

# Update on Communication

Steering Group Meeting  
17 October 2024



Funded by  
the European Union



## Annual Survey – 1st edition

- The survey was shared with 26,010 contacts.
- According to [SurveyMonkey](#), for such a number of contracts, **379** responses are needed to get a representative sample at a 95% confidence level with a 5% margin of error.
- The annual survey received **805 responses**, **more than the double** of the minimum needed to consider its results may thus be considered **representative**.

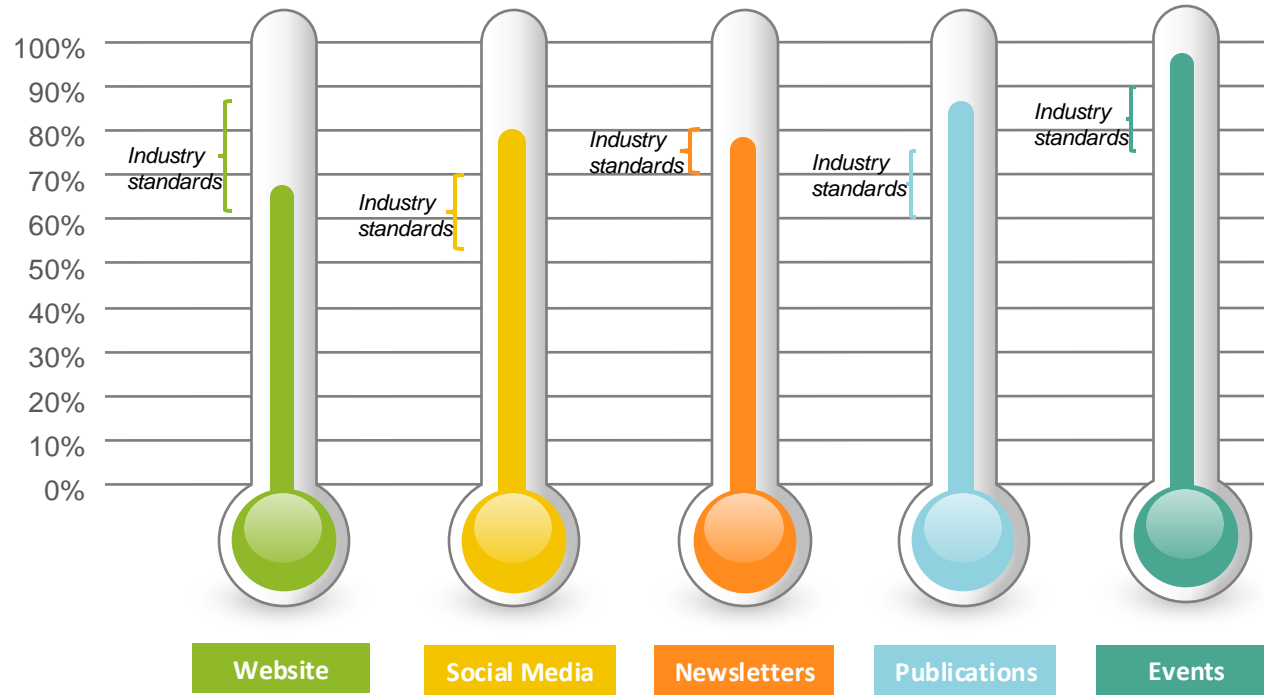


## Annual Survey – 1st edition

- > **“IN THE LAST TWO YEARS EU CAP COMMUNICATION IMPROVED A LOT: CONGRATS! (...).”**
- > **“Best organization for networking in EU Agriculture, (...).”**
- > **“It was good to learn that you post stakeholder events. I will use it in the future.”**
- > **“Thank you for the survey and for asking our opinion.”**



