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Project CAP4ALL



Module III

Key messages (including the European Green Deal)



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01

Project key messages

Project key messages

Availability of affordable food

The Common Agriculture Policy support guarantees not only the existence of food in abundance and diversity on the market, as well as ensures that prices remain low and are stable.

The Common Agriculture Policy support is intended to all the European citizens, and benefits not just agricultural producers.



Project key messages

Food quality

The application of the Common Agricultural Policy guarantees that European citizens have availability of agricultural products with the highest food quality standards in the world.



Project key messages

Food safety

The Common Agriculture Policy defines high production standards that serve to guide farmers, which guarantees European citizens that food produced in Europe follows strict rules, regarding food security.



Project key messages

Animal welfare

The Common Agricultural Policy instructs livestock producers with demanding animal wellbeing standards.



Project key messages

Environmental sustainability

The environmental rules and controls that the Common Agriculture Policy demands of European farmers, particularly related to the application of medicines for plants and the encouragement in use of innovative technologies, assures European citizens that the agricultural activity is environmentally sustainable and meets the highest standards at international level.



Project key messages

Food waste

The Common Agriculture Policy supports and encourages measures to be taken to combat food waste by consumers.



Project key messages

Social sustainability

The Common Agriculture Policy carries out a strict control of the conditions made available to workers on the agricultural sector, ensuring that every worker has adequate working conditions and complies with the parameters defined by the Common Agriculture Policy.



Project key messages

Territorial cohesion

By encouraging agricultural production within the European Union, the CAP encourages the occupation of rural areas, contributing to mitigate phenomena arising from the climate change, such as increase in wildfires.



02

Teachers' role



Teachers' role

The CAP4ALL campaign is especially aimed at children aged 6 to 12 years old and their teachers (meaning teachers who lecture from 1st to the 7th grade).

The Confederação dos Agricultores de Portugal counts on the help of all teachers to act as ambassadors of the CAP4ALL campaign. The availability of didactic materials on the Common Agricultural Policy and agriculture aims at facilitate action for teachers, encouraging them to educate their classes on the variety of themes addressed in the CAP4ALL campaign, such as food waste, biodiversity, production of agricultural products, and so on.

The highlight for teachers is important as these actors play a key role in educating children and have a privileged position to effectively address and deliver the campaign's main topics, contributing to the youngest generation education and growth, as well as the other project objectives.

Teachers' role

For the correct dissemination of the CAP4ALL project among children, the teachers must:

- Aim to include the Common Agricultural Policy and agriculture issues on the children's educational programmes.
- Use the materials developed by CAP4ALL to teach topics mentioned above.
- Encourage children to visit the project website and show to their parents.
- Encourage children to watch the videos that will be broadcasted on the Portuguese television. Encourage children to collect the sticker booklet and stickers, which will be distributed on Portuguese large supermarket chains.
- Follow the social media networks of the project and subscribe to the project newsletter, to continue aware of the project news.

Thank you!

