



# 7° CENSIMENTO GENERALE AGRICOLTURA

# INNOVATION & TRADITION: A NEW CHALLENGE FOR COMMUNICATION

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UNECE Expert Meeting on Dissemination and Communication of Statistics

# 7<sup>th</sup> General Census of Agriculture

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.

## 7<sup>th</sup> General Census of Agriculture

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



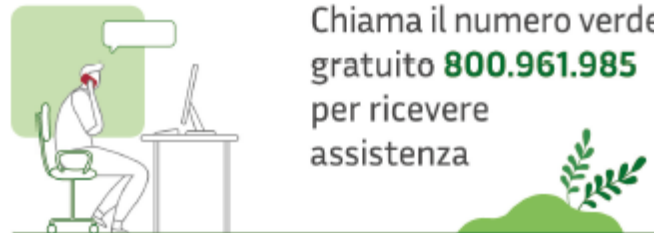
### Computer Assisted Web Interview

Accedi con le tue credenziali al sito  
<https://raccoltadati.istat.it/censagr2020>



Rivolgiti agli **uffici CAA**  
per avere supporto  
da operatori  
specializzati

### Computer Assisted Personal Interview



Chiama il numero verde  
gratuito **800.961.985**  
per ricevere  
assistenza

### Computer Assisted Telephone Interview

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»)





# THE STRATEGY: UTILITY, RESPONSIBILITY, AWARENESS

«If we ask you questions,  
it's because **you deserve answers**»

«Agriculture counts on you,  
make agriculture count»

«With the 7<sup>th</sup> 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**»



7° CENSIMENTO GENERALE DELL'AGRICOLTURA

**SE TI FACCIAMO  
DOMANDE  
È PERCHÉ MERITI  
RISPOSTE.**

L'AGRICOLTURA CONTA SU DITE, FAI CONTARE L'AGRICOLTURA.

Con il 7° Censimento generale dell'Agricoltura, l'ultimo decennale,  
definiremo insieme lo scenario del mondo agricolo italiano,  
per renderlo migliore e più vicino alle tue esigenze.

[7censimentoagricoltura.it](https://7censimentoagricoltura.it)    [#CensimentoAgricoltura](https://twitter.com/CensimentoAgricoltura)

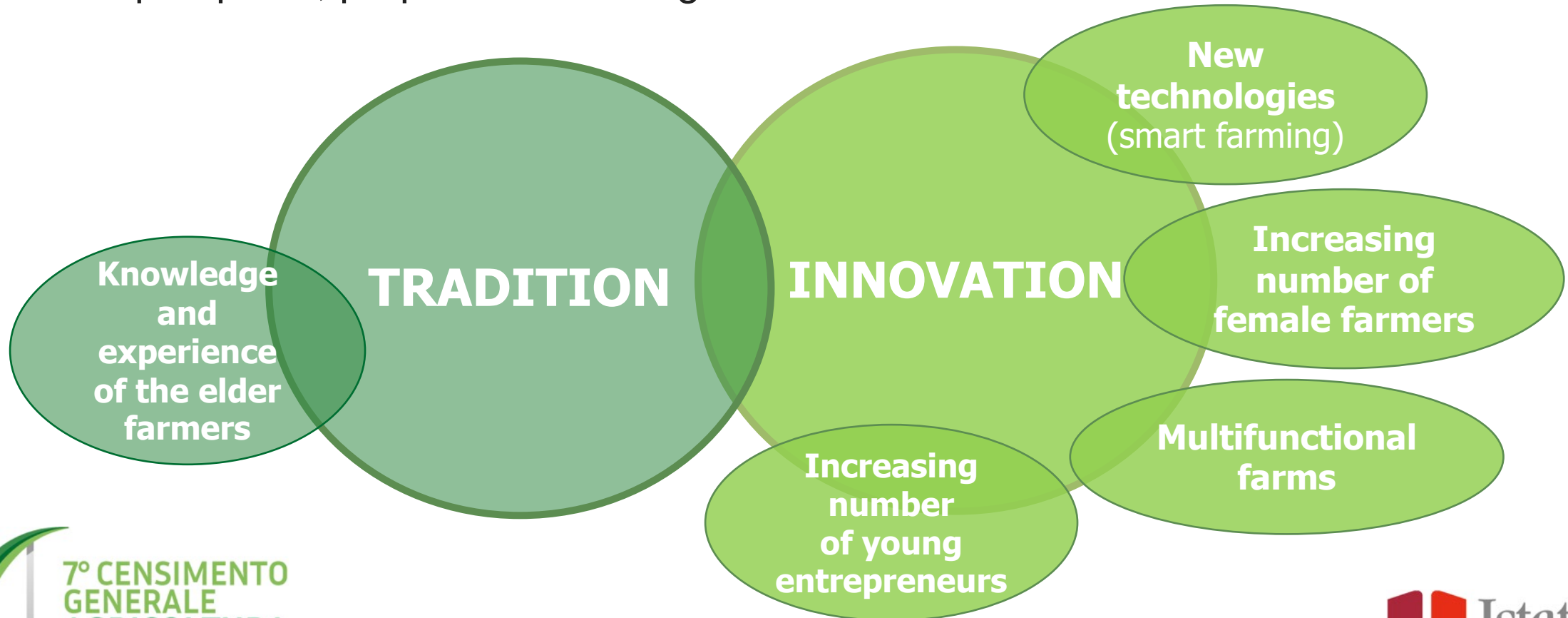
**Istat**  
Istituto Nazionale  
di Statistica

