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Ministry of Agricultural, Food and Forestry Policies

**NATIONAL RURAL DEVELOPMENT PROGRAMME (NRDP)
EVALUATION SERVICE 2014-2020**

CIG 75393482CA

CUP J81F18000070007

Dissemination report relating to the results of the annual evaluations (2021)

Introduction

As required by art. 1 Letter f) of the Technical Specifications, we hereby provide a dissemination summary of the results of the evaluation activities conducted in 2021 and returned in the annual evaluation report.

1 Annual Evaluation Report (AAR) of the National Rural Development Programme (NRDP) for the year 2020

The preparation of the RAV has foreseen a methodological structure based on a participatory approach that has involved the officials and technicians of the Ministry and of the structures engaged in the Technical Assistance to the Programme such as ISMEA and CREA, through the realisation of numerous meetings and gatherings that have allowed to focus on the themes object of the evaluative analyses and to develop the most suitable methodologies for the different analyses.

The Report focuses on the three main issues that the NRDP measures aim to address and specifically:

- support for corporate risk prevention and management;
- support for the restoration, preservation and enhancement of biodiversity;
- support for making the use of water in agriculture more efficient.

Finally, attention was drawn to the communication, information and publicity activities defined in the Programme's Information and Publicity Strategy prepared by the Managing Authority (MA).

2 The state of implementation of the Programme

The National Rural Development Programme for the period 2014 - 2020, agreed at the State-Regions Conference, was approved by the European Commission with decision (C2015)8312 of 20/11/2015, for a total public funding of more than 2 billion euro.

The 2014-2020 NSP contributes to the achievement of the Europe 2020 Strategy by pursuing thematic objectives 3 and 6 of the Common Strategic Framework, linked to the Union's Rural Development Priorities 3, 4 and 5 and to the relevant Focus Areas.

As shown in the graph and in the following table, the theme of risk management assumes a predominant role within the NRDP, at least in terms of available resources, with Measure 17 dedicated to it that absorbs almost 1,500 million Euros, 70% of the total financial allocation of the Programme, most of which is related to the Submeasure 17.1. In spite of the huge financial appropriation, Measure 17 shows a good degree of progress, with more than 1,165.5 million euros liquidated by 31.12.2020, entirely attributable to 17.1. For the other two intervention lines activated within the Sub-measures 17.2 and 17.3, no payments have been recorded.

Sub-measure 4.3, which has a financial allocation of €343,907,163.56 (154,758,223.6 EAFRD allocation), was launched in 2017 with the approval of the Public Notice for the selection of project proposals. In March 2019, there was the final approval of the ranking list of applications eligible for support for a total of €272,761,773.80 in commitments. The delay occurred in the first implementation phase is mainly due to the complexity that characterised the preliminary assessment phase of the applications submitted and slowed down the flow of payments, which at the end of 2020 amounted to 77 million euro representing 22% of the financial envelope.

As far as the sub-measure 10.2 is concerned, in the first call for proposals, 23 approved applications for support were admitted for a total

contribution of about 43 million euro and payments were made for more than 26.4 million euro for an expenditure progress equal to 17.6% of the total financial endowment.

As regards measure 16.2, in May 2019 the only application submitted named LEO project "*Livestock Environment Open data - Open data platform for Livestock*" was approved. The project, presented by AIA - Associazione Italiana Allevatori, as leader of the partnership, provides for an expenditure of more than 93 million euro, with a level of payments made as at 31/12/2020 equal to 23,063,122.43 (about 24.8%).

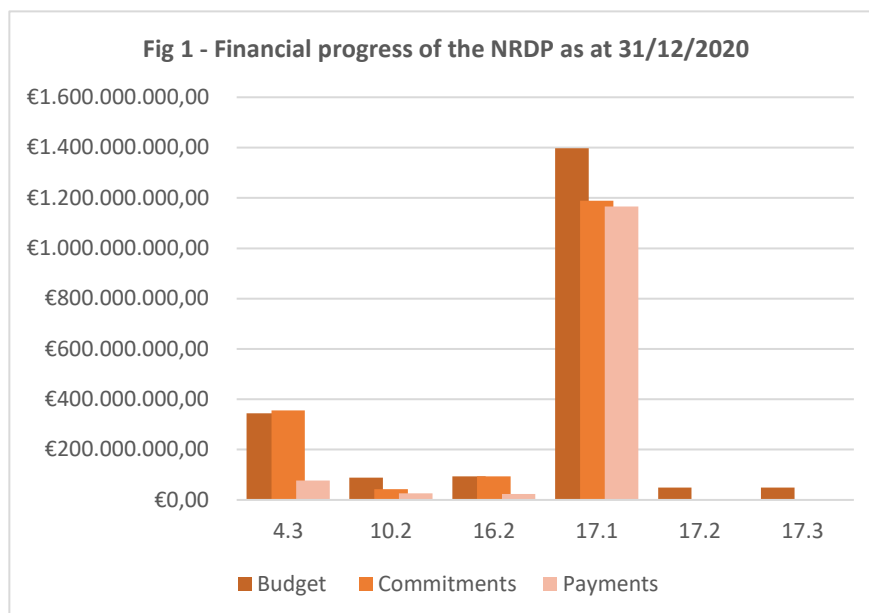


Table 1- Financial progress of the NRDP as at 31/12/2020

Priorities	Focus Area	Under Measure	Budget - A	Commitments - B	Payments - C	%	%	%
			Total	Total	Total	B/A	C/B	C/A
5	5A	4.3	343.907.163,56 €	342.776.529,49 €	77.323.041,65 €	99,67%	22,56 %	22,50 %
4	4A	10.2	88.775.508,27 €	42.921.694,61 €	26.421.554,51 €	48,30%	61,60 %	29,80 %
		16.2	93.162.600,80 €	93.162.600,80 €	23.063.122,43 €	100,00 %	24,80 %	24,80 %
3	3B	17.1	1.397.689.206,86 €	1.189.198.025,59 €	1.165.498.066,00 €	85,10%	98,00 %	83,40 %
		17.2	48.500.000,00 €					
		17.3	48.500.000,00 €					
TOTAL			2.020.534.479,49 €	1.668.058.850,49 €	1.292.305.784,59 €	82,56%	77,47 %	64,00 %

