EU specialty food ingredients

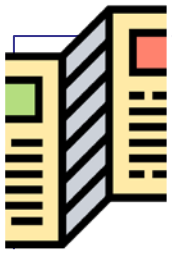
# 5. Communications Strategy 2021

Communications Committee & RFI WG meeting

11th September 2020

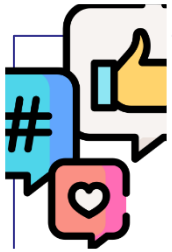
# Communications Strategy 2020 – Actions

Finalised EUSFI message house based on available content and proof points (group of ingredients) gathered through members' feedback.

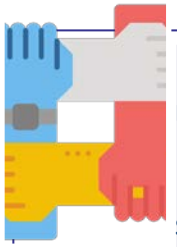


Finalised Guidance on Responsible B2B Communications.
Finalised infographic on Health & Nutrition, ongoing development infographic on Sustainability.

New pages and sections to promote new materials.



Ongoing social media activity on LinkedIn, including paid campaigns to promote specific materials and grow audience.



Ongoing cooperation with FoodDrink Europe directly and through common members.
Engagement in the European Food Forum.

Follow up with Round Table participants to inform them of the latest RFI developments.

# Communications Strategy 2021

Materials

- Myth debunking online campaign
- Short videos to present new updates by EU Specialty Food Ingredients (ie Chairs, etc.)
- Q&A page on the website
- Animated video a shelf with specialty Food Ingredients/without
- Member blog content with positive stories ?

RFI

- Webinar ? / RFI Follow up event
- Sessions by member associations to FDE (customers) to share ingredient knowledge

Amplification

- Continued amplification on LinkedIn, add other social media?
- Amplification on B2B media

# Communications Strategy 2021

**All member companies contribute with additional € 5,000 each to the cost afferent to the Responsible Food Innovation Project and related strategic Communications.**

Development of new materials ie infographics, animated videos, etc. (copywriter support, design, printing, etc.)

**Est. € ?**

Amplification of materials, incl. on website, social media, B2B media and/or other outlets or through dedicated campaigns

**Est. € ?**

Partner with relevant industry associations & other stakeholders

**Est. € ?**

Dedicated RFI activity (ie online event)

**Est. € ?**

Communications coordination support