

Communications Committee & RFI WG Meeting

Friday 11th September 2020 – 10.00 am to 12.00 pm

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 June 2020

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

3. Communications Strategy 2020

Infographic on Nutrition & Health

F. Femia presented the final version of the infographic 'How specialty food ingredients help meet specific dietary needs' to be published soon (**Annex 3**). Further discussion originated on the opportunities for promotion directly and through third parties. The group decided to prioritise the partnership with [Euractiv](#) that will enable to promote this and future materials to a broader audience. Therefore, content promoted through Euractiv will be properly framed taking into consideration the specific audience (with policy hooks), the sector perspectives and the broader activities of the association¹.

Infographic on Sustainability

F. Femia presented to the group a preliminary draft text for the new infographic on sustainability (**Annex 4**). The group suggested to add references to ingredients' safety and to focus more on consumers' concerns. F. Femia will update the text accordingly and share with the external copywriter who will adapt it to be fit for a shorter format and for a non-technical audience. A new draft will be circulated with the group in due time for further feedback.

¹ Post-meeting note: further to a call with Euractiv, it has been confirmed that a promoted infographic can be accompanied by a short introductory text. Moreover, once published, the infographic will appear on the Euractiv homepage, in the dedicated policy hub (Agrifood), it will be shared through the newsletter and on social media. At the end of the annual membership Euractiv will share a detailed analytics report with information on clicks/downloads, open-rate, etc.

World Food Day

After an overview of the theme's for World Food Day 2020, to be celebrated on 16th October (**Annex 5**), the group agreed with the proposed idea to further promote online on that day EU Specialty Food Ingredients materials, using related hashtags.

Social media presence

The group agreed on keeping the focus on LinkedIn in 2020. In order to best assess how to further engage on the platform, a mapping of LinkedIn groups on relevant topics will be conducted by an external agency (**Annex 6**). Paid ads will continue to promote specific materials and campaigns and to grow the audience of the EU Specialty Food Ingredients page. Members are always invited to share from their personal profiles any updates and invite their connections to follow the page.

Guidance on responsible B2B communication

F. Femia updated the group about the ongoing amplification of the document (**Annex 7**). The group agreed with the suggestion to prepare a survey to share with members towards the end of the year to assess how the guidance was received internally and by their stakeholders and determine if any change would be needed. F. Femia will share with the group a draft survey for feedback in due time.

4. Responsible Food Innovation Project

Cooperation with FoodDrink Europe

F. Femia reminded the group of the ongoing actions to implement the recommendations from the RFI Roundtable, including the collaboration with FoodDrink Europe (**Annex 8**). In order to better address the recommendation to '*Compile and share the best science about ingredients*', the group agreed to further promote the FDE paper '*Principles for Research Conduct*' co-signed by EU Specialty Food Ingredients. Moreover, F. Femia will coordinate with members association to understand whether they have currently available a compilation of best science around group of ingredients that could be referred to on the EU Specialty Food Ingredients website.

The group also agreed to start considering further stakeholders for RFI outreach (in addition to the key ones, ie attendees of the Roundtable with whom we will continue the dialogue). Specifically, it was suggested to improve contacts with retailers associations such as EuroCommerce (European organisation representing the retail and wholesale sector) or Euro Coop (European Community of Consumer Cooperative) and with The European Consumer Organisation (BEUC).²

European Food Forum

F. Femia reminded the group that it was decided for EU Specialty Food Ingredients to join the organising committee for the EFF event on 'Food Reformulation and Marketing' of 28th October (**Annex 9**). F. Femia will keep the group informed about the next steps in the organisation and ask the group for suggestions about external speakers who could be invited to the event.

² Post-meeting note: EU Specialty Food Ingredients engaged in the past with both EuroCommerce and BEUC, for example on the occasion of the EU Specialty Food Ingredients event for the 10th anniversary of the food improvement agents package (April 2018), when representative of both organisations took part in the panel debate. More information on the event is available [here](#).

5. Communications Strategy 2021

H. Scheres, RFI WG Chair, thanked members for the extra-financial contributions provided in 2020 and that made possible to start implementing the Strategic Communications & RFI plan. In order to keep the momentum and continue building on the achievements of 2020, the group agreed in continuing executing the strategy based on same goals and principles in 2021 (**Annex 10**). A more detailed programme will be drafted by the group in the next meeting.

6. A.O.B.

There was no other business.

7. Next meeting

The next joint call of the Communications Committee & RFI WG will be organised in late November to discuss about the plan for 2021. A doodle poll will be circulated soon to find a suitable day.

M. Teppner thanked the participants and closed the meeting.