

Orientamenti europei per la comunicazione

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Perché aggiornare la strategia

2023

- EU CAP Network appena lanciata
- Visibilità limitata
- **4.5k** followers sui social media

2026

- Struttura di comunicazione solida
- Canali di comunicazione rafforzati
- **19k** followers sui social media



Come ci evolviamo

2023–2026

Costruire il Network

- › Costruire canali
- › Aumentare visibilità
- › Far conoscere la rete

2026+

Attivare il Network

- › Collegare storie
- › Sostenere collaborazione;
- › Rafforzare ownership

Da comunicare attività e
risultati

a costruire una narrazione
condivisa della rete



I tre orientamenti della strategia

Awareness

(visibilità e riconoscibilità)

*Rendere la rete sempre più
visibile e riconoscibile*

Engagement

(coinvolgimento e partecipazione)

*Trasformare l'interesse degli
stakeholder in interazione,
contributo e partecipazione
attiva*

Relevance

(pertinenza e utilità)

*Comunicare contenuti più
mirati, comprensibili e utili per i
diversi pubblici*

**Oggi questi tre obiettivi convergono verso una
comunicazione più narrativa e centrata sugli attori della PAC**



Cosa significa in pratica « narrativa »?

Storie locali collegate a temi europei

Non perdere la specificità territoriale, ma collegarla a sostenibilità, innovazione, giovani, aree rurali, conoscenza.

Eventi come momenti narrativi

Non solo agenda e foto finali, ma raccolta di messaggi, volti, esempi e apprendimenti.

Dati resi accessibili

Mappe, visual summaries, infografiche, brevi insight visuali.

Contenuti riutilizzabili dagli stakeholder

Kit, messaggi condivisi, materiali adattabili dalle Reti Nazionali e regionali.



Le Reti Nazionali come partner narrativi

- conoscono i territori;
- parlano le lingue nazionali e regionali;
- identificano storie credibili;
- adattano i messaggi ai pubblici reali;
- aiutano la rete europea a capire cosa accade sul campo.



Esempi di collaborazioni concrete



ARIA





Collaborazione sui Social Media

Réseau National Agricultures et Ruralités
5,066 followers
3mo • Edited •

Une excellente occasion pour les conseillers agricoles de renforcer leur réseau à l'échelle européenne et de découvrir les dernières innovations en matière de conseil.

Cet événement vous offre la possibilité de présenter vos propres idées et de participer activement aux échanges.

17 Pré-inscription à compléter avant le 10 décembre 2025.

EU CAP Network

Show translation

EU CAP Network
11,281 followers
3mo •

Calling all advisors, innovation brokers and advisory services in the agricultural & forestry sector! ...more

**EU CAP Network seminar
'Innovative tools for advisors'**
19-20 March 2026
Dublin, Ireland

4

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Landsbygdsnätverket
2,608 followers
3mo •

Så stolt att få se Skifta rikt ta emot pris för bästa Generation Renewal-projekt på #ARI Awards25!

Show translation

EU CAP Network
11,282 followers
3mo •

Introducing the next #ARI Awards25 winner!

"Digital farm succession for gender-equal entrepreneurship" from ...more

with EU Agriculture and Food and 1 other

7

1 repost

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Maaseutuverkosto
1,809 followers
4mo •

Miten vahvistaa Euroopan metsien kestävyttä ja resilienssiä uusien ja nousevien tuholaisien ja tautien uhatessa?

EU CAP Networkin EIP-AGRI-fokusryhmän "Metsät ja metsien terveys: uudet ja nousevat tuholaiset ja taudit" asiantuntijat etsivät ratkaisuja siihen, miten metsien hoitoa voidaan sopeuttaa ilmastonmuutoksen myötä yleistyiin uhkiin.

Mukana ryhmässä on kaksi suomalaista, tutkija Risto Lauhanen ja metsäasiantuntija Mikko Syri. Ryhmään on koottu asiantuntijoita 17 eri Euroopan maasta: mukana on tutkijoita, metsänomistajia ja metsäalan asiantuntijoita.

EU CAP Networkin EIP-AGRI-fokusryhmät ovat määräaikaaisia asiantuntijaryhmiä, jotka keskittyvät maatalouden tai metsätalouden ajankohtaisiin aiheisiin. Tavoitteena on edistää innovaatiota, tiedonvaihtoa ja ratkaisujen kehittämistä. Fokusryhmät tarjoavat foorumin asiantuntijoiden yhteistyölle ja eurooppalaiselle verkostoitumiselle.

