

## CAPPERI Project Overview

Project name	CAP-PERI Common Agricultural Policy, Peer Educational Resources in Italy
Project starting date	01/08/2021
Project ending date	31/07/2022
Donor	European Commission
Funding programme	IMCAP-2021 — Support for information measures relating to the Common Agricultural Policy for 2021
SDGs	2, 3, 11, 15
Countries involved	Italy: Vicenza, Milan, Rome, Palermo, Mesagne
Coordinator	ALDA
Linked third parties:	<ul style="list-style-type: none"> <li>● La Piccionaia, Vicenza, Italy</li> <li>● ISBEM, Mesagne, Italy</li> <li>● Replay Network; Rome, Italy</li> <li>● IRS, Milan, Italy</li> <li>● CESIE, Palermo, Italy</li> </ul>

CAP-PERI Common Agricultural Policy, Peer Educational Resources in Italy is expecting to improve citizens and especially youths' information and enhance their awareness on what is the CAP and the social, economic and environmental implications of the policy both at National and European level.

Furthermore, CAP-PERI will shed lights on how the Future CAP strategic Plans will be the instrument to allow the achievement of the Green Deal goals, how they will support EU policies in managing the transition towards a sustainable food system and in strengthening the efforts of European farmers to contribute to the EU's climate objectives and to protect the environment. The project will be implemented in Italy, with a multiregional focus since, according to the Eurobarometre surveys, Italians lack of knowledge and consciousness on the existence of a European agreement guiding the EU agriculture, and above all on the fact that the agricultural

### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

sector has some consequential impacts on climate change, on the biodiversity conservation and on the regeneration of rural areas and the creation of new jobs.

The project meets the call priority of addressing disinformation and misperception about EU agriculture and CAP, by targeting both youths and skeptical citizens of 5 Italian regions using participatory methods and peer to peer learning activities, as we consider it essential to let them experiment by their own the relevance of the EU agri-food sector in the wider EU economy. To bridge the existing communication gap between consumers and farmers, the project aims to implement activities at two levels, on one side focusing on youths and students, by engaging them in an educational and dramaturgical path starting by what they know of CAP impacts of on the environmental, social and economic level of EU countries. On the other side, targeting citizens, CSOs and LAs living in the urban areas, who will be stimulated to reconnect to the surroundings green areas through on-field activities and practical workshops. To improve Consumers' consciousness and awareness about the impact of farmers on the environment, they will be able to meet them in farmers' markets and directly in Urban gardens/green areas.

## Objectives

The general objective of the Project is to tackle disinformation and misperception about European agriculture and the CAP, and to raise citizens awareness on the relevance of the EU support to agricultural and rural policies by using participatory methods and non-formal education.

The agricultural sector, indeed, has often been considered a separated issue, but the Green Deal (GD) strategy and the climate change escalation experienced in the last years, is demonstrating the contrary. The project, therefore, wants to tackle these two main thematic:

- *Food sustainability and the Farm to Fork Strategy* as a new comprehensive approach and an opportunity to improve lifestyles, health, and the environment.
- *Climate change adaptation and the impact of agriculture* on the environment and its biodiversity.

To reach this ambitious objective, by exploring the above mentioned thematic, CAP-PERI aims at creating some replicable tools and educational methods to be used in Italy and in other national contexts. Furthermore, by adopting a peer-to-peer approach, youngsters will play an active role

### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

in bringing a creative CAP around Europe, illustrating the results of the project activities in which they will be involved to other Italian and EU students.

All the project activities and the adopted methodology are designed to achieve the following specific objectives:

**1. Raise youths/citizens' awareness on CAP and foster their critical thinking on the environmental and social impact of Agriculture**

To bridge the existing communication gap between consumers and farmers, the project activities will be implemented at different levels. First of all, youths and students will be directly engaged to investigate CAP and its values, and to assess their level of knowledge about the environmental, social, economic and cultural impact of agriculture in EU countries. Furthermore, they will be involved in 5 different workshop paths using a methodology that mixes theatre techniques, dramas and audio-visual narratives with non-formal and informal education, hands-on and fieldwork activities. The workshops will be then the means through which 5 different artistic and creative outputs will be created (for example: interactive performance, theatrical installation, video, theatrical storytelling, podcast, digital interactive product, etc) to raise other youths' (and citizens more in general) awareness on agriculture-related issues and the CAP.

