



Official Participant

## Report Template for EU Events at EXPO

Event Title :	Awareness raising action - European Organic Logo	Date:	26-29 September 2015
Event Organiser:	B4/E5		
Event Target Group:	General public/Expo visitors		
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<b>Event Concept</b>			
<p>The Directorate General for Agriculture and Rural development ran an awareness raising action for the EU organic logo in front of the EU pavilion at Expo Milan.</p> <p>The organic logo means one single logo for the EU to ensure that products have been produced according to strict rules on organic agricultural products.</p> <p>During those four days, visitors had the opportunity to (re) discover the EU Organic Logo. The animators explained organic farming and the organic logo to small groups, and asked them quiz question that they had to answer before receiving a nicely packed organic apple and a little leaflet.</p>			
<b>Expected Outcomes</b>			
<p>The objective of this action is to raise awareness of the Expo visitors on the EU organic logo and its meaning.</p>			
<b>Main Conclusions</b>			
<p>The awareness raising action was very successful. In order to intensify the impact of the message, the distribution of organic apples was associated to a quiz delivering key information on the EU organic policy. More than 8000 direct contacts have been reached in 4 days, with the distribution of apples and promotional items. 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 organic logo, which means a minimum of 200.000 persons per day.</p>			
<b>What follow-up actions emerged from this event?</b>			
<p>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.</p>			