Source: NRDP monitoring system

3 Support for the prevention and management of farm risks

The evaluator carried out two separate strands of investigation:

- ✓ in-depth analysis of the degree of adherence to Submeasure 17.1 by farms operating in the various production sectors and territories;
- ✓ Analysis of the effects of adherence to subsidised agricultural insurance on business competitiveness.

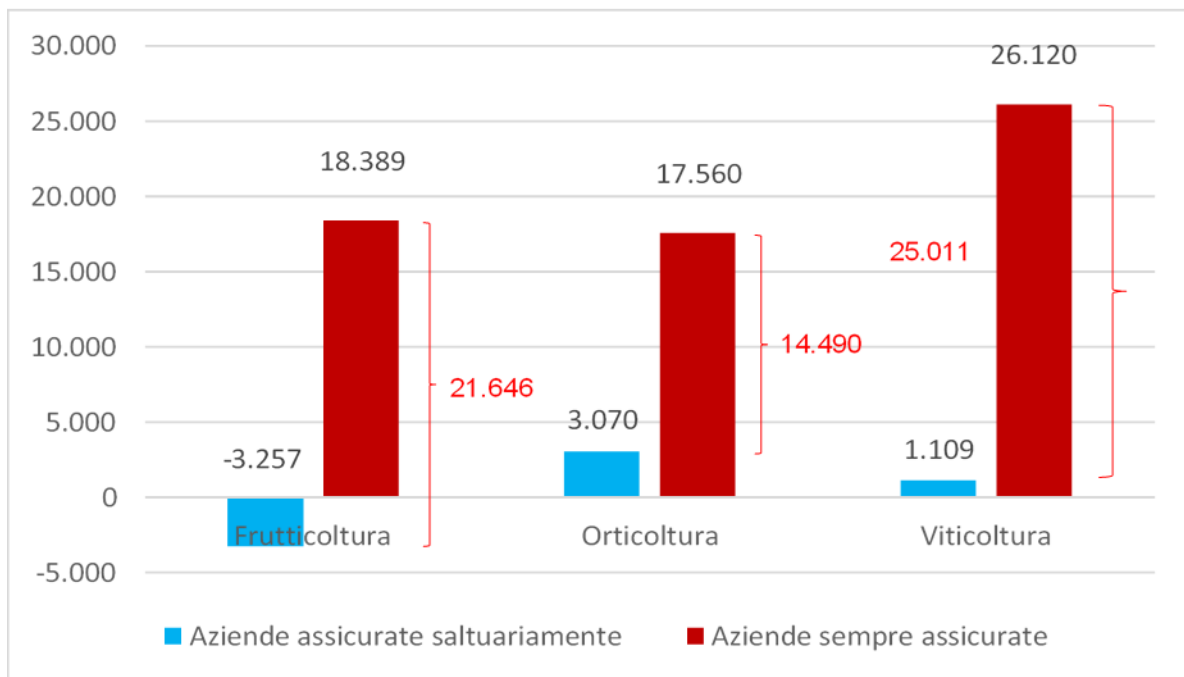
The in-depth analysis carried out on the effects of support and subsidised insurance on business competitiveness has shown that, for all the production areas and sectors considered, the companies benefiting from Sub-measure 17.1 have a larger operational and economic size compared to non-beneficiary companies, are more capitalised, efficient and willing to invest.

The correlation between taking out a subsidised policy and the improvement in business performance depends on the sector considered: this correlation is very strong in the case of permanent crops in Trentino, less so for industrial tomatoes in the central Po Valley and in the case of viticulture in the North-East. For the farms in the study area, which is characterised by a high frequency of adverse events, the adhesion to Submeasure 17.1 and therefore the collection of an insurance indemnity seem to have contributed to maintaining high levels of productivity and sustained growth rates, in contrast to the much more modest economic performance recorded in uninsured farms.

The following graph shows the differences between the different case studies, and therefore between the crops and territories analysed, in terms of changes in farm turnover resulting from whether or not the farm joined Submeasure 17.1.

For each company operating in one of the three macro-sectors analysed, the impact on the company turnover amounts to a net effect of about 22,000 euros. The leverage effect is equal to 167%: for each euro of public contribution granted with the sub-measure 17.1, the company PLV registers an increase of 1.67 euros.

Figure 1- Variation in PLV (average euro per farm) in the period 2015/2018 by crop and between farms participating and not participating in Sub-measure 17.1 (in red the net effect)



Source: Evaluator's elaborations on data from NRDP monitoring system and FADN sample

4 Support for more efficient use of water in agriculture

The intervention line dedicated to the efficiency of the irrigation resource is sub-measure 4.3, which finances interventions aimed at recovering the efficiency of the existing infrastructures (networks and reservoirs), at the realization of new accumulations, as well as at the re-use of wastewater for irrigation purposes. The sub-measure contributes to guaranteeing a greater availability of resources with the same amount of water withdrawn, protecting water bodies on the one hand and guaranteeing irrigation activity also in periods of scarcity on the other, safeguarding the competitiveness of national agricultural and livestock production and the production chains connected to them thanks above all to the greater profitability of the irrigated cultivation systems and the greater qualitative and quantitative stability of the products obtained through irrigation.