Secondly, other specific activities and initiatives have been designed to engage citizens in general, local communities, CSOs of the 5 regions targeted by the Project. Onsite experience-activities such as farm trails, workshops and experiential training, group activities, AR will give them the opportunity to gain knowledge about farming and the impact of agriculture.

The number of youths participating to the workshops at the beginning of the initiative and at the end of it will measure the achievement of this objective. The number of schools that will ask to be part to the project activities with the passing of time together with the number of citizens, divided per age and gender, will also measure the project impact, and will allow to adapt the strategy to follow.

**2. Highlight the role of CAP in supporting the Eu Green Deal strategy, especially in supporting the transition to a sustainable EU food system that safeguards food security and reduces the environmental and climate footprint.**

**3. Increase Italian community's knowledge and understanding of the role of farming in society and promote generation renewal in the sector.**

**Office in Strasbourg**

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

**Bureau de Bruxelles**

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

**Office in Vicenza**

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

**Office in Skopje**

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

**Office in Chisinau**

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

To reach these objectives the project wants to bring Italian citizens closer to producers/production chain. With fields/hands-on experiences, citizens will be able to discover the slow growth process of fruit and vegetable, the products' seasons and the biodiversity existing/populating the city and its urban gardens. Moreover, experts of affiliated entities will raise participants' awareness on the use of organic farming to contribute to protect the environment.

The organization of practical workshops in urban gardens, parks, social farms and green areas will create a favourable environment that makes it easier to understand which are the healthiest and more sustainable diets/choices for consumers and how to reduce health-related costs for society. In this way, also the role of CAP in supporting the transition to a sustainable EU food system will be concretely understood and networks of people sharing the same values and interests will be created.

The number of citizens visiting the social farms situated in the pilot areas of the project will serve as indicator to measure the achievement of this specific objectives, together with the number of local initiatives promoted to implement a sustainable food system, such as the creation of private and common vegetable gardens in the areas targeted by the project.

#### 4. Reconnect urban population with its parks, peri-urban areas, urban gardens and farmlands, since the two spheres are often disconnected.

The open-air activities foreseen by the project will strengthen the interest of citizens for the green spaces of their cities and they will make them aware on the importance of protecting the environment if we want to protect our lives.

The type and the number of events/initiatives that will be promoted in these urban green areas will measure the achievement of this important objective. The level of care and protection of city parks, urban gardens and farmlands will also be an indicator of the project efficiency.

## Impact

The project's ambition is to be in line with the focus of the European Green Deal, especially in relation to environmental care, food and health quality protection, climate change action.

The idea at the basis of the project is to work locally and to make people experiment, discover, reconnect themselves with the green around them and be multipliers of these new findings. Through different non formal and creative training methodologies, CAPPERI is expecting to bring

#### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

#### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

#### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

#### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

#### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org



people closer to Europe, giving them instruments to understand the EU policies, and in specific the CAP, applying it to the daily life.

The short term effects the project CAPPERI is expecting to achieve are the following:

- Citizens' awareness raised on the existence of CAP in the frame of the Green Deal Strategy and for the achievement of the Agenda 2030;
- artistic and creative tools created to facilitate citizens' reflection on their lifestyle to improve an healthier and more sustainable consumption (not only of food) considering the planet and the environment.
- consumers empowered to better understand the food production chain and to contribute to the reduction of food waste;
- critical thinking and consciousness of young people and citizens enhanced with regards to healthy food diet and sustainable lifestyle;
- a national network of organizations, urban gardens and entities working in promoting a new strategy for an healthier and less impacting consumption built;
- connection among urban citizens and green areas/agriculture/farmers' markets increased.

In the medium, long-term the project will produce the following effects:

- citizens' attention towards environmental, health, social and ethical issues increased;
- knowledges and insights about the CAP policy disseminated in Italy and EU;
- citizens' awareness raised on the interrelations between the CAP and the Green Deal objectives and on its importance for the Food to Fork and Biodiversity strategy;
- citizens' awareness increased on the importance of the CAP in the frame of the Green Deal strategy and for the achievement of the Agenda 2030;
- Transition to an healthy diet and to more sustainable daily choices for a safer planet facilitated;
- protection of green areas and biodiversity improved;
- generational renewal supported through the use of VR to investigate agriculture among youths.

