

SOCIAL STRATEGY 2021

Role of Social Media for CropLife Europe



Overall mission of CropLife Europe:

- **Protect and extend members' freedom to operate** – i.e. to provide farmers with the products and tools to deliver More With Less

Role of Social Media in delivering this:

- Promote, bring alive and *reinforce the new CropLife Europe narrative*
- *Amplify CropLife Europe's policy positions*
- *Demonstrate* the industry's *innovation and new technologies*

Plus

- Grow target audience followership, reach and engagement through organic and paid media. Maintain and increase positive share of conversation online.

Through our engagement strategy:

- Engage and build relationships with agriculture and farming key opinion formers and influencers
- Grow reputation among governmental and institutional stakeholder organisations
- Ensure that baseline content carries policy weight and relevance

| File | Objective | Timeline | Role of 2021 Social Media |
|--|--|----------------------|--|
| EU FARM TO FORK FILES | | | |
| Farm to Fork Communication | Present and leverage Impact Assessment Ensure that green diplomacy is multilateral and not imposed at the bilateral or regional level Ensure balance and recognition of IPM & ensure recognition of innovation needs | 2021-2022 | Amplify WUR IA to build 'surround sound' and pressure Push IPM hard through compelling graphics and content promoted to reach policy audience |
| SUD Incl. IPM, Reduction Targets | Ensure improvements and workable measures in the recommendations on the SUD No uniform, mandatory pesticides reduction targets at the MS level Guarantee workable pesticides reduction targets in each MS | 2021-2022 | Interventions through Live Moments throughout the policy cycle Amplifying CLE positions proactively plus reacting to policy debate |
| Statistics on Agricultural Input-Output | TBC | 2021-2022 | TBC |
| Biodiversity | Develop a plan to engage on biodiversity | 2021-2022 | Background monitoring, RTs/QTs to build awareness |
| CAP | Monitor the CAP reform (SUD, IPM link) Engage for effective and workable Strategic National Plans | 2021-2022 | Monitoring & engage where relevant |
| Green Diplomacy - Sustainability | Monitor & work for best outcome | 2021-2022 | Monitoring & engage where relevant |
| EU Sustainable Food System (2023 F2F) | Monitor & Update – develop an advocacy plan | 2021-2022 | Monitoring & engage where relevant |
| OTHER KEY FILES | | | |
| Chemical Strategy CSS – HHP | Develop an action plan and benefit stories on the EU Chemical Strategy – and engage with other Associations (CEFIC) Complete internal assessment and advocate accordingly | 2021-2022 | Compellingly tell benefit stories through high-value content Mutually amplify and engage with CEFIC & other to build alliances |
| MRL/IT | No change – gain time Ensure stakeholder mobilization – especially third countries | 2021-2022 | Use live moments to amplify and mobilize diverse stakeholders |
| Re-opening of 396/2005 | Monitor | 2021-2022 | Monitor for chatter |
| GM Authorization | GMO Authorization Process – Change of Rules due to F2F Ensure that GMOs import authorizations are granted Ensure balance does not tip to QMV against | 2021-2022 | Engage cautiously if at all |
| New Breeding Techniques | Push for new legal regime for NBTs Educate & engage on need for NBTs in EU | 2021-2022 | Educational content positioning NBTs in a positive and sustainable light |
| Microplastics | Implementation of AEG Action Plan Secure a workable transition period for industry to adapt Minimise risk to product authorisation linked to changes in legislation | 2021-2022 | Engage around live moments or within specific advocacy windows |
| GFL – Transparency | Communication Plan (also around risk communication) | 2021-2022 | Dedicated mini-campaign to showcase industry commitment |
| SDHI | Close alignment between FR and BRU Be ready to engage when needed Contain the topic and impact | 2021-2022 | Be ready with reactionary statement but primarily don't engage |
| Antifungal Resistance | TBC | 2021-2022 | TBC |
| Comitology Reform | Ensure reform does not go through in current form | 2021-2022 | Engage around any relevant live moments |
| EU Patent | Ensure one EU system adopted | 2021-2022 | Engage around any relevant live moments |
| Aarhus Convention | Ensure transposition in line with priorities | 2021-2022 | Engage around any relevant live moments |
| Glyphosate Renewal | Monitor & Update | Kick off 2022 | Monitoring & engage cautiously where relevant |
| Deforestation Action Plan (Q1 2021) | Monitor & Update – develop an advocacy plan | 2021-2022 | Monitoring & engage with our innovation/sustainability stories where relevant |
| EU Soil Strategy - Zero Pollution (Q2 2021) | Monitor & Update | 2021-2022 | Monitoring & engage where relevant |
| UN Sustainable Food System Summit | Monitor-Update and engage | 2021 | Monitoring & engage where relevant esp. around live moments |
| EU Cancer Plan (ongoing) | Monitor & Update | Ongoing | Monitoring & engage where relevant |