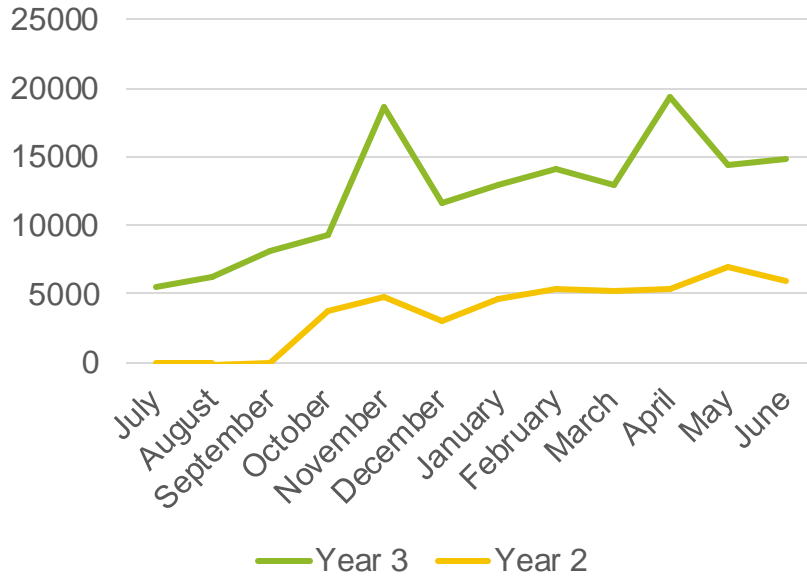
# Stakeholders' satisfaction





# Website performance

## Visitors



Unique visits

**133K**

**+248%**

Page views

**546K**

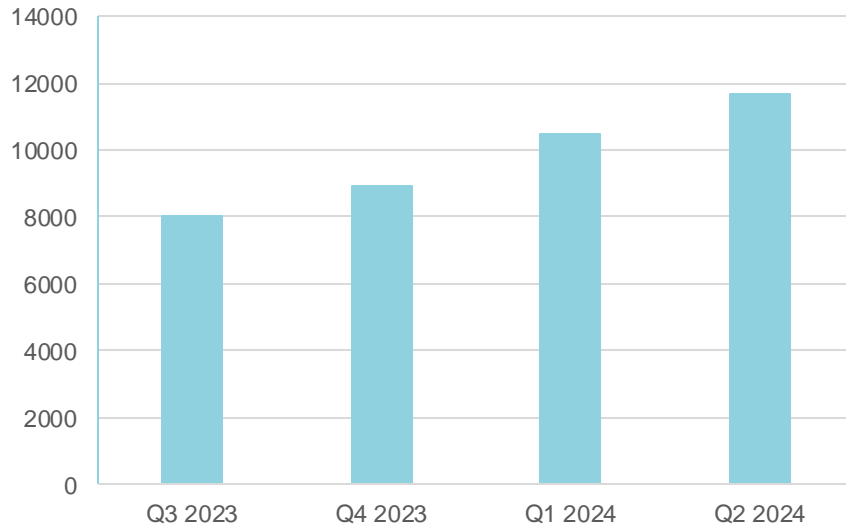
**+200%**



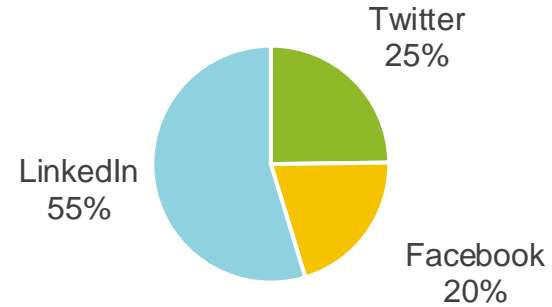


# Social media performance

Number of followers on all social media platforms



Distribution of followers per platform



Engagement rate on LinkedIn Q4

**10.33%**





# Subscribers to Newsletters

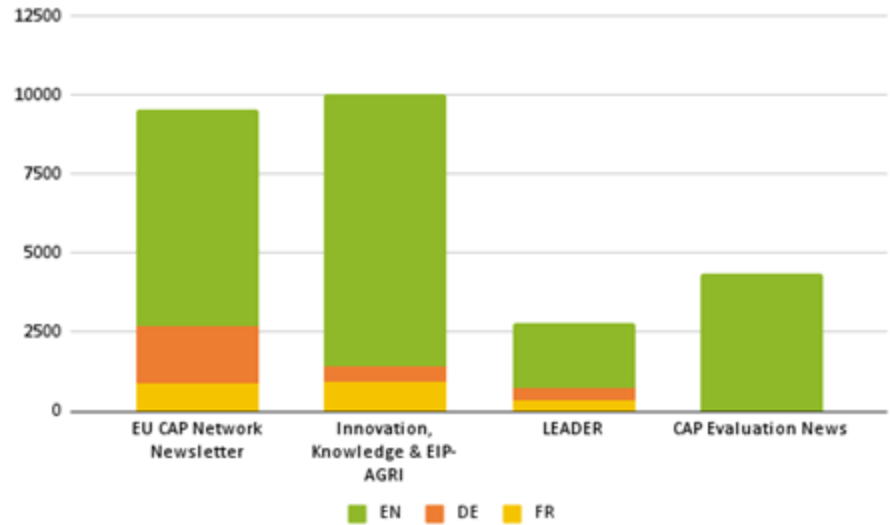
New subscribers in Y3

**3.6K**  
+54%

Subscribers since the Launch (6/10/2022)