The project activities will target the following groups:

- around 100 youngsters: 100 high school's teenagers between 14 and 18 years will be involved in each one of the above-mentioned cities, through participating on the co-creation of experimental paths of communication and education.
- at least 200 adults (between 25 and 50 for each region) belonging to different sectors of local

#### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

#### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

#### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

#### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

#### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

communities will be directly involved in an awareness-raising process made of seminars, presentations, workshops, hands-on activities to be held in public spaces, local markets or urban gardens, open to different actors at all levels of society.

- at least 150 representatives of youth, CSO, local associations will benefit from the activities organized in WP3. They will deepen their knowledge about the CAP and its impact, especially they will re-discover the connection between the city and its green and rural area. They will constitute a new network of stakeholders working to spread the voice on what they did/learnt and become multipliers of the strategy. Besides the multiplying effect, the cycle of conferences/events/workshops will also contribute to providing these stakeholders with responses to how to contribute in the fight for climate change and to improve our environment and daily life.
- More than 200 children discover nature and biodiversity through the use of AR tools and technology.
- 5 EU communities of the Community of Interest will be engaged in the project and will follow the project's progress through specific webinars
- at least 100.000 people from the online community and social media, plus members of the international network of ALDA (at least 10.000) will benefit from the online awareness-raising campaign of the project.

## Methodology

CAPPERI project counts on an ambitious implementation plan and an effective dissemination plan which will enable the project to achieve maximum impact. The team of linked third parties has been established considering the skills and expertise of each partner, and their experience in carrying out and managing activities related to awareness raising on environmental issues. Their extreme knowledge of the local context and their wide connections with schools, organizations, urban gardens, parks and relevant stakeholders, will ensure to reach a broadened audience. Furthermore, all the beneficiaries share the interest of reconnecting urban people to the rural areas through practical and on-field experiences. The project is based on the idea of stimulating communication between the two areas and increasing the exchange of information, success stories, best practices and experiences, in order to involve citizens in the Future CAP strategy and to raise their awareness on the EU Green Deal goals.

### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

### Office in Vicenza

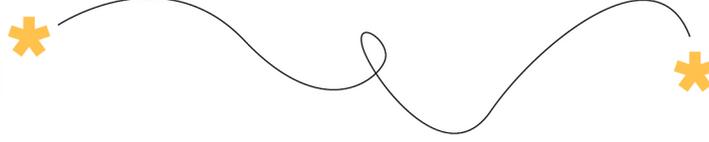
Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org



The project is based on the idea of reconnection of the urban with the rural areas, and aims at giving to citizens, and especially youngsters, the possibility of practicing hands-on and feeding their relationship with nature/agriculture.

It is adopting an experiential methodology, based on an engaged learning process whereby participants “learn by doing” and by reflecting on the experience. Opportunities for participants to take initiative, make decisions, to engage intellectually, creatively, emotionally, socially, or physically will be stimulated/created along the whole path. The methodology is conceived to be adaptable and replicable in any context. All activities will bring to the creation of outputs that can be easily disseminated at national level. Some of them will be translated in English for an European audience and youngsters will act as propellers.

The Covid 19 emergency, hindered the pursuing of a standard education/instruction indoor and obliged all EU states to close schools and classrooms. Many students in Italy, especially of the high school, forced to spend the whole year attending online classes, manifested their disappointment and organized themselves for following classes in squares, gardens, open spaces. As to strengthen the attention on the importance of learning, but of doing it safely, CAPPERI is planning all its activities outdoors, using farmers’ markets, gardens, parks as “classrooms”.