In March 2019, on the basis of the financial availability foreseen for the Sub-Measure, the final ranking list was published, from which 46 applications resulted eligible, while 19 applications were admitted to funding, for a total amount of € 272,761,773.80.

Thanks to the increase in the financial endowment of the Measure from € 291,000,000 to € 369,907,163.56, the decrees granting a further 9 applications in the ranking list were issued, for a total granted amount of € 356,134,173.90 and for a total of 45 funded projects.

The volumes of water involved and the reduction of withdrawals

Hydrographic District	Real water savings from investments	Potential water savings from investments	Incidence of real savings	Incidence of potential savings
	(m ³)			
Eastern Alps	7.211.062	71.496.110	0,22	2,22
River Po	22.513.119	123.892.887	0,13	0,74
Apennines Sept.	0	0	0,00	0,00
Central Apennines		7.184.662	0,00	2,11
Southern Apennines	6.790.000	24.688.456	1,50	5,47
Sardinia			0,00	0,00
Sicily		7.800.000	0,00	6,42
Total	36.514.181	235.062.114	0,17	1,11

- ✓ The volumes actually saved, i.e. the volumes no longer withdrawn as a result of the interventions, amount to 36.5 Mm³.
- ✓ The volumes potentially saved, i.e. the amount of extra water available to the consortia, is 235 Mm³.
- ✓ Actual savings are quite limited, amounting to only 0.17% of withdrawals.
- ✓ The potential savings, due to greater efficiency in transporting the resource, represent 1.1% of the volumes withdrawn.

Potential savings in invested infrastructure

Hydrographic District	Distributed volumes		Potential savings	
	Before intervention	Post intervention	Volume saved	percentage
	(m ³)			(%)
Eastern Alps	315.613.858	244.117.748	71.496.110	23%
River Po	448.271.044	324.378.157	123.892.887	28%
Central Apennines	16.497.013	9.312.351	7.184.662	44%
Southern Apennines	69.084.082	44.395.626	24.688.456	36%
Sardinia				
Sicily	19.500.000	11.700.000	7.800.000	40%
Total	868.965.997	633.903.883	235.062.114	27%

- ✓ Comparing the potential savings and the volumes used before intervention, for the financed infrastructures alone, shows an average potential saving of 27%.
- ✓ The potential savings resulting from the project selection committee's assessments range from 44% in the Central Apennines to 23% in the Eastern Alps.

Improving storage capacity

River basin district	Reservoir volume	Increasing reservoir capacity (rehabilitation and new construction)	
	(m ³)	(m ³)	(%)
Eastern Alps	229.140.000	75.700	0,033
River Po	3.231.820.000	704.200	0,022
Northern App. Northern App.	3.960.000	0	0
App. Central	434.220.000	0	0
App. Southern	2.136.670.000	4.200	0,000
Sardinia	1.697.270.000	-	
Sicily	1.213.330.000	0	0
Totals	8.946.410.000	784.100	0,009

- ✓ The number of reservoirs built/recovered thanks to the measure is altogether six (three in the Eastern Alps, two in the Po River district and one in the Southern Apennines) for a total of 784.100 m³ of accumulated water.
- ✓ The storage capacity foreseen by the beneficiaries of the measure is extremely low and almost exclusively reserved for the two reservoirs to be built in the Po River district.
- ✓ Considering a requirement per hectare of 3,400 m³, it is estimated that only about 230 hectares can be irrigated thanks to the constructed/recovered reservoirs.

The area affected by the interventions

River basin district	Equipped surface area 2010*	Surface efficient	Efficient surface area as a percentage of equipped
	(ha)	(ha)	(%)
Eastern Alps	598.711	196.006	32,7
River Po	1.619.429	306.569	18,9
App. Sept.	9.561		0,0
App. Central	146.169	4.979	3,4
App. Southern	413.068	21.434	5,2
Sardinia	161.540		0,0
Sicily	142.965	17.084	11,9
Italy	3.091.443	546.072	17,7

- ✓ In total, the area covered by the investments promoted by sub-measure 4.3 aimed at improving the irrigation efficiency of the consortia amounts to 546,072 hectares, corresponding to 17.7% of the national area served.
- ✓ . The two main northern districts, the Eastern Alps and the Po River, account for 33% and 19% of their equipped area respectively.

5 Supporting the restoration, preservation and enhancement of biodiversity

The operational strategy of the NRDP concerning the safeguard and improvement of biodiversity is implemented through M 10.2 and M 16.2, which are closely linked. While the former involves the breeders' associations in the identification and collection of phenotypic and genetic indexes able to provide specific information on the animals bred, M 16.2 centralises this information, making it available to operators in the sector.

The objective of sub-measure 10.2 is the conservation and characterisation of animal genetic heritage and the maintenance of genetic variability through a series of actions aimed at the characterisation, collection and sustainable use of genetic resources in agriculture, in order to know and exploit their genetic uniqueness and their current and future production potential.

Genetic improvement of livestock and animal biodiversity is one of the three main lines of intervention of the NRDP, which must act in synergy with the regional RDPs, ensuring the coherence and complementarity of the strategy and the measures implemented.

