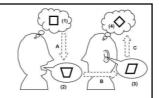


## WHY A COMMUNICATION STRATEGY?



EVERYTHING IS COMMUNICATION!!!!!! It's said that:

If you don't appear, you don't exist: We are what we are able to

communicate



The communication is a fundamental pillar that requires economical and proffesional provisioning, support and dedication



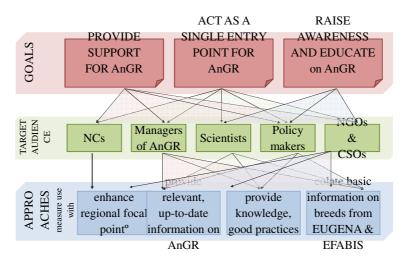
### **MAIN ELEMENTS**

- 1. Some previous activities ERFP
- 2. Future MYPOW and TOR
- 3. Alcandora: Presentation and contract
- 4. Needs



### **SOME ACTIVITIES**

- Last and new Website: It's ERFP face and the showcase
- SWOT analysis and actions
- Outcome Communication strategy Ad Hoc Action (Annex V)



• Current and future MYPOW AND TOR: Importance of networking and communication





### FOR DAIRY PRODUCTS: Lucydisfrutaconloslacteos.com

Alcandora is implementing the accompanying measures of school milk scheme in Spain, promoting the dairy consumption in children though school activities, trips to farms and social media.



#### FOR MEDITERRANEAN DIET AND HEALTHY HABITS: GAMES

It is a quiz such as the "Alphabet game" with concepts of the Mediterranean Diet for students between 16 and 20 years old from 64 different high schools



SOME EXAMPLES OF CAMPAIGNS AND COMMUNICATION STRATEGIES OF ALCANDORA FOR THE MINISTRY OF AGRICULTURE

### Extra virgin Spanish olive oil Week

to increase the consumption of the product as well as make known the need of such a beneficial food to maintain a balanced diet

Among the promotional activities were included: presenting "Award for Best Extra Virgin Spanish Olive Oil", promotions in restaurants, tourist areas and points of sale, tasting of oils,







### **Fish Week**

Alcandora organized the "Fish Week" with the aim of promoting the consumption of this product among population, due to its importance in a healthy and balanced diet. Among the activities were included exhibitions, conferences, points of sale promotions, etc.



SOME EXAMPLES OF CAMPAIGNS AND COMMUNICATION STRATEGIES OF ALCANDORA FOR THE MINISTRY OF AGRICULTURE

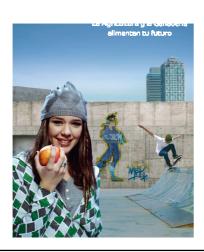
Promotional campaign of Seasonal Fruit: "Look for the seasonal fruit"

Campaign with the aim of motivating the Spanish population of the consumption of seasonal fruits, attending to a specific time of consumption.



# Information Campaign of European Production Model: "Agriculture and livestock feed your future"

On the importance of adjusting production models to the guidelines of the EU, both final consumer and professionals of different agricultural sectors and ranchers. For this campaign, materials like a spot, sectoral videos and 3D animated comics were developed.





SOME EXAMPLES OF CAMPAIGNS AND COMMUNICATION STRATEGIES OF ALCANDORA FOR THE MINISTRY OF AGRICULTURE

### Campaign of sheep promotion "TASTE THE LAMB"









### **Campaigns Agricultural Insurances**

Information campaigns of the Agricultural Insurance Plan ENESA, State Agency of Agricultural Insurances, in order to inform of the need to insure farms from risks arising from adverse weather conditions and other natural hazards.







SOME EXAMPLES OF CAMPAIGNS AND COMMUNICATION STRATEGIES OF ALCANDORA FOR THE MINISTRY OF AGRICULTURE



# Promotion Campaign of Iberian ham for ASICI: I'M IBERIAN

Promotion and information campaign "I'm Iberian" in order to promote sales of the product during the Christmas period and establish a strategy to join the movement through the use of popular characters. Spots were developed commercial breaks, tele-promotions, graphics, flyers, actions in point of sale, billboards, etc.









### More visibility to ERFP

In order to reach this goal, there are some specific objectives:

- · Show ERFP to a wider audience
- Inform that audience of AnGR in the EU
- Improve communication between ERFP members
- Facilitate the coordination of NCs and NFPs and achieve a closer relationship between all of them.
- · Educate and share our values



# **Keywords**

# **Topics**



These words are the most important ones in our website.