**7° CENSIMENTO  
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L'Italia che fa crescere l'Italia

# THE CHALLENGE

Communicate the importance of quantitative information to an extremely varied target

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 BREAKING POINT OF THE CAMPAIGN

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”.





# THE BREAKING POINT OF THE CAMPAIGN

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**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 the 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 7<sup>th</sup> 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 7<sup>th</sup> 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**

# REGIONAL SPECIFICITIES & communication adjustments

“Make Agriculture count,  
fill in the questionnaire”



7° CENSIMENTO GENERALE DELL'AGRICOLTURA

**SE TI FACCIAMO  
DOMANDE  
È PERCHÉ  
MERITI  
RISPOSTE.**

**FAI CONTARE L'AGRICOLTURA,  
COMPILA IL QUESTIONARIO.**

Partecipando al 7° Censimento generale dell'Agricoltura  
ci aiuterai a conoscere meglio il settore agricolo.

Informati su [7censimentoagricoltura.it](https://7censimentoagricoltura.it)  
oppure chiama il numero verde gratuito 800.961.985.

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L'Italia che fa crescere l'Italia



# COMMUNICATION CAMPAIGN – SECOND FLIGHT

**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 7<sup>th</sup> 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**



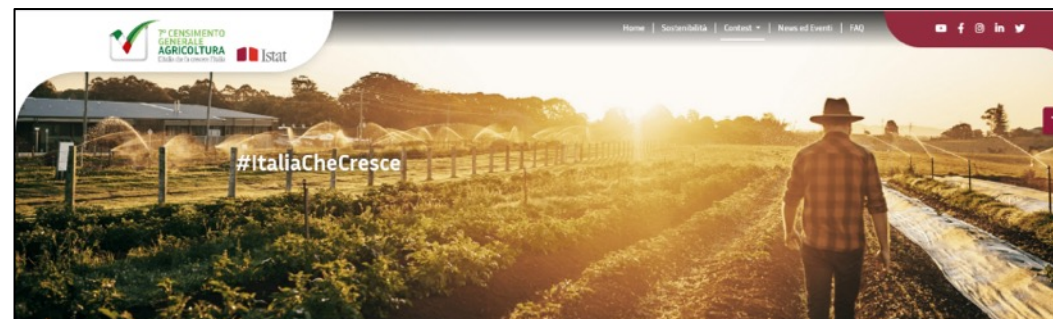


**By participating in these activities,  
they would get in return:**

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



# DIGITAL CAMPAIGN



**“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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L'AGRICOLTURA CONTA SU DI TE,  
FAI CONTARE L'AGRICOLTURA



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