

CAP@50: Communication networking event

Hosted by the European Commission,
Directorate-General for Agriculture and Rural Development

9 – 11 December 2012
Brussels, Belgium



BACKGROUND

The **CAP@50 Communication networking event** will gather different communicator networks: journalists, grant beneficiaries, farmers associations and other relevant EU NGOs, other EU institutions and communication experts from the Member States Agricultural Ministries and European Rural Development Network.

On 9th December, the journalists will have their **Annual Ag-Press Network dinner** during which the European Network for Agricultural Journalists (**ENAJ**) will announce the result of its **General Assembly** (taking place earlier that same day), as well as the **finalists of the article competition**. For the other participants, hereafter called "stakeholders", a networking cocktail will be organised.

On 10 December, the programme for the **journalists** includes two debate sessions, one with CAP stakeholders' speakers and the other with Commissioner Dacian Cioloş.

For the "stakeholders", a plenary session will be followed by three workshops on best practice CAP communication targeting stakeholders, general public or /and using highly innovative tools.

The lunch break is devoted to a visit of **the CAP@50 exhibition**, which has been touring Europe during 2012 (see virtual version [here](#)).

The afternoon session will be a plenary gathering all participants (+/- 350) in the **Charlemagne building, to discuss first the results of the workshops and then to take part in the Best CAP Communication Award** ceremony. Participants will vote the ranking among 12 projects short-listed by an independent jury for the best CAP communication projects out of 118 submitted projects. The award aims not only at celebrating the winners, but also at sharing best practice examples of communication within the networks. For more details about the CAP Communication Awards see [here](#).

The Award Ceremony will finish with a 'champions' picture with Commissioner Cioloş and a cocktail dinner around 18.30.

On 11 December specific meetings will be organised for the group of grant beneficiaries and for the group of communication experts from the agricultural ministries.

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PROGRAMME

9 December 2012

Arrival of participants at **Hotel THON EU**, Rue de la Loi/Wetstraat 75, B-1040 Brussels

11.00 – 19.00 Registration at Hotel Thon EU

Journalists	Stakeholders
<p>19:00 - 19:30 Ag-Press cocktail reception (Hotel Thon EU)</p> <p>19.30 -22.00 Ag-Press Annual Network Event dinner (Hotel Thon EU)</p> <ul style="list-style-type: none"> • <i>Welcome address: Roger Waite, European Commission's Spokesperson for agriculture and rural development,</i> • <i>Presentation of ENAJ General Assembly result</i> • <i>Announcement of the winners in the ENAJ/DG AGRI journalist competition</i> 	<p>19.30 – 22.00 Stakeholders: Networking Cocktail (Hotel Thon EU)</p>

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10 December 2012

08.30 – 09.00 Registration at the **European Economic and Social Committee (EESC)**
Rue Belliard 99, B-1040 Brussels

Journalists	Stakeholders
<p>09.00 - 09.10 <u>Welcome address</u></p> <p><i>Roger Waite, European Commission's Spokesperson for Agriculture and Rural Development</i></p>	<p>09.15 – 09.20 <u>Opening Statement</u></p> <p><i>Mario Campli, President of the EESC Section for Agriculture, Rural Development & Environment (NAT)</i></p>
<p>09.10 – 10.45 <u>Meet the press (I)</u></p> <p><i>Moderator: Damien O'Reilly, Journalist RTE</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Gerd Sonnleitner, President COPA</i> • <i>Tony Long, Director WWF European Policy Office</i> • <i>Joris Baecke, President CEJA</i> • <i>Aurélie Trouvé, AgroSup Dijon – CESAER</i> 	<p>09.20-10.15 <u>Back to the future</u></p> <p><i>Moderator : Angela Filote, Head of Communication Unit, DG AGRI</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Guadalupe Perez Garcia, Communication Officer, DG AGRI - Impact of CAP@50 campaign</i> • <i>Costa Golfidis, External Communication Coordinator, DG AGRI - CAP Communication Planning 2013</i>
<p>10.45 – 11.15 Coffee break</p>	<p>10.15 – 10.45 Coffee break</p>
<p>11.15 – 12.30 <u>Meet the press (II)</u></p> <p><i>Moderator: Damien O'Reilly, Journalist RTE</i></p> <p>Speaker:</p> <p><i>Dacian Cioloș, European Commissioner for Agriculture and Rural Development.</i></p> <p>Q&A</p>	<p>10.45 – 12.30 <u>Best practice</u> (workshops)</p> <ul style="list-style-type: none"> • <i>Communication to stakeholders</i> <i>Alejandro Izquierdo Lopez, Press Officer, EESC</i> • <i>Communication to the public</i> <i>Florence Ranson, Head of Communications, European Banking Federation, BE</i> • <i>Innovative communication</i> <i>Sean MacNiven, Head of Communications Innovation, SAP, DE</i>
<p>12.30 – 14.15 Visit of CAP@50 exhibition & Buffet Lunch</p>	

