7º CENSIMENTO GENERALE
AGRICOLTURA
INNOVATION & TRADITION: A NEW CHALLENGE FOR COMMUNICATION

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The survey is addressed to all farms in Italy, about 1.7 million.

It aims at drawing a picture of the current agricultural and livestock sector and at providing a statistical information framework on its structure at national, regional and local level.

It is the first to be fully digitized and the last one to be held every ten years.
7th General Census of Agriculture

It provides a completely digitized data collection procedure, executable through three different channels:

- **Computer Assisted Web Interview**
  
  Accedi con le tue credenziali al sito
  https://raccoltadati.istat.it/censagr2020

- **Computer Assisted Personal Interview**
  
  Rivolgiti agli uffici CAA
  per avere supporto
da operatori
  specializzati

- **Computer Assisted Telephone Interview**
  
  Chiama il numero verde
  gratuito **800.961.985**
  per ricevere
  assistenza
The multichannel procedure allowed to speed up and simplify the data collection without losing the chance to receive 'human' support.

We faced the binomial:

digitization/human support

and built the communication strategy on it by:

• Conveying motivational messages
• Customizing the communication activities
How did we do that?

We bet on the value of reciprocity that binds the Institute to the Country

"L’Italia che fa crescere l’Italia" ("(The) Italy that makes Italy grow")
«If we ask you questions, it’s because you deserve answers»

«Agriculture counts on you, make agriculture count»

«With the 7th General Census of Agriculture, the last ten-year, we will define together the scenario of the Italian Agricultural world, to make it better and closer to your needs»
Today’s agricultural sector presents a curious combination between the rural tradition and the new conception of agriculture made of work, knowledge and future prospects, proper to the new generation of farmers.
THE COMMUNICATION CAMPAIGN

The combination between:

Tradition & Innovation

was translated into the combination between:

Conventional media & Digital media
The new digital architecture of the Census speeded up the data collection process and reduced the risk of compilation error BUT… not for all!

Older farmers, less accustomed to technology, needed help with the questionnaire and probably did not follow the communication campaign on the digital media.

They were waiting for something different from our side.
THE BREAKING POINT OF THE CAMPAIGN

By monitoring the response rate we understood how to customize the communication activities.

We reached the younger farmers, through the web and social networks, and the older farmers providing 'human support' and 'procedural simplicity'.
The communication campaign has undergone adjustments in the course of work, due to:

- the pandemic emergency
- the different response rates

These led us to change the messages conveyed and the communication means according to who we were “talking to”.

NECESSARY ADJUSTMENTS
THE BREAKING POINT OF THE CAMPAIGN

A digital/innovative communication - although at the forefront - DOES NOT NECESSARILY meet the needs of all respondents.
REGIONAL SPECIFICITIES

Italy’s Southern Regions registered a lower rate of response

Older farmers?
Less use of Technology?

For some reason we had to review the messages conveyed and change means of communication
“Agriculture counts on you, make agriculture count” (CTA)

“Make Agriculture count, fill in the questionnaire” (CTA)

“Find more information on 7censimentoagricoltura.it or call 800961985” (Bodycopy)

“With the 7th General Census of Agriculture, the last ten-year, we will define together the scenario of the Italian agricultural world, to make it better and closer to your needs.” (Bodycopy)

By participating in the 7th General Census of Agriculture you will help us to know more about the agricultural sector. Find more information on 7censimentoagricoltura.it or call 800961985” (Bodycopy)

REGIONAL SPECIFICITIES & communication adjustments
“Make Agriculture count, fill in the questionnaire”
April 18 - June 20, 2021

3008 Poster displays
covering 8,983,738 inhabitants
  • 336 displays at malls
  • 1300 displays at the railway stations

78 Ads on Local Press
19 newspapers and magazines

200,550 Ads on Local Radio
5 radio stations per 23 channels

5088 Ads on Local TV
26 channels

35 Ads on RAI TV
3 channels
«There are questions you can always give an answer to: you answered courageously in difficult moments, some answers can change your life... or change the lives of others. And always, for every answer you give, there’s one you deserve.

Today Istat asks you to respond to the 7th General Census of Agriculture, to better know your needs and those of the agricultural world. If we ask you questions, it’s because you deserve answers.

[General census of Agriculture: the Italy that makes Italy grow.]»

«Ci sono domande a cui sai dare sempre una risposta: hai risposto con coraggio nei momenti difficili, alcune risposte possono cambiarti la vita... o cambiare la vita degli altri. E sempre, per ogni risposta che dai, ce n’è una che meriti.

Oggi Istat ti chiede di rispondere al 7° Censimento generale dell’Agricoltura, per conoscere meglio le tue esigenze e quelle del mondo agricolo. Se ti facciamo domande è perché meriti risposte.

[Censimento generale dell’Agricoltura: l’Italia che fa crescere l’Italia.]»
Along with the conventional communication activities, the digital communication was carried out across the whole campaign. Women, young entrepreneurs, students, and Instagrammers have been engaged in digital campaigns, challenges, contests and virtual events with the intent to underline the importance of:

- Sustainability
- Biodiversity
- Innovation
- Technology
By participating in these activities, they would get in return:

- Information about their work sector
- Involvement in important initiatives (environment’s protection)
- Visibility for their activities
DIGITAL CAMPAIGN

Grazie al vostro aiuto è nata la prima foresta Social dell'Istat: abbiamo piantato 140 alberi

Contest Istiti Agrari
PREMIO DONNE E SUSTENIBILITÀ

#ItalianaCresce
“Agriculture’s Prophets”: experts will tell stories and experiences on the Italian agricultural sector explaining how agriculture changes and evolves along with the changing of society.

“Social agriculture”: multifunctional farms as a new frontier of the agricultural sector.

New contests and gamification activities involving farmhouses and students!
A lesson learnt

Despite the speed at which communication runs and the high level of technology to which we are used to today, there is still a part of the population that seeks a more 'human’ interaction and communication.

Users’ profiling is essential for implementing a customized and effective communication strategy.
Thank you

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