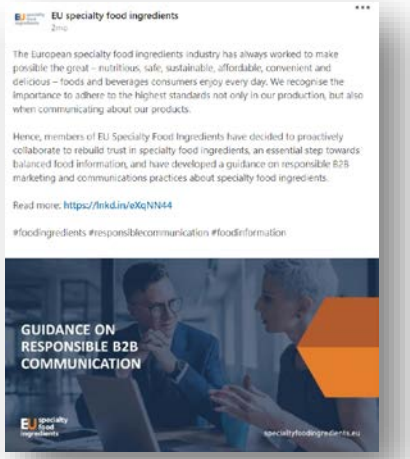
Update on Responsible B2B Comms (1)

- Guidance published in July → ongoing amplification:
  - Webinar for EUSFI members
  - Published in the EUSFI website library & promoted through a dedicated news on the website
  - Promotion on LinkedIn
  - Dissemination to relevant stakeholders, incl. FDE and EUFIC
  - To be shared with RFI Roundtable attendees



* *Available at: https://www.specialtyfoodingredients.eu/uploads/news_documents/EU_Specialty_Food_Ingredients_Guidance_on_Responsible_B2B_Communication.pdf*

Update on Responsible B2B Comms (2)

Evaluation: How to gather feedback from members?

- Prepare short online survey to assess:
  - How the guidance was received internally by members;
  - Extent of application of the principles in the marketing/communication work;
  - Further dissemination to relevant stakeholders.