

“How the CAP takes the challenges of Lisbon strategies”

The annual programme is co-financed by the DG AGRI in the frame of the call for proposal 2006/C 236/07 about information actions on CAP and by the Regional Board for Agriculture in Sicily.

The annual contains the following actions:

Action 1

Palermo - December 2007

“Rural development policies and CAP: more integrated strategies for a global development of rural areas.” - It will consist in a two days international seminar to be organised in Palermo with the participation of experts coming from Italy, Bulgaria, Spain, Latvia, Portugal, Slovakia and Romania followed in videoconference by all the 14 rural districts of Sicily.

Support required to partners

Finding an expert, preferably coming from public sector or local development agencies, able to have a presentation in English in the seminar in Palermo about the mentioned topic. All costs will be covered by the project budget

Sending previously the expert’s presentation in English

Finding of one or more journalist/local press agents working with the project press responsible to support the spreading of the information and results of the events in each territory .

Action 2

January 2008

Organisation of a videoconference **“Cross-compliance: a resource for market support in agriculture”** to connect the 14 rural districts of Sicily and other rural areas in Italy, Bulgaria, Spain, Latvia, Portugal, Slovakia and Romania.

Support required to partners

Finding an expert, preferably coming from public sector and from the connected geographical area, able to have a presentation in English during the videoconference.

Sending previously the expert’s presentation in English

Finding of one or more journalist/local press agents working with the project press responsible to support the spreading of the information and results of the events in each territory .

Spreading of the information material in English that will be edited in Italy

Action 3

March 2008

An international seminar in Palermo on the subject “ **Improving life standards in rural areas and diversification of rural economy: how the CAP can contribute to reach these goals**”. The seminar will be connected in videoconference with the 14 rural districts of Sicily and other rural areas in Italy, Bulgaria, Spain, Latvia, Portugal, Slovakia and Romania.

Support required to partners

Finding an expert, preferably coming from public sector or local development agencies, able to have a presentation in English in the seminar in Palermo about the mentioned topic. All costs will be covered by the project budget

Sending previously the expert’s presentation in English

Finding of one or more journalist/local press agents working with the project press responsible to support the spreading of the information and results of the events in each territory .

Spreading of the information material in English that will be edited in Italy

Action 4

April 2008

An initiative of information for general public named “The new CPA in Agribus: quality and safety of food, guaranties for the consumer, sustainable development and environmental protection”: visits of 14 Sicilian public squares with a coach transformed into a didactic/informative space;

Support required to partners

Finding of one or more journalist/local press agents working with the project press responsible to support the spreading of the information and results of the events in each territory .

Spreading of the information material in English that will be edited in Italy
In the two months following each one of the three conferences

A cycle of 4 television transmissions about the events mentioned above on a TV station which is broadcasting on a regional level;

In the two months following each one of the three conferences

Publication and distribution of information material in two languages of the actions mentioned above;

Collaboration requested

Distribution of informative material produced at the event in the English language which is going to be printed in Italy

For the whole duration of the project

The creation of a dedicated area on the web site of the proposer;

Collaboration requested

Contribution to the enrichment of the web site with articles or other informative material

Contribution to the forum

Systematic contacts with the Sicilian and national press and with the one of all the countries involved in the actions

Collaboration requested

Systematic sending of dispatches to the specialized press