**Animal Genetics Resources Genetic Diversity** 

European Regional Focal Point Livestock Diversity consumer preferences

**Animal Genetic Diversity** 

**Events of Animal Genetic Resources** 

**Animal Breed** 

**Livestock Breeds** 

**DNA Breed** 

**FAO** animal genetics

**Biodiversity** 

Agrobiodiversity

The topics to be treated on social media:

Rural development and

**Agrobiodiversity Market and** 

European culture about of animal genetics Anticipation in changes in the production

system

Sustainable development Goals - Zero hunger, consumption, production and climate change

**Global Plan of Action for AnGR** 

Trends, sustainable use, conservation,

Networking between NC's European policies, elections,

Candidates, responsabilities, dates,

Calendar with events

setting purposes and objectives

Newsletter

## **Contract**





### Show ERFP to a wider audience: TASKS

- 1. Social media:
  - Facebook (1 post per week)
  - Twitter (3 post per week)
  - Instagram (1 post and 1 story per week)
  - LinkedIn (1 post per month)
  - Youtube (1 post per month)
  - 1.1. Community Manager
    - -Interaction with the followers
    - Events tracking in real time using some interesting hasthags
  - 1.2. Graphic and audiovisual contents
- 2. Institutional video about ERFP

## **Contract**



### Inform the audience of AnGR in the EU

- Newsletter: every 2 or 3 months

Contents: Important themes for the

Summary of the events celebrated every month

### Coordinate NC's and NFPs in Europe

- Digital calendar with events

**BUDGET: 9.000 EURO (+VAT)** 

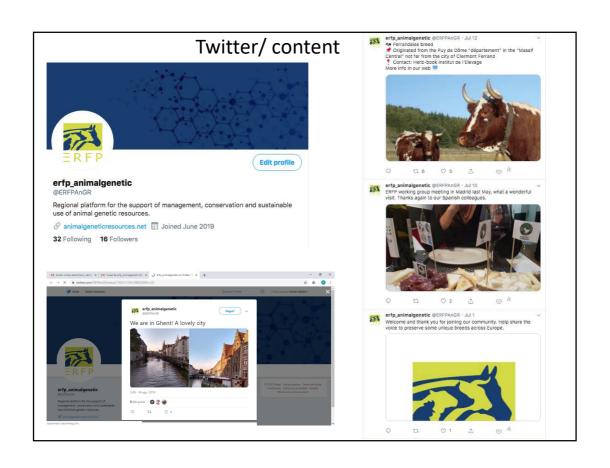
Follow us in social media!

We started our communication plan!!