Lue lisää: <https://lnkd.in/dcga5vzW>

#maasetuturahoitus #EUCAPNetwork

Show translation

Focus Group 'Forestry and forest health: new and emerging pests and diseases'
eu-cap-network.ec.europa.eu

11

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Eventi organizzati al livello nazionale condivisi al livello europeo

EVENT | WORKSHOP

Thematic Working Group of the Croatian CAP Network "Women in Rural Areas" Held Three Thematic Workshops

Innovation, knowledge exchange & ESP-AGRI > Digitalisation > Long-term vision for rural areas >

Thematic Working Group of the Croatian National CAP Network "Women in Rural Areas" organised three Thematic Workshops on 12 June 2025 in Zagreb.

The Thematic Working Group of the Croatian National CAP Network entitled "Women in Rural Areas" organised three thematic workshops on 12 June 2025 in Zagreb.

The topic of the first workshop was: "Digital Literacy – How to Promote Your Product or Service on Social Media."

Navigating the digital world has long surpassed the realm of leisure and become a vital component of successful business operations. Social media platforms are now widely used for product placement, advertising, and communication. This requires not only digital competencies but also social skills, both of which must be continuously learned and developed. Enhancing digital literacy has a direct impact on both objective and subjective indicators of success. Therefore, making such educational opportunities widely accessible—especially to women in rural areas—is of great importance.

The second workshop addressed the theme: "Financial Literacy – Business Planning."

12 Jun 2025, 11:00
12 Jun 2025, 14:00
12 Jun 2025, 16:00

Location
Hotel Zorin - Zagreb, Croatia
Impression



Fill the form!
Scan to open it
online.





Rafforziamo la condivisione delle pubblicazioni nelle lingue nazionali



Qui il link per richiedere i file





Diamo più visibilità alle attività nazionali a livello europeo

NEWS | 11 DEC 2025

CAP networking updates – winter 2025

[CAP Implementation](#) >
 [Networking](#) >
 [CAP Strategic Plans](#) >
 ...

The EU CAP Network team reports from two recent networking cluster meetings in Lithuania and Portugal, discussing preparations for the future CAP and generational renewal.

Over the past few months, networking for CAP implementation has advanced thanks to networking events organised by the National Networks (NNs) for colleagues from other countries. The EU CAP Network reports from two networking cluster meetings in Lithuania and Portugal, both held on 22-23 October 2025, and dedicated respectively to the role of NNs in the preparation of the future programming period, and to youth and generational renewal.

Nordic-Baltic cluster meeting

The Latvian NN organised an in-person meeting for the Nordic-Baltic Cluster in Kuldiga, where a key point on the agenda was the preparations for the CAP post-2027.

In this framework, Latvia is hosting Ministers' Dialogues, consultation events designed to engage multiple CAP stakeholders in discussions that clarify policy complexities, identify actionable steps, build synergies and foster compromise. The events are structured around priorities identified for the next programming period and allow for shared reflection, testing and evaluation of new proposals, as well as fostering networking.

Home > National Networks > Maltese Network

NATIONAL NETWORK

Maltese Network

[CAP Strategic Plans](#) >

The main objective of Malta's CAP Network is to ensure an efficient exchange of information, good practices, experiences and ideas as well as enhancing communication flows between the various stakeholders, including support towards the European Innovation Partnership (EIP).

The CAP Network will encourage the participation of Maltese Farmers, advisers and researchers on other EU programmes, as well as supporting the connection between any EIP Operational Groups (OGs) with other EU platforms.