Concretely, the implementation of the project consists of five phases:

1) Phase 1: PREPARATION

2) Phase 2: TRAINING, LABORATORIES AND AWARENESS RAISING addressing local youths and students and aiming at promoting a different and more conscious idea of agriculture, in order to be considered also as a potential job. The first part will be focused on educational activities dedicated to students through the tools of social research, with the realization of interviews, intensive workshops, and other activities with the purpose of raising youth’ awareness and consciousness of CAP and, furthermore, allowing the emersion of relevant contents and materials to define the most effective strategies for the upcoming project activities. This part will also include the creation of an innovative, interactive, theatrical online device which will be used in the upcoming activities. This step will allow the activation and implementation, during the 2nd school semester, of 5 different workshop paths involving 5 groups of youngsters (1 per targeted city: Milan, Vicenza, Palermo, Mesagne and Rome), each preceded by an interactive event of activation through theatre and performing languages and composed by 8 meetings (2 hours each) for the collective creation of a creative output focused on the contents emerged from the research phase. This step will have the multiple result of educating youngsters on CAP and its

Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

contribution to the GD strategies, help them to process the newly acquired knowledge into a deep and conscious understanding, and creating 5 different artistic products whose dissemination will help raising their peers' awareness (and the one of citizens in general) on agriculture-related issues and the CAP.

All the activities will be carried out preferably in presence, with the use of online tools according to the characteristics of the activities (for example, for the research phase). In the case of restrictions due to the Covid emergency, all the activities can be implemented outdoor or even online, thanks to the experience that the teamwork has gained, especially, in the last year in successfully implementing also online interactive and innovative theatrical and creative activities with youngsters.

### 3) Phase 3 – PARTICIPATORY APPROACH TO INVOLVE CITIZENS IN ON-FIELD ACTIVITIES

To bridge the existing communication gap between consumers and farmers, and between citizens living in urban and rural areas, the 3rd phase foresees the realization of several activities and informative events with the view to gather both parts together and initiate meaningful dialogues among them. CAP-PERI intends to support a generational renewal and trigger interest among young people towards agriculture. The creative and learning activities are expecting to develop a new feeling and consideration towards landscapes and biodiversity preservation. We will experiment the introduction of the AR as a tool to bring children closer to agriculture and let them discover, in few minutes the natural and biodiversity cycles.

### 4) Phase 4: MULTIPLIERS AND ONLINE WEBINARS

Starting from the audio-visual and artistic output, the project is expected to create some multipliers able to share their work and the path they undertook, with their peers. It will be done at local level and at international level with the constitution of a CoI which will have the chance to attend 5 webinars delivered by students and experts on the project's topics and path.

Moreover, an international call for young illustrators (under35) will be published, for the collection of illustrations for children narrating the topic of sustainability, food, and climate change. The collected artwork will constitute an itinerant exhibition which will be a further educational tool.

### 5) phase 5: DISSEMINATION

This cross-activity will be carried out all along the project. Overall, the dissemination will also serve as part of the awareness raising process all through the project's implementation. The project counts on several effective and catchy dissemination tools which will ensure a wide and extended visibility, at national and Eu level. First of all, the creative outputs will circulate around

#### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

#### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

#### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

#### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

#### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org

# alda



European Association  
for Local Democracy

Italy thanks to the online and offline channels at disposal, then CAPPERI is expected to promote an itinerant exhibition and a Comic book addressing the CAP and GD strategies.

National Meetings:

1st: KO meeting - Vicenza

2nd: Mid term coordination meeting - Mesagne

3rd: Final meeting: training of multipliers and activation of a community interested in giving a follow up to the project and to keep on implementing this kind of activities - Palermo

#### Office in Strasbourg

Council of Europe 1,  
Avenue de l'Europe,  
F-67075 Strasbourg – France  
Phone: +33 3 90 21 45 93  
Fax: +33 3 90 21 55 17  
aldastrasbourg@aldaintranet.org

#### Bureau de Bruxelles

Rue Belliard 20  
1040 Bruxelles – Belgium  
Phone: +32 2 430 24 08  
aldabrussels@aldaintranet.org

#### Office in Vicenza

Viale Milano 36  
36100 Vicenza – Italy  
Phone: +39 04 44 54 01 46  
Fax: +39 04 44 23 10 43  
aldavicenza@aldaintranet.org

#### Office in Skopje

Bld. Partizanski Odredi 43B/1 – 5  
1000 Skopje – North Macedonia  
Phone: +389 2 6091 060  
aldaskopje@aldaintranet.org

#### Office in Chisinau

Str. M. Kogalniceanu 18  
MD-2001 Chisinau – Moldova  
Phone: +37 368 280 068  
aldamoldova@aldaintranet.org