**11K**  
42%

Newsletters subscribers

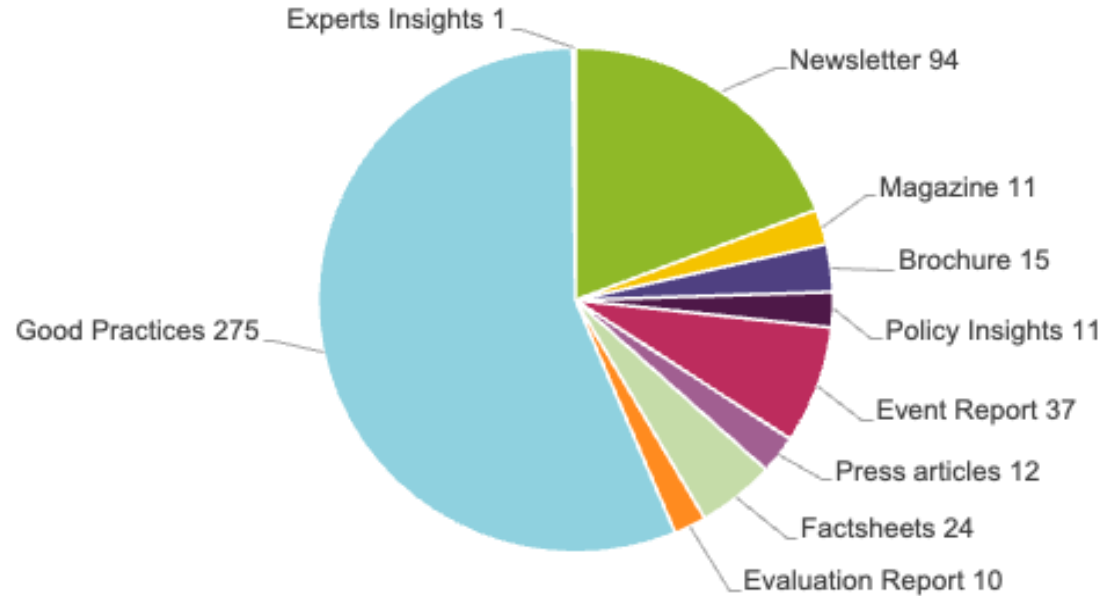




# Publications

Total publications  
in Y3

**490**  
**+80%**







# Events

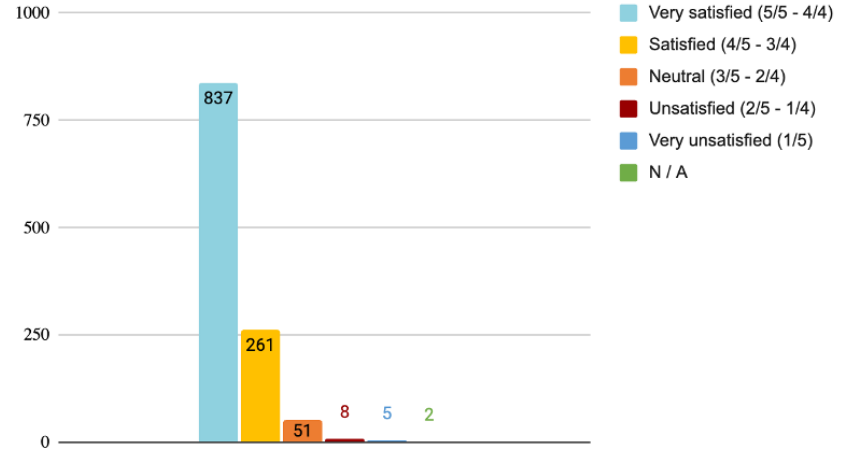
Events

33

Participants

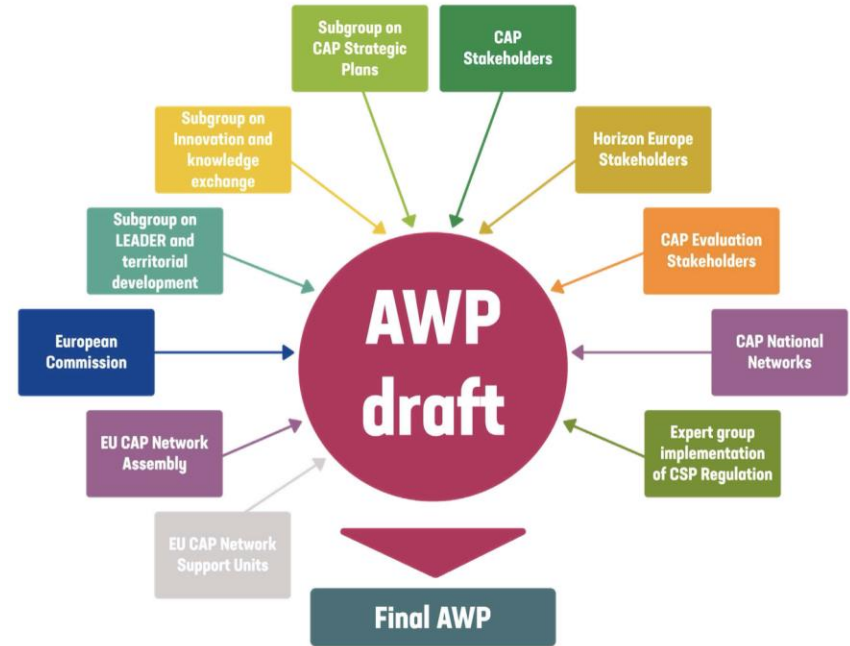
1815

Overall Organisation - Pax Satisfaction Y3





# Annual Work Programme






**Read it online!**

Scan to open the document online.






# Activities related to General Objective 1

	<i>Focus on Implementation</i>	<i>Focus on Innovation</i>	<i>Focus on Evaluation</i>
Thematic Work	<ul style="list-style-type: none"> <li>› Vulnerability of Farming (TG)</li> <li>› CSP Implementation (TG)</li> </ul>	<ul style="list-style-type: none"> <li>› Production of protein crops under climate change (FG)</li> <li>› Alternative solutions for livestock product differentiation (FG)</li> </ul>	<ul style="list-style-type: none"> <li>› Assessment of sectoral support (TWG 6)</li> <li>› Assessment of CAP contributions to sustainable productivity (TWG 8)</li> </ul>
Events	<ul style="list-style-type: none"> <li>› 4<sup>th</sup> meeting of the Forum on Best Practices in the Agri-Food Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>› Workshop on 'Innovation in logistics and position of farmers in a supply chain'</li> <li>› Seminar on 'Robotics and Artificial intelligence in farming and forestry'</li> </ul>	
Publications/ Web content	<ul style="list-style-type: none"> <li>› Policy Insights articles</li> <li>› Good practice examples</li> </ul> 		<ul style="list-style-type: none"> <li>› Guidelines and learning portal on assessment of CAP income support interventions</li> </ul> 




Learn more on [TGs](#), [FGs](#), [TWGs](#)



## Activities related to General Objective 2




	<i>Focus on Implementation</i>	<i>Focus on Innovation</i>	<i>Focus on Evaluation</i>