As far as sub-measure 16.2 is concerned, the LEO Project (Livestock Environment Opendata - Piattaforma Opendata per la Zootecnia), aims at meeting all the objectives indicated in the sub-measure through a series of coordinated and synergic actions foreseen in 6 years of activity and organised with a strict interoperative and sequential logic.

The LEO project consists of five actions, which are divided into a total of 21 tasks.

- Action 1: Identification of new parameters and their validation
- Action 2: Data collection and production
- Action 3: Data validation
- Action 4: Develop open data platform
- Action 5: Dissemination activities

The following table compares the activities foreseen at 31/12/2020 within each Action with those actually completed, as shown in the two activity reports carried out, which refer to the periods January-October and November-December 2020.

Table 2- Degree of achievement of objectives and related IOVs

Action	Task	IOV as at 31/12/2020	Result achieved January - October 2020	Result achieved November - December 2020
Action 1: Identification of new parameters and their validation	Task 1: Definition of the zootechnical data set/parameters to be collected or produced	At least 8 new parameters to be validated	6 validated parameters	
	Task 2 Development of protocols for climate data collection across the country	Development of integrated climate data system	Dynamic THI-AHL	
	Task 3 Identification of health parameters	At least 4 new health parameters to be validated	4 validated health parameters	
	Task 4 Identifying Precision Animal Husbandry Parameters	At least 1 new parameter identified	1 new parameter identified (milking plant control)	
	Task 5 Development of simple and complex indicators	At least 1 new complex indicator developed	3 new complex indicators developed	
	Task 6 Definition of analytical, validation and field collection protocols	At least 4 new zootechnical parameters and 2 new validated health parameters	2 new zootechnical parameters and 2 new validated health parameters	
Action 2: Data collection and production	Task 1. Data collection and production	Additional 6 new parameters from Action 1 collected in total from a minimum of 900,000 RU, 6,000 S and 8,000 E		
	Task 2 Development of modules for collecting and entering data into the system	Expansion of FieldData acquisition functionality; Development of BioSync PLFData acquisition; Expansion of BioGateway module; Expansion of Biofinder and Biowriter transaction search module	Laboratory testing of about 1.3 million cattle Field parameters on about 2.5 million cattle	Laboratory tests on about 1.1 million cattle Field parameters on about 1.5 million cattle
	Task 3 Creating the primary database	Implementation of the basic structure to host the new data collected		
	Task 4 Aggregate data production and final data presentation	Expansion of backoffice module; Implementation of Bio+ module for production of defined indicators;		

Action	Task	IOV as at 31/12/2020	Result achieved January - October 2020	Result achieved November - December 2020
		Data for Sub-measure 10.2; Production of dataset for Opendata		
Action 3: Data validation	Task 1 Validation of data collected in the field	Development of field data validation pipeline integrated into the NRDP Biodiversity Database (updated with new data collected in Action 2)	Functions of verification and control of completeness, format and syntactic and semantic congruence of data. Approximately 6% of data identified as incorrect (non-entered) + approximately 15% identified with non-blocking anomalies (correct)	
	Task 2 Data validation for Open Data	Second level validation of first dataset in application cooperation in Open Data platform		
Action 4: Develop open data platform	Task 1: Conceptual and functional analysis of datasets to be managed with the Open Data platform	Ontology network v0.3beta	Development of the open data platform and consolidation and enrichment of the ontologies (third version). Development of a first demo model of the search and usability functionalities of level 5 open data. Redesign of part of the IT architecture and reorganisation of the IT team and work plans	Acquisition of data Action 2 and Release of final version Ontologies Network. Activities for the integration of the VETINFO and CLASSYFARM databases in the LEO platform
	Task 2: Implementation of the database and publication of Open Data	Application Co-operation v0.2.LOD products v0.1. The process of publishing LODs has begun		
	Task 3: Design and development of the Open Data platform	Final platform tests and first execution Platform v-alpha		
	Task 4: Manuals and documentation	Technical manual and user manual v0.2 (platform). Documentation Database and ontologies v0.3		
Action 5: Dissemination activities	Task 1 Preparation of dissemination and transfer tools and materials	Production of at least 3 issues of newsletters; updating of web portal; production of guidelines for new validated parameters Action 1; updating and maintaining social channels and website, app development	Completion and distribution of 1 newsletter; website material prepared; second flyer under construction	
	Task 2 Communication and Dissemination of Activities and Results to Farmers	6 events or focus groups aimed at disseminating the project's first innovations to farmers (new parameters collected Action 2)	5 dissemination events	
	Task 3 Communication/dissemination of project activities and results to	3 events aimed at communicating the LEO project to the	Participation in 2 events	

Action	Task	IOV as at 31/12/2020	Result achieved January - October 2020	Result achieved November - December 2020
	stakeholders and the general public	general public and stakeholders		
	Task 4 Dissemination of results to the scientific community	Participation in at least 2 national or international scientific conferences to disseminate and promote the project	1 article in an international journal	
	Task 5 Transfer to technical staff	2 seminars on transfer of innovation and operational standards under Action 1 to technical staff	3 specialist updates to field technicians, 1 meeting with vets (Si@Ileva), 1 webinar	
	Task 6 Transfer of information to beneficiaries of sub-measure 10.2			

Legend

RU	ruminant mares
S	sows
E	equidae
other	burrows and poultry

5.1 Deepening of M 10.2 Projects in the Meat and Dual Purpose Sectors

In agreement with the Ministry's structures, in the RAV the projects financed by the sub-measure 10.2 in the beef cattle sector (I-BEEF - Italian Biodiversity Environment Efficiency Fitness) and in the dual-purpose cattle sector (DUAL BREEDING - Dual-purpose cattle breeds: an alternative model of eco-sustainable animal husbandry) are analysed in detail and some evaluation considerations are proposed concerning the results achieved by the financed activities and their impact with respect to the set objectives.