2021 Social Media Approach

- ❖ Pursue a social media strategy that is much more focused on engaging the most active decision makers & influencers from our mapping with messages/actions that are tied to our policy objectives for each file
- ❖ Laser focus on these most active, influential, and influenceable users to deliver the greatest impact towards our overall strategic goals
 - ❖ Twitter is still the main channel where they are active, but increasingly we see contingents who are active on LinkedIn and Instagram as well or instead
 - ❖ Whereas our 2020 numbers show that our organic FB audiences are much less relevant – being largely based in India and surrounding nations
- ❖ While maintaining our baseline of engaging #MoreWithLess campaign content that caters for our organic audiences
- ❖ Our aim is therefore to utilize: CLE staff on personal channels, the DG's LI presence, and engagement with members alongside this strategy to deliver:
 - ❖ A more precise and accurate allocation of resources to the objectives
 - ❖ Greater engagement with a narrower, more impactful target audience

Social Media: Segmenting our Audience

EU Institutional Stakeholders

Policy makers, policy influencers within the institutions, EP intergroups, etc.

Subsets:

- Agri/food
- Environment
- Technology/Digital Innovation

Media/Journalists

- **Brussels-based media**
- **Mainstream media (pan-EU)**
- **Trade media**

Subsets:

- General EU
- Agri/food
- Environment
- Technology/Digital Innovation

Third-party Stakeholders

To include:

- Farmers (CEJA, FSN, Rise Foundation, ELO)
- Coalitions, networks, associations and think tanks (WHO, UN, UNDP, UNEP, UN WFP, Farm Europe, FoodDrinkEurope...)
- NGOs (Greenpeace, IUCN...)
- Science / research community (Digital Europe...)
- Corporates (Vodafone, John Deere, Nestlé...)
- Academics (Wageningen, Institute for European Environmental Policy...)
- Individual influencers (Stavros Papagiannas...)

Subsets:

- Agri/food
- Environment
- Technology/Digital Innovation

Internal / CLE Stakeholders

- **Members & prospective members**
- **CLI and sister organisations**
- **CLE team, Secretariat**

#MoreWithLess 5

Role of social media in overall CLE communications

EU Institutional Stakeholders

Third-party stakeholders

Media/Journalists

Internal / CLE Stakeholders

Social media will help CLE reach a wide variety of audience segments

- The overall goal: use social media as a means of communicating that farmers need access to the right tools, at the right time, to deliver more with less.
- Reach a wide variety of audience segments; reach specific subgroups within targeted audience segments
- Provide a platform for audience engagement and advocacy
- Create, build and retain relationships with key stakeholders
- Increase visibility and recognition of the industry and its contribution to agri innovation and playing a role in mitigating climate change
- Enable a space for thought leadership from CLE and member executives