Thematic Work	<ul style="list-style-type: none"> <li>› Enhancing Biodiversity on Farmland for Improved Resilience (TG)</li> </ul>	<ul style="list-style-type: none"> <li>› Local perennial plant genetic resources in view of climate change and biodiversity loss (FG)</li> </ul>	<ul style="list-style-type: none"> <li>› Assessment of results-based interventions (TWG 7)</li> </ul>
Events	<ul style="list-style-type: none"> <li>› Workshop on FSDN (Farm Sustainability Data Network)</li> </ul>		<ul style="list-style-type: none"> <li>› Assessment of carbon farming (Good Practice Workshop)</li> </ul>
Publications/ Web content	<ul style="list-style-type: none"> <li>› Policy Insights articles</li> <li>› Good practice examples</li> <li>› Project brochure</li> </ul> 		<ul style="list-style-type: none"> <li>› Quantification of rough estimates of the CAP to climate mitigation</li> <li>› Labelling of interventions in CAP Strategic Plans by farm practices</li> </ul> 

## Activities related to General Objective 3

	<i>Focus on Implementation</i>	<i>Focus on Innovation</i>	<i>Focus on Evaluation</i>
Thematic Work	<ul style="list-style-type: none"> <li>› Gen Z: Leading Generational Renewal in Farming (TG)</li> <li>› Valuing farmers wider contributions and their role in society (TG)</li> </ul>		<ul style="list-style-type: none"> <li>› Analytical work on assessment of generational renewal</li> </ul>
Events		<ul style="list-style-type: none"> <li>› Workshop on 'Circular bioeconomy - valorisation of forestry by-products and residues'</li> </ul>	
Publications/ Web content	<ul style="list-style-type: none"> <li>› Quarterly LEADER Newsletter</li> <li>› LEADER Partner Search tool</li> <li>› Policy Insights articles</li> <li>› Good practice examples</li> </ul> 		<ul style="list-style-type: none"> <li>› Learning portal and Guidelines on assessment of LEADER Added Value</li> <li>› Analytical work on closing data gaps - LEADER</li> </ul> 