The **I-BEEF project**, concerning the "Beef cattle" production sector, is jointly presented by the three national breeders' associations representing the Piedmontese breed (ANABORAPI), the Chianina, Marchigiana, Romagnola, Maremmana and Podolica breeds (ANABIC) and the Limousine and Charolais breeds (ANACLI).

The I-BEEF Project - Italian Biodiversity Environment Efficiency Fitness

✓ The project aims at reducing the environmental impact of livestock farming, animal welfare and health, and maintaining genetic variability. A large number of project activities are dedicated to the management of the problems

Table 3- Summary of some IOVs of the I-Beef Project

Association	N. Genetic characterisation	N. Phenotypic characterisations	Scheduled pairings	
			N. Bulls per AF	N. Fertilised females in AF
ANABORAPI	1.958	46.874	45	1.019
ANABIC	1.991	12.607	128	2.964
ANACLI	6.694	1.033	74	ND

related to the increase of inbreeding and inbreeding in selected breeding populations and in breeds threatened by abandonment, both in terms of strategies and in the form of the development of services to be used by breeders for a correct reproduction management.

- ✓ Measures are implemented to monitor and reduce greenhouse gas emissions and improve the efficiency of food resource use, with a view to mitigating anthropogenic climate change.
- ✓ Animal welfare and sustainability aspects are represented through the improvement of calving ease, maternal capacity, reproductive efficiency and temperament of farmed animals and their ability to withstand stress.
- ✓ The achievement of the project's objectives is monitored through the Objectively Verifiable Indicators (IOV).
- ✓ The evaluator collected and systematised, through the analysis of the progress reports, the main IOVs foreseen by the project, grouping them by the types of actions foreseen.

Five national dual-purpose breed associations are participating in the **DUAL BREEDING Project**: Pezzata Rossa Italiana, Pinzgauer, Cinisara, Modicana, Pustertaler Sprinzen (ANAPRI, project leader), Grigio Alpina (ANAGA), Rendena (ANARE), Reggiana (ANABORARE) and Valdostana (ANABORAVA).

The DUAL BREEDING Project - Dual Purpose Cattle Breeds: an Alternative Model of Environmentally Sustainable Animal Husbandry

Table 4- Summary of some IOVs of the Dual Breeding Project

Association	No. of genetic characterisations	No. phenotypic characterisations	Scheduled pairings	
			N. Bulls for F	N. Fertilised females in fa
ANAPRI	2.125	328	159	18.075
ANABORATE	668	929	21	2.789
ANARE	108	250	35	843
ANABORAVA	484	3.663	30	22.642
ANAGA	171	1.229	17	3.827

- ✓ The project aims at describing, characterising and enhancing the 16 breeds involved (6 registered in the respective Genealogical Trees and 10 in the Registry Records), 14 of which are threatened with abandonment, guaranteeing their survival through the correct management of inbreeding.
- ✓ All priority objectives of M 10.2 are considered: animal welfare, environmental impact, disease resistance, biodiversity
- ✓ The achievement of the project's objectives is monitored through the Objectively Verifiable Indicators (IOV).
- ✓ The evaluator collected and systematised, through the analysis of the progress reports, the main IOVs foreseen by the project, grouping them by the types of actions foreseen.

The evaluation analysis of the effectiveness of the activities of the two projects I-Beef and Dual Breeding financed by Submeasure 10.2 was carried out considering:

- the Objectives foreseen in general by Measure 10 and in particular by Submeasure 10.2:
- the specific objectives set by the two projects under analysis.

These criteria were then used to formulate the overall judgement, which was developed using specific Judgement Criteria.

Table 5- Analysis of Achievement of Objectives and Related Judging Criteria

Target set	Judging criterion
To what extent has it contributed to the preservation and improvement of zootechnical biodiversity of interest to livestock?	Morphological and genetic characteristics have been identified and genetic and genomic indices, mating plans and reproductive management have been estimated
	The existing livestock gene pool has been valorised

Target set	Judging criterion
To what extent has it been possible to conserve and valorise Animal Genetic Resources of Livestock Interest (RGAiz)?	Inbreeding has been restricted
To what extent are initiatives to ensure animal health and welfare supported?	Breed-specific genetic traits related to the most common diseases have been identified
	Breed-specific behavioural characteristics have been identified
To what extent has it been possible to achieve a lower impact on the environment and climate?	The morphological and genetic characteristics identified make it possible to reduce the environmental impacts linked to livestock farming.
To what extent were the accompanying actions effective?	The information, dissemination, training, consultancy and preparation of thematic technical reports and technical-scientific reports have made it possible to effectively reach operators in the sector

For the two projects financed for the Meat and Dual Purpose sectors (I-BEEF - Italian Biodiversity Environment Efficiency Fitness and DUAL BREEDING - Dual Purpose Cattle Breeds: an Alternative Model of Eco-Sustainable Livestock Farming), the results achieved were analysed not only from the point of view of the adherence of the activities carried out with respect to the budget, but also with respect to the achievement of the objectives foreseen by the M 10.2 and the individual Projects.

