Policy (New York, London, Paris, Amsterdam) to ensure that their population will have access to affordable food that is safe, nutritious and of high quality. Sustainability and local sourcing are often an integrated part of these policies. Special attention is given to children and to poor people. Rome is one of the first cities to develop and implement such a comprehensive urban food policy.
- Rural perspective: the rich diversity in Europe's geography, climate, history and culture has resulted in an enormous variety of special, local products. Since 1992 Europe is committed to protect and support these local food products and their supply chains. This is also expressed in the Reformed CAP in which several measures are included to this aim.

The fourth and last event will have as additional item on the programme the announcement of the three winners of the CAP game competition "Can EU CAP it".

From the persons that in the period September 2014 – March 2015 have played the game as part of the European competition the three players with the highest scores will be selected and invited to the public debate session. They will each receive an award (Bronze, Silver and Gold) by the three speakers.