Instagram: @ERFP animalgenetics Twitter: @ERFPAnGR Facebook: @ERFPAnGR

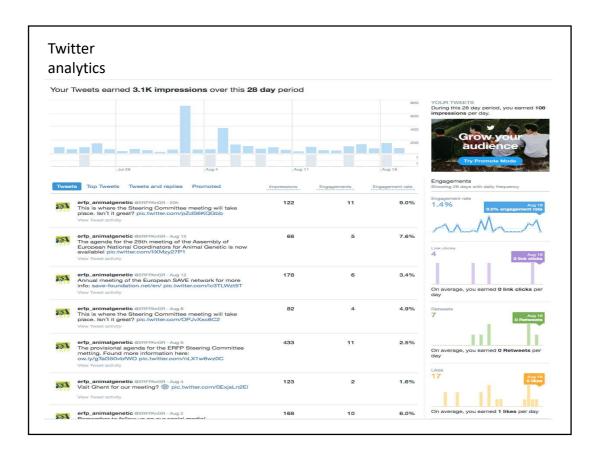
LinkedIn: ERFP Animal Genetic

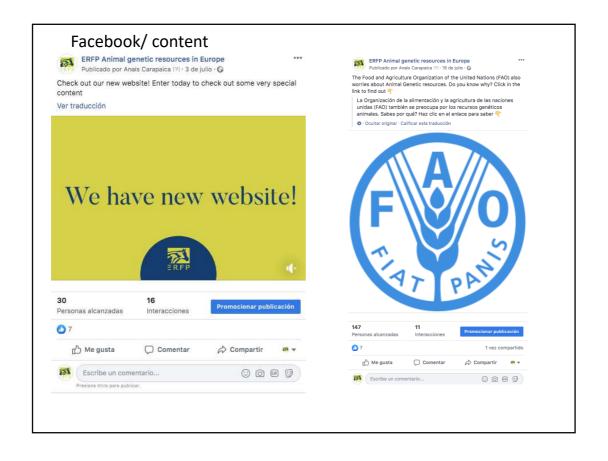


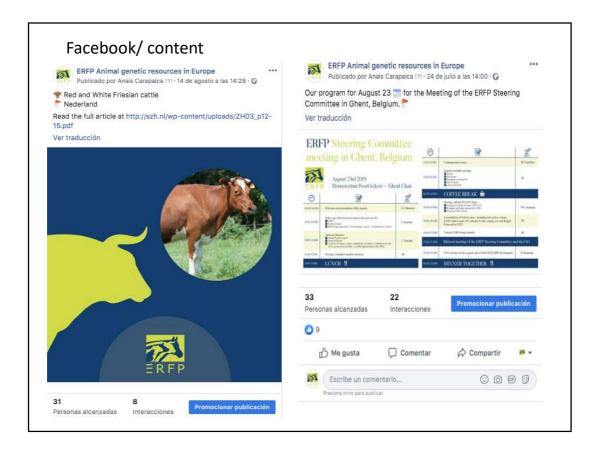


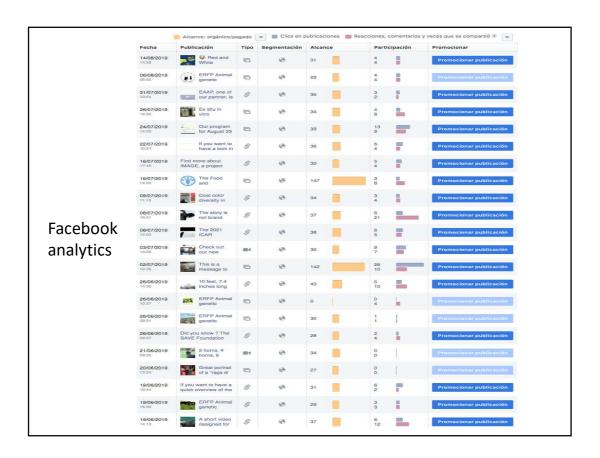




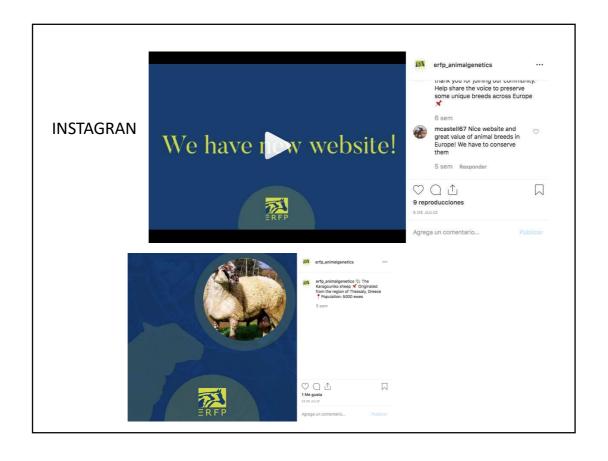














### WHAT DO WE NEED? Effective communication!

- Strategy and planification: constant and maintained communication in a long term to generate opinion and get visibility with a calender of activities according to MYPOW and GA decisions
- Take advantage of the actions already done and recommendations from ERFP Ad hoc action and SWOT analysis
- Use of Communication tools: website and social networks (for free and many advantages to share contents with effectiveness)
- Role of NC (if posible) and WG: create profiles, be active, contributions by sending news of interest, posts, images, pictures, videos, Inputs
- To create databases with list of contacts and other sources of interest to be conected to entities, platforms, people, webs, adresses (social netwoks) with segmentation according to interests.
- Look for sinergies and fluent communication and networking (followers and follow them, conecting by keywords and #, positive influencers, target entities, projects...

### **Diapositive 31**

CMM1 Castellanos Moncho, Montserrat; 19/08/2019

### WHAT DO WE NEED?

- Importance of the profiles, use of corporative imagen and identity manual with contrasted info taken from ERFP network and WG outcomes in the framework of the international policies and projects
- Messages: relevant, realistic, honest, respectful, attractive, interesting, funny, visual, frindly, simple, positive, conciliatory, in the framework of policies/ERFP
- Updating, recicling, measuring the results: many tolos
- Constraint and limiting elements: Human resources and problems to use the social networks (knowledge, lack of time, problems to use them), budget and constant actions
- Be careful: dangers, fake news, trolls (avoid feeding them).



- Domino effect and feedback: See the capacity of answer
- Flow of information from NC/WG to ERFP Secretariat and validation before publishing:
  ERFP has to tell Alcandora what we want to communicate and who we want to be connected to