Through the use of appropriate Judgement Criteria, the impact of the activities carried out until the end of 2020 was then defined:

- *Progress of activities:* the end of the I-Beef Project is scheduled for June 2021, the end of the Dual Breeding Project is scheduled for March 2021. In both cases, the comparison between planned and realised activities - assessed through the quantification of specific Objectively Verifiable Indicators (IOVs) - shows how all the Associations were able to align the realised activities with the planned schedule, despite the constraints imposed by the national health situation;
- *Implementation of a new organisational model:* both the collection system and the types of data considered have been profoundly reformed, bringing together the data collected in a coordinated manner in a single centralised database, overcoming the previous fragmentation of information between different databases. In addition to the data already surveyed, new types of parameters were added, covering phenotypic and genotypic characteristics.
- *Conservation and valorisation of Animal Genetic Resources of zootechnical interest (RGAiz) and containment of inbreeding:* a deeper knowledge of the breeds considered in terms of phenotypic and genotypic characteristics has had the effect of optimising the productive performance of the farms and increasing their overall economic sustainability. Breeds that are normally considered marginal from a production point of view are enhanced: their survival, in some cases really at risk, reduces the risk of the disappearance of the relative genetic heritage. The effects are also short-term, as the criteria for selecting the breeding stock to be used can be rationalised from the outset.
- *Animal Health and Welfare:* among the parameters considered to be significant for the choice of breeding stock are genetic parameters relating to resistance to some of the main diseases, together with some behavioural characteristics such as docility or maternal ability of the cows.

- *Environmental impact reduction*: the environmental sustainability of livestock farms is another of the new parameters that have been surveyed. Extensive breeding systems, which are typical of most of the breeds involved in the two projects, can benefit from specific measurements regarding, for example, the levels of methane production due to enteric fermentation of ruminants. The general objective therefore shifts from a simple quantitative increase to a more general economic and environmental sustainability of livestock farming. The mating plans that are planned can therefore also take account of these individual characteristics.

6 Communication, information and publicity activities

The achievement of the strategic objectives set by the NRDP 2014-2020 must be supported by information, communication and publicity activities defined in the Programme Information and Publicity Strategy prepared by the Managing Authority (MA).

The "information and publicity strategy" is the policy document that defines the communication activities for the whole 2014-2020 programming period and is aimed at ensuring the knowledge and dissemination of news and guaranteeing adequate publicity, thus playing an important supporting role for an effective implementation of the Programme.

The target groups were identified as follows:

- **Potential beneficiaries**: Irrigation bodies, public and/or private partnership bodies, adequately representative of livestock operators, bodies/research centres operating in the livestock sector, farmers. Agricultural Assistance Centres (CAA) and Defence Consortia, etc.;
- **Current beneficiaries**: are those applicants who have had access to the benefits of one of the Programme's sub-measures;
- **General public**: this category includes all civil society not directly linked to the 2014-2020 NDP, but considered strategic for the purposes of broad information, with the aim of bringing the institutions closer to the citizens, making them aware of the policies implemented by the EU.

Within the framework of the Strategy, the tools and channels to be used for information and publicity activities have been identified, as shown in the table below.

Table 6- Tools, channels and targets of the information and publicity strategy

Tools	Channels	Target
Brand identity	Logo/visual identity	All
Publications and support tools	Popular book/ thematic publication	Potential beneficiaries
	Video	Current beneficiaries
Online communication	Web	All
		Potential beneficiaries
Traditional communication and advertising tools	Printed paper	Potential beneficiaries
Events	Training seminars/ workshop	Current beneficiaries
	Training seminars/workshops	Potential beneficiaries Current beneficiaries
	Monitoring Committee	Members of the CoS

6.1 Communication activities

The services of the Communication campaign foresee the achievement of the strategic objectives of informing, improving, supporting targets, promoting about the existence and advantages of the NRDP, and the role of the European Union within the Programme for the support and development of the potential of rural areas throughout Italy.

The strategic objectives have been translated into operational objectives: 1) the need to create the right conditions for transparent and simplified access to information; 2) optimising the dialogue with the Public Administration; 3) generating a flow of knowledge and sharing in terms of a positive perception of the results of European policies; 4) providing information on calls for tenders, procedures and conditions to be met in order to benefit from the available resources; 5) disseminating knowledge on the results obtained.

Logo and brand manual:

the Logo declined on BTL material, on web banners and with the positioning on institutional websites also allows the General Public to know the NRDP in terms of spontaneous memory and immediate recognition.

Web portal

The portal has been designed as an informative multimedia container, both specialist and generalist, mediating with insiders and the general public.

- Total unique users 18,900
- Total sessions 24,600
- Total page views 67,000.

Social channels

Social channels have been activated on Facebook, Instagram, Tweeter, LinkedIn and YouTube. The most used channel is Facebook, and the Social editorial plan is making it possible to enhance the transmission of messages, increasing their visibility. In terms of performance, the multiplication of the usability of the content and the publication of posts, images and live streaming are noted, which increase the population and the reaching of large audiences, as well as providing constant support to the Beneficiaries.

Media Programming

Media programming covered:

- Production of 3 TV and radio spots (generalist, size 17 and 10.2) with press and banner declinations;
- Programming 4 spot releases measure 17 and generalist: national and local radio; national and local press; trade magazines; dynamic web banners;
- Programming 2 media spot releases on Rai radio/television networks:

A total of 2,422 commercials were broadcast on the offline channels and a total of 3,295,117 views were recorded on the online channels.