Different audiences; similar motivations & questions

EU Institutional Stakeholders

Third-party stakeholders

Media/Journalists

Internal / CLE Stakeholders

MOTIVATIONS

- Forming opinions
- Confirming opinions
- Looking for scientific information
- Discovering and sharing content
- Passing time or seeking entertainment
- Engaging in dialogue with friends, family, foes
- Looking for hope about breakthroughs in agri-science
- Seeking knowledge about farming, challenges, food supply issues, ag technology
- Seeking a job

KEY QUESTIONS for CLE

- How is farming affecting climate change?
- Is our food supply safe and secure?
- What are the latest developments in plant protection, breeding, biopesticides?
- How is the industry keeping our food safe? What about pesticide residues?
- How are pesticides affecting pollinators?
- How is the industry/ how are farmers impacting the future of food?

Telling the story

Through the audience lens

Our content planning will be undertaken by looking through the eyes of the audience(s), considering:

CONTENT TYPES

MILESTONES

- 'Days of'
- Industry events
- Conferences

CURRENT AFFAIRS

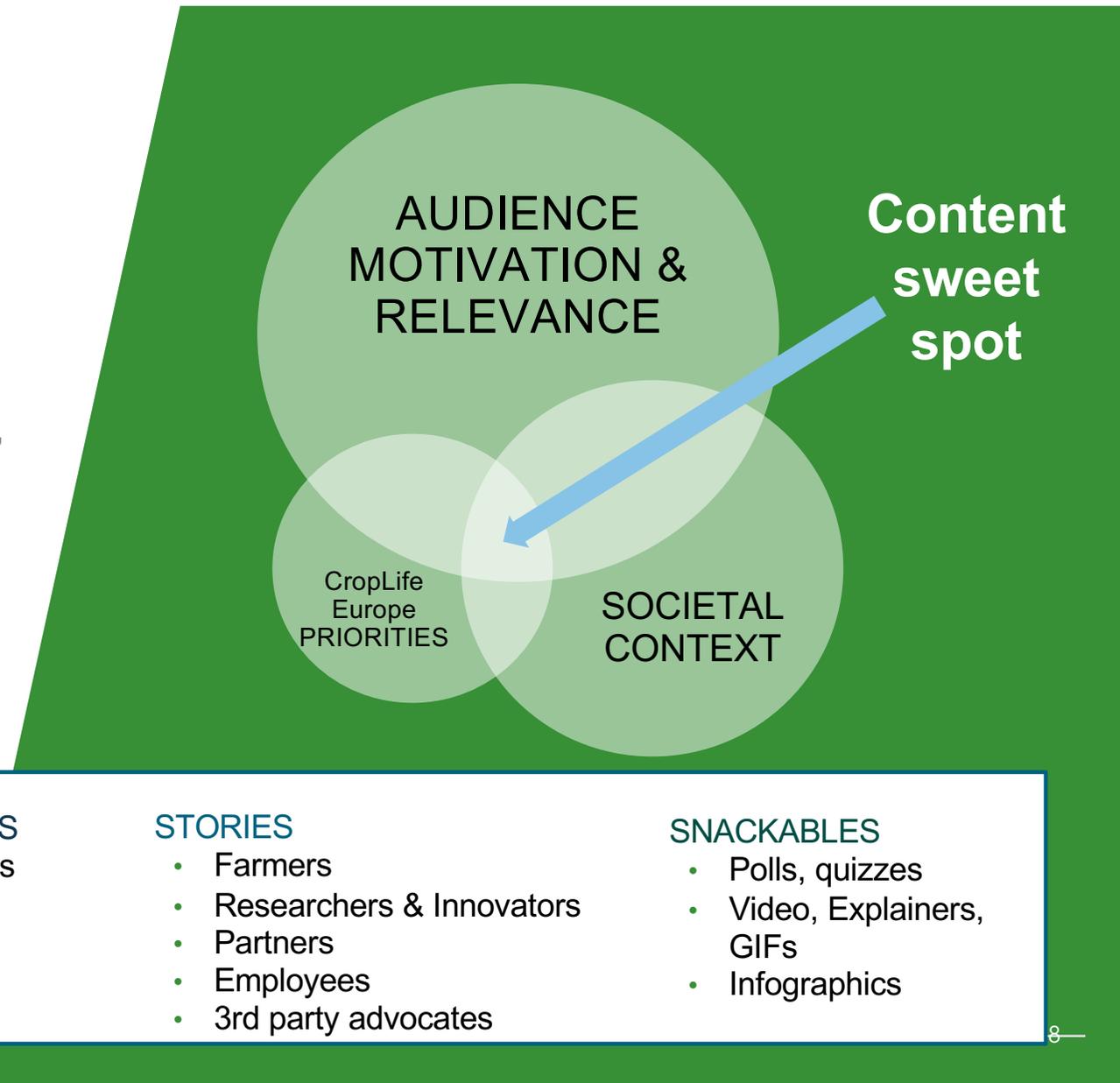
- Seasonal events
- Hot topics
- Social trends