Contacts

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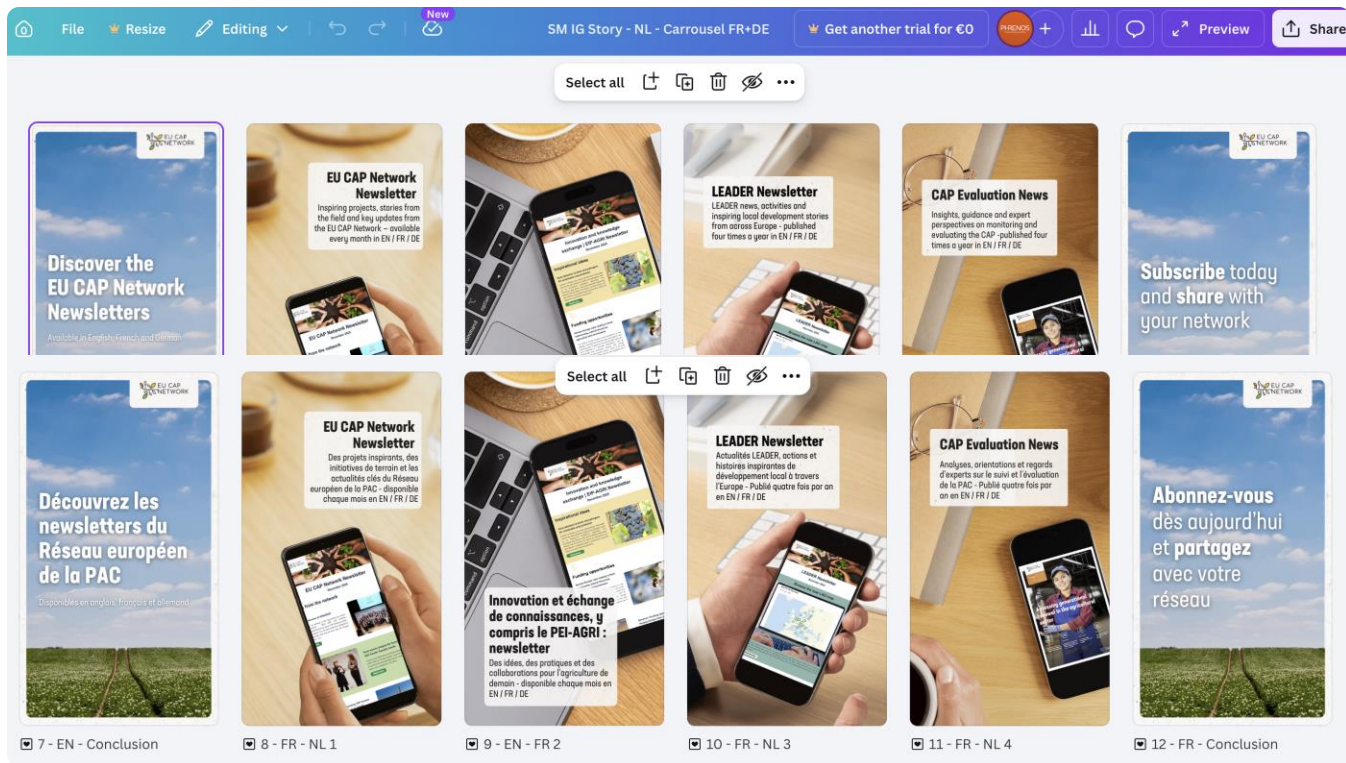
+356 2555 2555



[Official Website](#)



Supporto per promuovere le iniziative europee



The screenshot displays a Canva workspace with a carousel of promotional cards for the EU CAP Network. The interface includes a top toolbar with options like File, Resize, Editing, and a 'New' button. A central toolbar offers actions like 'Select all', 'Duplicate', 'Delete', 'Undo', and 'Redo'. The carousel consists of 12 cards arranged in two rows of six. Each card features a background image of a smartphone displaying a newsletter, with a small inset image of a person. The cards are labeled as follows:

- Card 7 - EN - Conclusion:** Discover the EU CAP Network Newsletters. Available in English, French, and German.
- Card 8 - FR - NL 1:** EU CAP Network Newsletter. Inspiring projects, stories from the field and key updates from the EU CAP Network – available every month in EN / FR / DE.
- Card 9 - EN - FR 2:** Innovation et échange de connaissances, y compris le PEI-AGRI : newsletter. Des idées, des pratiques et des collaborations pour l'agriculture de demain - disponible chaque mois en EN / FR / DE.
- Card 10 - FR - NL 3:** LEADER Newsletter. LEADER news, activities and inspiring local development stories from across Europe - published four times a year in EN / FR / DE.
- Card 11 - FR - NL 4:** CAP Evaluation News. Insights, guidance and expert perspectives on monitoring and evaluating the CAP - published four times a year in EN / FR / DE.
- Card 12 - FR - Conclusion:** Abonnez-vous dès aujourd'hui et partagez avec votre réseau.

Each card also includes the EU CAP Network logo in the top right corner.