Launch event

The campaign was launched on 20 February 2020 with an event entitled "Let's sow the future of rural areas", at the Eataly Roma headquarters, aimed at potential and current beneficiaries,

the general public, the world of journalism, sector experts and students. The data obtained from the questionnaires submitted by more than 160 participants showed that the objective of informing them about the opportunities and existence of the Programme in favour of economic and environmental sustainability and social inclusion was achieved. 91% of the participants were satisfied with the organisation.

Workshops

As for the 10 workshops scheduled for the year 2020, due to the Covid emergency they were conducted remotely on the digital GoToWebinar platform.

The data from the satisfaction questionnaires confirmed the success of the workshops with a total of 1,430 registered and 1,094 actual participants, with a participation rate of 77%. The high level of interest and involvement of the participants was evidenced both by the large number of questions received during the workshops and in the mailbox, but also by the permanence (*redention*) for the entire duration of the events and the very low drop-out rates from the platform.

6.2 Information and publicity actions

In the framework of the Technical Assistance foreseen in Measure 20 of the National Rural Development Programme (RDP 2014-2020), activities are foreseen to be carried out according to a specific Needs Plan drafted by the Managing Authority. The Plan describes the technical assistance needs with actions aimed at achieving two macro-objectives:

- Objective 1 - Preparation, management, monitoring, evaluation information and communication, complaint resolution networking, control and audit activities;
- Objective 2 - Activities to reduce the administrative burden on programme beneficiaries and to strengthen the capacity of national authorities and beneficiaries to administer and use the EAFRD.

On the basis of the Plan, the MA has signed cooperation agreements:

- between MIPAAF and CREA concerning the implementation of the following sub-measures:
 - submeasure 4.3 - support for investments in infrastructure needed for the development, modernisation and adaptation of agriculture and forestry
 - submeasure 10.2 - support for the conservation, sustainable use and development of genetic resources in agriculture
 - sub-measure 16.2 - support for pilot projects and the development of new products, practices, processes and technologies
- between MIPAAF and ISMEA concerning the implementation of the following measures:
 - Measure 17 "Risk Management

The information, communication and networking activities foreseen, unlike the previously analysed communication campaign aimed at the general public, are activities aimed at "insiders" and in particular at potential beneficiaries (identified on the basis of the contents of

the planned actions) and current beneficiaries (potential beneficiaries who have had access to the benefits of one of the Programme's sub-measures).

The following table shows the main activities carried out by measure and by year.

Table 7- Activities implemented as at 31.12.2020

Measure	year	Channels	Target	Objectives	Activities
Measure 17	2018	Training seminars and workshops	Potential and current beneficiaries	Spreading knowledge to improve Programme implementation and reduce the burden on beneficiaries	Workshop on Sub-measure 17.1: <ul style="list-style-type: none"> • First phase No. 5 workshops in February 2018 at national level, • Second phase No 13 workshops, between March and April 2018, at territorial level. Total participants => about 850 technicians
				Spreading knowledge to improve Programme implementation	Investigation into the critical implementation issues of the subsidised insurance market in the Mezzogiorno, with the realisation of: <ul style="list-style-type: none"> • -Interviews with a sample of 2,000 farmers; • -8 focus groups involving 75 CAA, Confidesa, Insurance operators; • -60 face-to-face interviews with operators; • -1 final event held in Bari on 7 November 2018 with the participation of 16 representatives of the Regions
		Popular and thematic publication	Potential and current beneficiaries	Communicating the state of the art and evolutionary scenarios for stabilising agricultural incomes.	Risk management report in Italy - January 2018 <ul style="list-style-type: none"> • -500 hard copies distributed to A.d.G. staff, conferences on NRDP and risk management, Regions and PP.AA., EU bodies and other stakeholders; • -Digital version pdf
				Spreading knowledge to improve Programme implementation	<ul style="list-style-type: none"> • -1 12-page technical and informative printed brochure (33,000 copies) • -1 summary poster (8,000 copies); • -the website http://www.psm-network.it/ (with all the content covered by the territorial workshops)
	Web	Potential beneficiaries	Spreading knowledge to improve access to support schemes and reduce the burden on beneficiaries	Implementation of the Web Application "ASSInCampo" which allows: <ul style="list-style-type: none"> • -detailed consultation of information on yields, prices and contribution parameters; • -consultation of company-specific data on historical yields and insured areas. 	
	2019	Events	Potential and current beneficiaries	Spreading knowledge to improve Programme implementation and reduce the burden on beneficiaries	<ul style="list-style-type: none"> • -17 local workshops, organised in partnership with the Regions and Public Administrations and with the professional associations in the sector, to collect needs on GR, with an estimated participation of about 1300 people • -Organisational support via the www.psm-network.it website.