STORIES

- Farmers
- Researchers & Innovators
- Partners
- Employees
- 3rd party advocates

SNACKABLES

- Polls, quizzes
- Video, Explainers, GIFs
- Infographics



Thematic framework

SUSTAINABLE FARMING CAN ONLY BE ACHIEVED THROUGH INTEGRATED SOLUTIONS
AND BY PROVIDING THE FARMER WITH AN EXTENSIVE TOOLKIT.

THE ROLE OF PESTICIDES &
BIOPESTICIDES

DIGITAL AND PRECISION
AGRICULTURE

PLANT BIOTECH & BREEDING

tbc

tbc

tbc

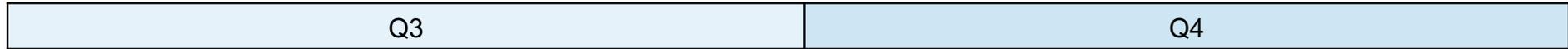
WE NEED TO FOCUS ON FARM PERFORMANCE NOT FARMING SYSTEMS.

tbc

tbc

tbc

Social Media: Content Framework



Drumbeat Content/ Ongoing

More With Less

World Observation Days

Topical Peaks and Activities

Impact Assessment Report (Wageningen)

EC's SUD Evaluation

Guerilla Action, either in person or virtual, linked to a PA/Policy point (timing TBC)

Major Action/Event Sponsorship, linked to a PA/Policy point (timing TBC)

Mini Campaigns

IPM BREAM Anti-Counterfeit Sustainable Use

Topics driven by CLE priorities, via CEG

Targeted Social on Special Issues

EU Farm to Fork Files: SUD, Biodiversity; Sustainable Food Systems; CAP.....

Paid / Promoted Social Content

Designed to reach specific groups, pre-determined individuals; links to PA goals

UNDERPINNED BY CORE THEMES

pesticides; biopesticides; natural origins; precision and digital agriculture; plant biotech

Audience Priorities & Channel Allocation

| Channel | Audience | Purpose | Role of paid |
|---|---|--|---|
|  | Institutional stakeholders Institutional influencers Members / industry Farmers National-level stakeholders Media | Engage key decision makers & influencers on our lists Land message Create conversation | Boost visibility of our messages among niche target audiences |
|  | Largely irrelevant organically | Use for paid Brussels geotargeting power | Use to reach targeted audience segments in Brussels, particularly with video content |
|  | Increasingly used by MEPs and officials Farmers | Proactively reach and engage key decision makers & influencers on our lists Land message | Use during set-piece moments to amplify hero visual content to geotargeted Brussels audiences |
|  | All audiences | Host content Appear in search for stakeholders. Repository of CLE information. | No paid (audience too general) |
|  | Institutional stakeholders Institutional influencers Members / industry Researchers & academia Increasingly some farmers are also present | Engagement with longer form content Platform to position CLE/DG as thought leaders | Specifically target Brussels institutions to get our messages in front of them |

