



D 4.1.

General programme of European Communication campaign

Provisional Version, to be reviewed during third meeting in UK

Saša Hočevar
sasa.hocevar@kgzs.si
tel: 00386 1 5136 694
GSM: 00386 31 875 572

Martin Mavsar
martin.mavsar@gov.si

The objectives of European communication campaign programme are:

- to make the project visible for the target groups and media,
- to involve new organisations, enterprises and farmers in the network

A bottom-up approach will be privileged by involving directly farmers and foresters in the campaign.

4.1.1 Organization of a European communication campaign on fuel savings, relying on existing machinery fairs and events

Numerous fairs and celebrations are organised in farming sector. They can be classified in four categories:

Category	Type of the events	Name of the event, place	No. of visitors
1	General agriculture or livestock commercial fairs	Agraria, Austria SPACE, France	350.000 320.000
2	Events specialized in agricultural and forestry machinery	Agritechnica, Germany EIMA, Italy SIMA, France Polagra-PREMIERY, Poland	350.000 140.000 130.000 100.000
3	Smaller events, organised by farming development organisations or test centre	Interforst, Germany Austro Agrar, Austria SAFIR, France	45.000 56.000 30.000
4	Information days and demonstrations		500 to 1000

We will attend 40 of these events during the time of the project, choosing among the following:

- European or national events specialized in agricultural machinery (**2nd category above**)
- Local events geographically close to pilot groups (**categories 3 and 4**).

We have to plan an activity programme on this events during the whole time of the project. **Activities, which are valuable:**

- database and reports presentation
- demonstration of test benches
- expression of pilot groups
- presentation of new equipments by tractor manufacturers
- ecodriving competitions
- quiz for the farmers
- conferences,...

NOTE: Activities such as **attendance on a stand** is not enough to be considered as one of the 40 events.

Result indicators & target for success:

Minimum attendance of 40 000 to the events, directly on the project's stand.

NOTE: A presence on the event should be advertised and contacts with the press must be made.

Result indicators & target for success:

A minimum of 120 press articles or radio/tv coverage.

The programme details the events to be attended and the activities planned.

Press releases should be collected after each event and published on the efficient web site under <https://sites.google.com/site/efficient20/wp4-european-networking-and-awareness-campaign/media-press>.

Table 1: International events

These international events are not suited to open field demonstrations, but they are important to advertise the Project. The partners will do their best to obtain conferences on fuel savings.

	Name and type of the event, place	Activities (shortly explain what kind of activities you plan to have)	Date	Target audience(s)
1	International Agricultural – Food Fair, Gornja Radgona-Slovenia	Database and reports presentation	August 2011	Farmers, Agricultural machinery producers,
2	International Trade Fair, Celje, Slovenia	Database and reports presentation	September 2011	Farmers, Agricultural machinery producers
3	International Green Week Berlin, Germany	Database and reports presentation	21-30 January 2011	Agriculture, forestry, horticulture, and fishing experts
4	Ligna – World Fair for forestry and wood industries, Hannover, Germany	Database and reports presentation	30 May – 3 June 2011	Forestry and wood industries
5	Agritechnica, Hannover	Database and reports presentation	15 – 19 November 2011	Farmers, Agricultural machinery producers
6	Austro Foma, Austrian Presentation of forest machinery and implementation, Styria/Austria	Database and reports presentation	11 – 13 November 2011	Machine operators, entrepreneurs, foresters, machinery producers
7	Agrar Messe Alpen Adria, Klagenfurt	Database and reports presentation	20. – 22.01. 2012	Farmers, Agricultural machinery producers
8	AGRARIA, Wels, Austria	European Workshop with Associated members and pilot groups representatives	Sept 2012	Farmers, Agricultural machinery producers
9	SIMA, Paris, France	Database and reports presentation	Feb 2013	Farmers, Agricultural machinery producers

3.5.2. National and Local dissemination activities

At the demonstration site level and towards their country, dissemination and exploitation activities will be undertaken by each of the EFFICIENT20 local partnerships.

This will ensure the visibility of EFFICIENT20 in the cities and on the national stage, through printed and digital media, organised events and networking.

To be taken into account in the 40 events of European Communication Campaign, this events must gather at least 500 people and plan special fuel saving activities.

As many of them will occur in open field, it is the occasion to organise demonstrations, competitions and shows.

You will find below examples of events

Table 2: national and local dissemination activities

FRANCE

Name and type of the event, place	Activities (shortly explain what kind of activities you plan to have)	Target area (district, local, national)	Date	Target audience(s)
MECASOL Calvados 2010, EPANEY, FRANCE And MECASOL Vendée 2010, SAINT-DENIS-LA-CHEVASSE, FRANCE	demonstration of test benches and fuel monitoring	Local	21.09.2010 and 23.09.2010	Farmers, Machinery councillors
SALON AUX CHAMPS, 2011, HUSSON, FRANCE	Fuel saving competition and exhibitors equipment presentation	National	1-2 September 2011	Farmers, Machinery councillors

2011 SALON AUX CHAMPS will include a competition between four teams, with four different tractor brands. For the practical trial the drivers will compete successively with each tractor. The trial will be commented from a technical point of view.

Austria

Name and type of the event, place	Activities (shortly explain what kind of activities you plan to have)	Target area (district, local, national)	Date	Target audience(s)
RWA Felddage, Field Day, Wieselburg	Presentation of new equipments	local	17. – 18.06 2011	Farmers and Students
Austrian Fuel Saving Championship, (in cooperation with John Deere) Wieselburg		national	17.06.2011	Apprentices and students
INTER-AGRAR Agricultural Fair, Wieselburg, Austria		local	30.06 – 3.07.2011	Farmers
AUSTRO-AGRAR Agricultural Fair, Tulln, Austria		national	30.11- 4.12.2011	Farmers

The presentation of new equipments involves directly tractor manufacturers. It is an action led in parallel with Associated membership.

The manufacturer makes the tractor and equipment available for commented demonstrations. At the end of the session, he has time to present his products to the farmers.

Slovenia

Name and type of the event, place	Activities (shortly explain what kind of activities you plan to have)	Target area (district, local, national)	Date	Target audience(s)
Spomladanski sejem – Spring fair of agricultural machinery, Komenda, Slovenia	Database and report presentation	local	March 2011	Farmers, agricultural machinery producers
Jesenski sejem kmetijske mehanizacije -Autumn fair of agricultural machinery, Komenda, Slovenia	Database and report presentation	local	October 2011	Farmers, agricultural machinery producers

The students of agricultural schools will be involved in the events to organise a quiz on fuel savings.

This list will be updated to reach the target of 40 events during third international meeting