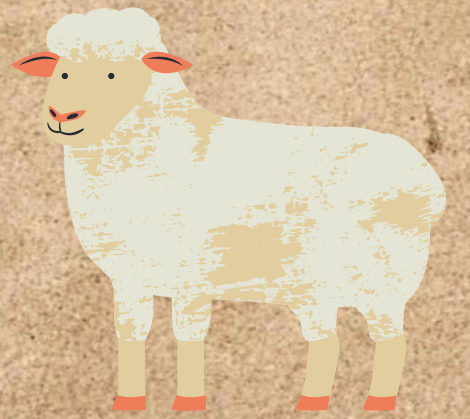


Thematic Cluster on Communication, involvement of Pillar 1 stakeholders and dissemination of CSP

1 In this cluster, NNs are sharing experiences on how to communicate changes to stakeholders after the transition, focusing especially on involving Pillar 1 stakeholders and disseminating CSP.

NNs discussed changes to their visual identity during the transition period, aiming to integrate Pillar 1 stakeholders. Austrian & Romanian NNs explained that they decided to incorporate slight changes to the corporate identity to maintain the brand's recognizability.

2



3

The Portuguese NN shared a good example on how to reach 1st Pillar stakeholders by creating networks of technical itineraries oriented to farmers with the involvement of experts from the agro-business.

The Spanish NN explained how they reached journalists from the agro-sector by organising an online event aimed at sharing the latest news about the new Strategic Plan and answering questions and suggestions from rural and agrarian journalists.

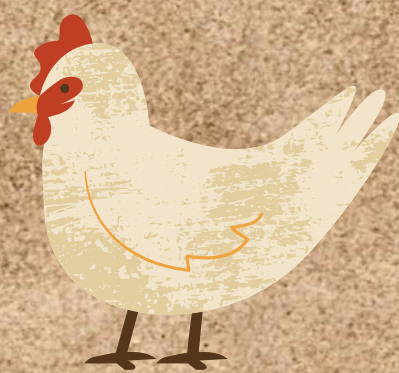
10



The main topic of discussion during the second meeting of this cluster was 'Focusing on the stakeholders: How to reach and involve them'

Social media is the most effective way to reach younger audiences. The Spanish NN has found success in using 'Reels' on Instagram, especially to connect with stakeholders who do not follow their account.

5



9

It is essential to make communication bidirectional and to receive feedback from the stakeholders by contacting them and defining who they are.

8



The communication expert of the Veneto region (IT) presented their new campaign called 'Our Roots, the Future of the Earth' - a series of online short episodes. The goal is to use 'movie' language and the high-quality attractiveness to share real stories (mostly from young farmers).



4

The Austrian NN will continue to organise events using online formats to reach and involve as many stakeholders as possible. However, for them, it is important to engage by finding and adopting innovative ways to reach them.

The Portuguese NN presented the advantages that the AKIS platform offers at the communication level. It allows the possibility of creating discussion forums with cross-themes and sharing events, documents, and articles.

6

