



5. Communications Strategy & RFI Project 2021

Communications Committee & RFI WG meeting
24th November 2020

Q1 2020:

- First joint meeting of the Communications Committee & RFI WG
- Finalisation of the EU Specialty Ingredients Message House
- 'Reactivation' of the EU Specialty Food Ingredients LinkedIn page & targeted ads

Q4 2020:

- EFF event
- Infographic on Sustainability
- Evaluation survey on the Guidance on B2B Communication
- LinkedIn and Twitter influencers mapping
- Science Library
- Possible co-creation of materials with FDE ?

Q2-Q3 2020:

- Coordination with FoodDrinkEurope and cooperation on their 'Healthy Living Project'
- Endorsement of the FDE set of '*Principles for research conduct – common ground for objective conclusions*'
- Publication of the *Guidance on Responsible B2B Communication*
- Publication of the infographic '*How Specialty Food Ingredients help meet specific dietary needs*'
- Website optimisation to promote new materials
- Follow up with RFI Round Table participants

Priority activities and KPIs for 2021 (1)

For discussion

Possible Materials

- Infographic on Innovation
- Infographic on Safety & Quality
- Adaptation of Guidance on B2B Comms
- 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

Possible KPIs

- Development of 3 new materials
- Online survey/ Focus group to understand perception about EU Specialty Food Ingredients?
- Implementation by members



Priority activities and KPIs for 2021 (2)

For discussion

Possible Amplification

- Continued amplification on LinkedIn with targeted ads based on the influencers mapping
- Open Twitter account (follower campaign with external digital agency)
- Paid amplification on B2B media
- Preparation of a press kit
- Dissemination on the occasion of European/International recognised Awareness Days (ie World Food Day, World Food Safety Day, etc.)

Possible KPIs

- Increase LinkedIn followers by 30%
- Create a follower base for Twitter account and publish new content regularly
- Establish contact with 3 media outlets
- Implementation by members



Priority activities and KPIs for 2021 (3)

For discussion

Possible RFI activities

- Webinar / RFI Follow up event
- Sessions by member associations to FDE (customers) to share ingredient knowledge
- Continue engagement in European Food Forum
- Outreach and engagement with identified new stakeholders
- Keep building the science library

Possible KPIs

- Engage again with RFI roundtable attendees
- Keep open dialogue with FDE
- Implementation by members
- Create a community amongst organizations that work on these same topics



Priority activities and KPIs for 2021 (4)

For discussion

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 activities (ie online event)

Est. € ?



Communications coordination support