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14.15 **Shuttle(s) to Charlemagne building**, meet in front of main door EESC. There are 3 shuttles departing at 14.15, 14.30 and 14.45. It is also possible to walk to Charlemagne building (+/- 15 minutes).

14:30-15:00 **Registration at the Charlemagne building, Rue de la Loi 170, B-1000, Brussels**

PLENARY – European Commission - Charlemagne building, Rue de la Loi 170, Brussels	
15.00 – 16.00	<p>Best Practice in CAP communication Workshop conclusions Introduction to the Best CAP Communication Award Moderator: Alfonso Pantisano</p>
16.00 – 16.45	Coffee break/ Market(ing) space for Best CAP Communication Projects
16.45 – 18.00	<p>Best CAP Communication Projects - Award Ceremony Presentation of the 12 projects nominated for the Best CAP Communication Award On-site voting for winner projects:</p> <ul style="list-style-type: none"> • Prize for "Communication to general public" : Florence Ranson, Vice-President of European Association of Communication Directors, Belgium • Prize for "Innovative communication" : Sean MacNiven, Head of Communications Innovation, SAP, Germany • Prize for "Communication to Stakeholders": Mario Campli, President of the EESC Section for Agriculture, Rural Development & Environment (NAT) (tbc) • Prize for " EU co-financed actions" : Lene Naesager, Director, DG AGRI , Directorate K Relations with other institutions, communication and documentation
18.00 – 18.30	Commissioner Dacian Cioloş – Closing of the ceremony
18.30 – 20.00	Cocktail reception

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<p>CAP communication group – experts from Ministries Joseph II Building, Rue Joseph II, 79</p>	<p>Grant beneficiaries DG AGRI building – 130 rue de la Loi, B-1040, Brussels</p>
<p>08.45 – 09.00 Registration of participants at Joseph II Building, Rue Joseph II, 79</p>	<p>08.45 – 09.00 Registration of participants at DG AGRI, 130 rue de la Loi, B-1040, Brussels</p>
<p>09.00 – 10.15 Session I: Lessons learnt 2012:</p> <ul style="list-style-type: none"> • Feedback on Communication Awards and Workshops • 2012 Best-practice communication examples at EU and MS level – Success factors 	<p>09.00 – 10.00</p> <ul style="list-style-type: none"> • Reporting : Best Practices • Questions & answers on reporting
<p>10.15 – 10.30 Coffee break</p>	<p>10.00 – 11.00</p> <ul style="list-style-type: none"> • State of Play : Presentations of projects (5'/project)
<p>10.30 – 12.30 Session II : Outlook 2013</p> <ul style="list-style-type: none"> • Workshop - Exploring questions and challenges for 2013 – MS and DG-AGRI communication action plans for 2013 • Workshop Outcomes 	<p>11.00 – 12.00</p> <ul style="list-style-type: none"> • Discussions on how to re-use the products issued from the other projects
<p>Check-out and departure</p>	<p>Check-out and departure</p>