2021 Social Media – ‘Live Moment’ Example

- ❖ As part of our strategy to engage key targets from our mapping, we cover two ‘live moments’ each week on average – these can be policy moments, e.g. a vote or publication on a key file, or events relevant to the individuals we’re trying to reach/issues we’re trying to advocate on
 - ❖ To date, we have only been engaging with these moments on Twitter,
 - ❖ However, our influencer mapping has now shown significant numbers of individuals who are also active on LinkedIn and Instagram
 - ❖ Therefore, we recommend experimenting with expanding our coverage to LinkedIn and Instagram, to test the impact
- ❖ For example, on 3-4 Nov 2020, the Commission held it’s annual Circular Economy conference. This was a high impact event for us, because:
 - ❖ Circular economy was one of the policy/topic areas we were focusing on in line with our 2030 Commitments
 - ❖ Influencers from our circular economy list were joining and participating in the event – e.g. @Vsinkevicius, @EU_ENV, @circulareconomy
- ❖ This allowed us to focus our resources on high-quality interactions around this moment, rather than on a higher quantity of lower quality interactions through our regular posting



2021 Social Media – ‘Live Moment’ Example

- ❖ Engaging with institutional stakeholders e.g. @EU_ENV, & influencers in the relevant policy space e.g. Ellen MacArthur Foundation
- ❖ Across corporate channels and staff personal accounts for engagement at different levels
- ❖ Achieved impact and engagement among targets – liked by @CEStakeholderEU, followed by @EU_ENV

ECPA @cropprotection · Nov 3
Following #live - debate on #circulareconomy #EUCircularTalks

We are committed 2 more plastic containers recovered & recycled, with less plastic waste #MoreWithLess

We plan 2 establish an average 75% collection rate of plastic containers across EU by 2025

EU Environment @EU_ENV · Nov 3
Annual #CircularEconomy conference, Interact with #CEStakeholderEU + #EUCircularTalks #BuildCircular #EUGreenBiz #RevitaliseRetail

Watch LIVE as of 9:30 am CET with @TimmermansEU & @VSinkevicius webcast.ec.europa.eu/circular-econo...

Programme circulareconomy.europa.eu/platform/en/an...



You Retweeted

Michal Kicinski @Michal_Kicinski · Nov 3
#EUCircularTalk our industry is involved in 18 collection schemes for empty pesticide packaging in the EU, some of them for more than 20 years. @cropprotection has committed to establish collection schemes in all MS by 2025.

You Retweeted

anika gatt seretny @anika_tweets · Nov 3
#EUCircularTalk - let's see if our question gets picked up 😊 @cropprotection has committed to establish an average 75% collection rate of empty pesticide and biopesticide packaging in the EU by 2025. Nevertheless, we'd like to point out some of the barriers:



Virginijus Sinkevičius and EU circular economy stakeholder platform

ECPA @cropprotection · Nov 3
We are a dedicated to #circulareconomy 🙌🙌🙌

We have pledged in our #2030Commitments to step our collection rate of plastic containers and spread the programs across all EU Member States

Click here if you want to learn more ecpa.eu/commitments/20...

Ellen MacArthur Foundation @circulareconomy · Nov 3
The way we are currently using plastic is incredibly wasteful. As much as 95% of the material value is lost after one single use.