Measure	year	Channels	Target	Objectives	Activities
					<ul style="list-style-type: none"> -The collection of beneficiaries' and partnership's needs on insurance/health insurance coverage will help guide the 2020 Risk Management Plan, strengthening integration between NRDP measures and regional RDP measures
		Publications and support tools	Potential and current beneficiaries	Spreading knowledge to improve Programme implementation and reduce the burden on beneficiaries	<ul style="list-style-type: none"> -Publishing an annual update report on the 2018 insurance campaign and risk management
	2020	Events	Potential and current beneficiaries	Disseminate knowledge to improve the implementation of the Programme and reduce the burden on beneficiaries and the A.d.G.	<ul style="list-style-type: none"> -Round tables on risk management in supply chains <ul style="list-style-type: none"> o 28 May pear sector o 17 June processing tomato chain o 16 July wine grape sector o 15 September olive oil sector o 7 October organic sector o 14 October Cow's milk sector o 4 November peaches/nectarines and apricots sector o 9 December rice chain o 15 December cross-sector workshop on parametric policies (az.2.1)
		Publications and support tools	Potential and current beneficiaries	Spreading knowledge to improve Programme implementation and reduce the burden on beneficiaries	<ul style="list-style-type: none"> -Report on Risk Management in Agriculture 2020
					<ul style="list-style-type: none"> -Report on risk management in organic farming 2020
	Web	Potential beneficiaries	Spreading knowledge to improve access to support schemes and reduce the burden on beneficiaries	-New Assincampo app functionality: Quote simulator	
Sub-measure 4.3	2018	Training seminars and workshops	Potential and current beneficiaries	Promote the identification of good practices and knowledge for dissemination on irrigation investment planning issues	Workshop "Sharing Water Knowledge & Information: Italy for WASAG" addressed to potential beneficiaries and in addition to the world of research, professionals and civil society. Rome, 28 March 2018 Total participants => 46
				Spreading knowledge to improve Programme implementation	Workshop "Ecosystem services and irrigation practice: comparing economics and ecology" addressed to potential beneficiaries and in addition to the world of research, farmers, trade associations, technical and political decision makers, civil society.

Measure	year	Channels	Target	Objectives	Activities
	2019	Events	Potential and current beneficiaries	Disseminate knowledge to improve the implementation of the Programme and reduce the burden on beneficiaries and the A.d.G.	Palermo, 24 April 2018 Total participants => 48
					-Information event for beneficiaries on how to report expenses, award works and procurement codeRoma ,15-16 May 2019, CREA PB.
					-Technical information event: "Quantifying and monitoring data on irrigation resources for policy evaluation" Rome, 22 May 2019.
					-Informative meetings with stakeholders on the issue of volume quantification and data entry in SIGRIAN (April-June 2019)
					-Water saving conference. The Italian experience on water saving. Montpellier, 13-14 November 2019
	-M MATTM- MiPAAF meeting "Updating of river basin district management plans and elaboration of the National Strategic Plan 2021-2027". Rome, 11 December 2019.				
	2020	Events	Potential and current beneficiaries	Disseminate knowledge to improve the implementation of the Programme and reduce the burden on beneficiaries and the A.d.G.	-Meeting to present the "Mipaaf National Strategy for water saving and combating hydrogeological instability". Rome, 8 January 2020
					-Meetings with District Authorities. "Update of the River Basin District Management Plans and elaboration of the National Strategic Plan 2021-2027". Mipaaf, Rome. 13, 18 and 19 February 2020
					-Technical assistance to the bodies concerned on the issue of volume quantification and data entry into SIGRIAN (March - July 2020 in person/telecom)
					-ASVIS event - Festival of Sustainable Development "Infrastructure and sustainable development: Agricultural and Rural Development Policy facing the challenges of the 2030 Agenda" 6 October 2020 - virtual event .
Sub-measures 10.2 and 16.2	2018	Training seminars and workshops	Current beneficiaries/potential beneficiaries	Disseminating knowledge to improve Programme implementation and reduce the administrative burden on beneficiaries	<i>Sub-measure 10.2</i>
					- Demonstration session with AGEA on how to enter the payment application in the SIAN Rome, 9 May 2018
					- Technical session for the transfer of administrative information Verona, 26 October 2018
					<i>Sub-measure 10.2 and 16.2</i>
				Spreading knowledge to improve Programme implementation	-Workshop "Reducing the carbon footprint of beef farming" aimed at beneficiaries and involving trade associations and the world of research. Rome, 8 November 2018 Total participants => 55

Measure	year	Channels	Target	Objectives	Activities
					-Workshop "Safeguarding, conservation and sustainable use of animal genetic resources and aquatic systems" aimed at potential beneficiaries and involving the world of research, professional associations, civil society. Lodi, 15 May 2018 Total participants => 21
		Thematic publication	Potential and current beneficiaries	Spreading knowledge to improve access to support schemes and reduce the burden on beneficiaries	Sub-measure 10.2 and 16.2 -Thematic publication "Animal Biodiversity of Zootechnical Interest: New Directions in Community Policy. The Sub-measures 10.2 and 16.2 of the National Rural Development Programme (NRDP 2014-2020)". June 2018
	2019	Events	Potential and current beneficiaries	Disseminate knowledge to improve the implementation of the Programme and reduce the burden on beneficiaries and the A.d.G.	Information event with beneficiaries of sub-measure 10.2 to clarify and illustrate the procedures for submitting payment and variant applications Rome, 30 January 2019, MIPAAF, n. 50 participants Information transfer meeting for beneficiaries and potential beneficiaries of 10.2 in the Dairy Cattle and Dual Purpose sector: June 2019, Lodi. Meeting for the transfer of information and updating of beneficiaries and potential beneficiaries of 10.2 in the pig and beef cattle sector: June 2019, San Cesario sul Panaro Meeting for the transfer of information in favour of beneficiaries and potential beneficiaries of 10.2 in the Cunicolo and Ovicaprino sectors: September 2019, Monterotondo (RM).
	2020	Events	Potential and current beneficiaries	Disseminate knowledge to improve the implementation of the Programme and reduce the burden on beneficiaries and the A.d.G.	Presentation of the results obtained with the public notice of the sub-measure 10.2 of the NRDP - animal biodiversity, multiannual project 2016-2019 Rome, 29 October 2020, streaming mode