# Cross-cutting activities

**EU CAP Network** - 2 National CAP Networks meetings  
- Agricultural and Rural Inspiration Awards 2024

	<i>Focus on Implementation</i>	<i>Focus on Innovation</i>	<i>Focus on Evaluation</i>
Thematic Work			<ul style="list-style-type: none"> <li>› Analytical work on assessment of simplification &amp; admin. burden for farmers</li> </ul>
Events	<ul style="list-style-type: none"> <li>› Thematic Seminar</li> </ul>	<ul style="list-style-type: none"> <li>› Seminar on 'Demonstrations farms'</li> <li>› Workshop on 'National Networking for innovation'</li> <li>› Stand-alone brokerage activity</li> <li>› Ad-hoc national expert meeting</li> <li>› 3 cross-visits of OGs</li> </ul>	<ul style="list-style-type: none"> <li>› Assessing simplification of the CAP for beneficiaries and administrations (Good Practice Workshop)</li> </ul>
Publications/ Web content	<ul style="list-style-type: none"> <li>› Policy Insights articles</li> <li>› Good practice examples</li> <li>› Projects Brochure - ARIA</li> </ul> 		<ul style="list-style-type: none"> <li>› Analytical work on closing data gaps - AKIS</li> <li>› Learning Portal AKIS and on evaluation methods</li> <li>› Catalogue of CAP interventions</li> </ul> 



## > 38 events foreseen

- > Dedicated events for NNs
- > 4th meeting of the Forum on Best Practices in the Agri- Food Supply Chain
- > Workshop on Assessing simplification of the CAP for beneficiaries and administrations
- > Seminar on robotics and artificial intelligence in farming and forestry

## Events

EU CAP NETWORK PRESENTATION: AWP 2024-2025

Date	Title	Event Type	Where?	CAP Objective	Focus on
23 September 2024	<a href="#">Enhancing Biodiversity on Farmland for Improved Resilience (TG) - 1<sup>st</sup> meeting</a>	Thematic Group	online	2	Implementation
25-26 September 2024	<a href="#">4<sup>th</sup> National Networks Meeting</a>	NN Meeting	Birštonas, Lithuania	Cross-cutting	General
9 October 2024	<a href="#">4<sup>th</sup> meeting of the Forum on Best Practices in the Agri-Food Supply Chain</a>	Seminar	Brussels, Belgium	1	Implementation
17 October 2024	<a href="#">3<sup>rd</sup> EU CAP Network Steering Group</a>	Governance	Brussels, Belgium	N/A	General
23 October 2024	<a href="#">Gen Z: Leading Generational Renewal in Farming (TG) - 1<sup>st</sup> meeting</a>	Thematic Group	Brussels, Belgium	3	Implementation
6 November 2024	<a href="#">4<sup>th</sup> Subgroup on CSPs</a>	Governance	Brussels, Belgium	N/A	Implementation
7-8 November 2024	Assessing simplification of the CAP for beneficiaries and administrations	Good Practice Workshop	Budapest, Hungary	Cross-cutting	Evaluation
12 November 2024	Subgroup on Innovation & Knowledge Exchange (SolKE) Meeting	Governance	Brussels, Belgium	Cross-cutting	General
13 November 2024	Enhancing Biodiversity on Farmland for Improved Resilience (TG) - 2 <sup>nd</sup> meeting	Thematic Group	Brussels, Belgium	2	Implementation
20-21 November 2024	FG S3 Production of protein crops under climate change - 1 <sup>st</sup> meeting	Focus Group	Berlin, Germany	1	Innovation
20-21 November 2024	FG S5 Alternative solutions for livestock product differentiation - 1 <sup>st</sup> meeting	Focus Group	tbc	1	Innovation
27-28 November 2024	FG S4 Local perennial plant genetic resources in view of climate change and biodiversity loss - 1 <sup>st</sup> meeting	Focus Group	tbc	2	Innovation
4 December 2024	<a href="#">ARIA Awards Ceremony</a>	Awards Ceremony	Brussels, Belgium	Cross-cutting	Implementation