We need a system-wide shift to a #circulareconomy for plastic, in which it never becomes waste or pollution.

ow.ly/OPcN50Ca1LF



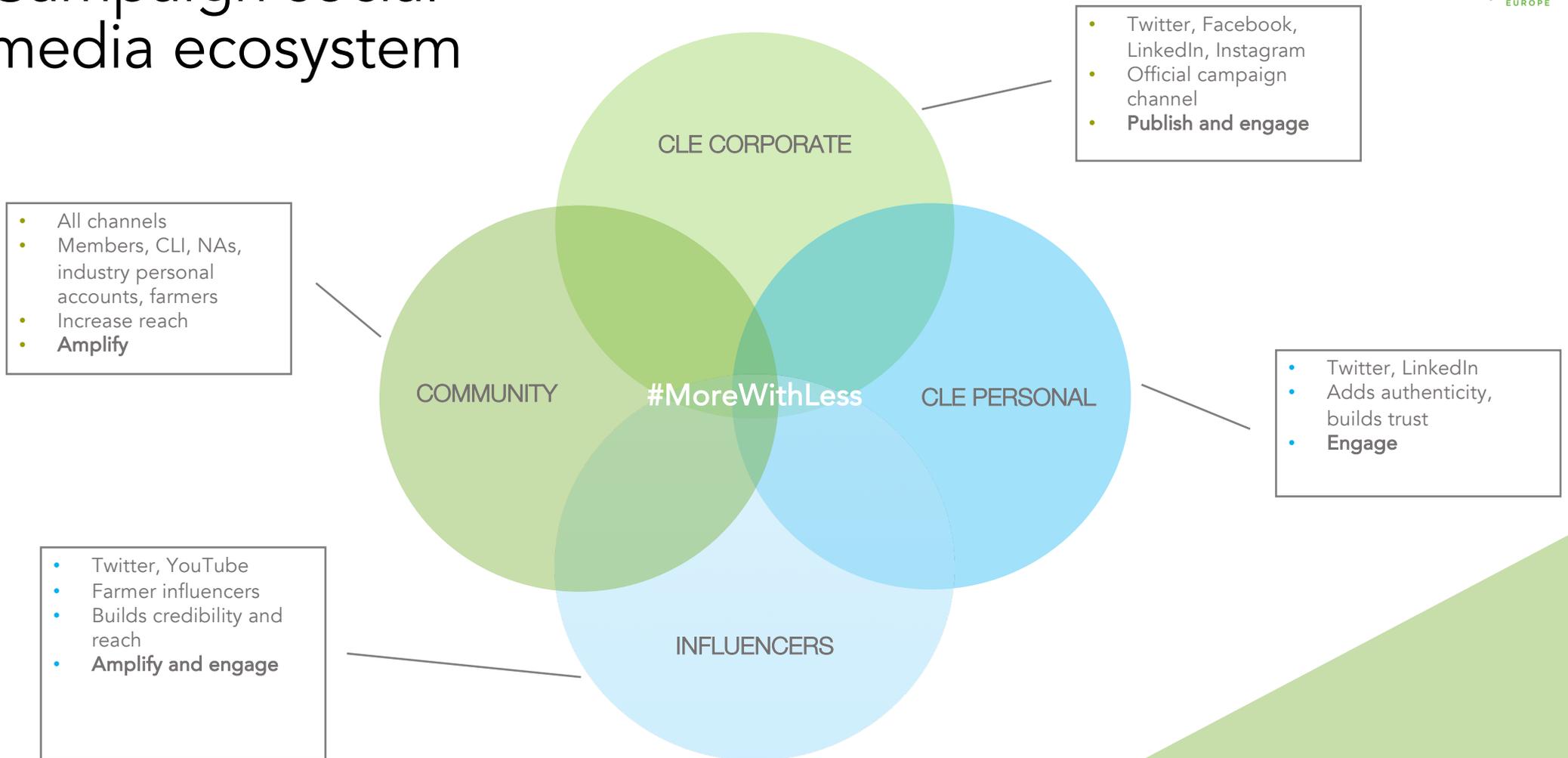
829 views

2 likes

@cropprotection · Nov 3
why our industry collects and recycles plastic pesticide packaging the EU, after which it's turned into fence posts, car battery cases, and ge pipes among other things!

#MoreWithLess

Campaign social media ecosystem



Tone of voice

