



Official Participant

## Report Template for EU Events at EXPO

Event Title :	Awareness raising action – Quality policy	Date:	23-26 October 2015
Event Organiser:	B3/E5		
Event Target Group:	General public/Expo visitors		
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### Event Concept

The Directorate General for Agriculture and Rural development organised an awareness raising action for the EU Quality policy, in particular the Geographical indications logos, in front of the EU pavilion at Expo Milan.

EU quality schemes identify products and foodstuffs farmed and produced to exacting specifications and give the assurance to EU citizens that they are produced in a dedicated area or respecting a specific tradition

During those four days, visitors had the opportunity to (re) discover the EU PDO, PGI and TSG logos. The animators explained the quality policy and the logos to small groups, and asked them a quiz question that they had to answer before receiving a nicely packed PDO apples and a little leaflet.

### Expected Outcomes

The objective of this action is to raise awareness of the public on the EU quality policy and related logos.

### Main Conclusions

The awareness raising action was very successful.

In order to intensify the impact of the message, the distribution of PDO apples was associated to a quiz delivering key information on the EU quality policy.

More than 8000 direct contacts have been reached in 4 days, with the distribution of apples.

Thanks to the very good location of the branding in front of the Italian Pavilion and next to the Lake area, most of the Expo visitors have been exposed to our message on the EU quality logos, which means a minimum of 200.000 persons per day.

### What follow-up actions emerged from this event?

Awareness raising actions combining food distribution and policy message via a game are excellent communication tools that DG AGRI will continue to use in the future on public events targeting the general

public.

In particular, geographical indications are an excellent, easy-to-grasp topic to communicate the CAP to the general public as they are part of their daily lives.