Communications Committee & RFI WG Meeting

Tuesday 30th June 2020 – 10.00 to 11.30 am

Conference Call

Minutes

1. Welcome, reminder of anti-trust rules and adoption of the draft agenda

M. Teppner, Chair of the Communications Committee, opened the meeting and welcomed the participants (**Annex 1**), who were reminded of the anti-trust rules. The draft agenda was adopted.

2. Approval of minutes of the meeting call held on 30th March 2020

The minutes of the call of 30th March 2020 were adopted with no modification (**Annex 2**).

3. Internal Coordination with other Committees

F. Femia, Communications Manager, remined the group that there is ongoing internal coordination within the secretariat to ensure consistency of EU Specialty Food Ingredients' voice. This could be further reinforced by better awareness from Comms & RFI Chairs of actions that may have impact on their work and by organising biannual calls with Chairs of the FIA and Nutrition Committees for further exchange (**Annex 3**).

4. Communications Strategy 2020

Infographic on Nutrition & Health

F. Femia presented the proposed draft text of the infographic on specialty food ingredients in health & nutrition, as adapted by the external copywriter (**Annex 4**). The group made suggestions to improve the content, including adding references to healthy and balanced diet; further data on ageing and intolerances; and examples on proteins and fibres (with correct wording to respect EU Health Claims). F Femia will share the revised text with the design agency and will circulate with the Communications Committee a draft designed document for further feedback.

Update on Sustainability Statement

F. Femia reminded the group that an updated statement on sustainability has been prepared by an *ad hoc* task force and published at the end of May (**Annex 5**). The statement can be considered as a living document and as a starting point for the Communications Committee to work on an infographic with more figures and relevant examples. The group agreed to work on this topic as a priority after finalisation of the infographic on Nutrition & Health.

Update on responsible B2B communications

F. Femia informed the group that the updated 'Guidance on Responsible B2B Communication' has been endorsed by the Board and will be presented at a dedicated webinar on 2nd July before its publication (**Annex 6**). As part of the promotion and dissemination to key stakeholders, K. Otten, Vice-Chair of the RFI WG, suggested to also share the document with attendees of the RFI Roundtable (March 2019) as a follow up, together with a letter from the EU Specialty Food Ingredients President.

5. Responsible Food Innovation Project

Cooperation with FoodDrink Europe

F. Femia reminded the group of the ongoing collaboration with FoodDrink Europe, including the positive outcome of the cooperation for World Food Safety Day (**Annex 7**). Further collaboration among the associations will be on the occasion of the FDE Newsletter issue on Innovation (August). Members agreed with the suggested actions and F. Femia will keep them informed on the discussion with FDE and share a draft article on innovation for comments in due time.

European Food Forum

F. Femia reminded the group of EU Specialty Food Ingredients membership in the European Food Forum (EFF) and of the possibility to join the organising committee for future events (**Annex 8**). The group agreed that it would be positive for EU Specialty Food Ingredients' visibility to join the organising committee for the event on 'Food Reformulation and Marketing' of 28th October. F. Femia will confirm this to EFF and will follow up with members about the next steps and input needed.

6. A.O.B.

F. Femia informed the group that she was contacted by the association Brewers of Europe to support their 'Reconnect' campaign. After some discussion, the group decided not to support the campaign but to investigate whether other campaigns to support the HORECA sector after Covid-9 crisis could be endorsed (**Annex 9**).

7. Next meeting

The next joint call will be organised in September. A doodle poll will be circulated closer to the date to find a suitable day.

M. Teppner thanked the participants and closed the meeting.