#goodfood goodfarming
EUROPEAN DAYS OF ACTION

COMMUNICATION TOOLKIT

A PRACTICAL GUIDE TO COMMUNICATION FOR #GOODFOODGOODFARMING TRIED AND TESTED BY ORGANISATIONS AND CAMPAIGNERS

WHY COMMUNICATION IS IMPORTANT

Just imagine how many misunderstandings could have been prevented in history if the sender had spent more effort in clear communication. Clearly a lot! The effectiveness of our communication relies on its ability to communicate complex information on our agriculture and food systems in accessible formats. Success is based on the extent to which a communication campaign is able to get to the audience which absorbs, understands and acts on the message. If your target audience is not addressed in a way that suits them, your campaign might end up having a smaller impact as it could have had!

Communication work might sometimes fall short behind your full schedule, but it is essential to help you reach your political goals through public pressure. Only with protest on the streets and social media, and with media and public discourse debating the future of the Common Agricultural Policy (CAP), can we push for the transition of agriculture in the EU and beyond. Targeted advocacy work and communication together form two arms of a strong body moving forward towards the agri-food-system we envision.

Take this toolkit as an inspirational reader to remind yourself how important and fun it is to communicate in engaging ways with your audience!

In this toolkit, we have collected practical experiences and inspirational ideas with which you can spice up your communication activities. We present these examples for different aspects of communication, like work with journalists, on social media but also alliances with like minded others, based on the experiences of civil society coalitions working on agricultural policies in France, Germany, Italy, Spain and Poland.

Have fun reading, planning and communicating!

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LEARN MORE

SOCIAL MEDIA TRAINING

You want to learn more on how to build and strengthen your social media presence? Watch the recording of a social media training we organised with the European Climate Foundation here.
Learn about how to gain more followers and outreach and on how to engage decision makers and transmit your messages on social media.

PRACTICAL GUIDE TO CAMPAIGNING

You want to become a campaign expert? "Game on!" summarises the basic steps of designing an impactful campaign and guides you through the process, with practical experiences gained during a European campaign for sustainable production of tropical fruits.

WORK WITH THE MEDIA!

Effectively working with the media should be a key aspect of every campaign. To do so you need to:

1. **Find** the media and journalists you want to pitch your stories to (e.g. national vs. local media, mainstream vs. specialised media on your topics, digital outlets, facebook pages with many followers, influencers, etc.).

2. **Engage** with them adapting your story to their interests and needs and pitching it to them.

EXAMPLE 1:
WORKSHOP TO GET JOURNALISTS INTERESTED IN YOUR TOPICS

What happened and why?
A way of engaging journalists is to invite them to a workshop, where you can present your ideas, concepts and views but also get to know their interests and needs. Por Otra PAC organised an online training in Spain in October 2020, collaborating with the environmental journalism association (APIA).

Around 30 journalists participated in the online training with speakers from Por Otra PAC, trying to show the diversity of the coalition: they invited a farmer, an expert on the links between agriculture and the Green New Deal, a member of a consumer association as well as an environmental journalist, who talked about his experience covering these topics. The purpose of this activity was to strengthen relations with environmental journalists, trying to grow their interest on CAP issues just before the vote on the CAP in the European Parliament in October 2020.

LESSONS LEARNT

- Try to make a link with stories/issues that are already part of the news. In this activity, the focus was on biodiversity loss, the European Green Deal and rural depopulation, which is a big issue for Spanish media right now.

- Avoid jargon and technical details when dealing with non-specialized media. When doing an activity with journalists, place yourself in their position - what's the news factor in the information we're presenting?

- It's key to find great spokespeople to present the issue.

- It's very difficult to get coverage about the CAP beyond specialized news outlets and requires even more effort.

EXAMPLE 2:
HOOK UP WITH INFLUENCERS

What happened and why?
Pour une autre PAC partnered up with the famous French Youtuber Max Bird to produce a video on the impact of the CAP on our agricultural production and food systems. In a very entertaining way and in less than 8 minutes, he explains why the CAP is important and needs to be changed. The video received 440000 views on Youtube and more than 860000 views on Facebook.

The video was created to invite people to participate in an official public debate on the CAP reform, to connect it to other ongoing campaigns and raise awareness on the subject.

Instead of making a video that would criticize the current agricultural system, Pour une autre PAC decided to go against our opponents favorite defenses: blaming the failures of our farming system on the consumers and their choices and claiming that citizens cannot give their opinion on the CAP because they don't know a thing about agriculture and it concerns only farmers.

LESSONS LEARNT

• This kind of project is definitely the best way to increase our fame. All the communication work done by Pour une autre PAC so far had less engagement than this single video.

• However, finding the right partner, or even getting a response from Youtubers is very hard and took us several months. You don't actually work with the Youtuber but with a production company managing the contract.

• You have to be aware that you could end up with a video which could say things that you will not agree on (this was the case for us). The Youtubers consider themselves as artists and your instructions compete with what the Youtubers want to do and what their followership likes.

• NGOs and coalitions usually take a long time to approve materials. This conflicts with the Youtuber's planning which might settle shooting and sharing of the video months in advance.

• If you don't handle a project like this in a good way, you lose your credibility with other Youtubers: it's a small world.

• After all, this project is not sinecure but is very profitable. If you have the opportunity to do it, do so and make sure that there is an important call to action behind.

VOICING DEMANDS TO DECISION MAKERS

European policies might sometimes seem quite far away. Therefore it is important that your supporters feel engaged and can take actions to decision makers directly.

EXAMPLE 3:

CITIZEN'S VIDEO TO MOBILISE TO SIGN A PETITION AND JOIN A MAILING ACTION

What happened and why?
GFGF made a video with small sequences recorded by citizens, which criticized the status quo of agriculture policies and demanded radical reforms. A pre-given script helped to guide the contributors and to express a shared call to action. GFGF produced the video to raise awareness among people about the damaging CAP subsidies and to mobilise people to sign a petition and participate in a mailing action, aiming to show decision makers that people across the EU demand change. Such videos are suited to show the broad support of your campaign and to help citizens find easy ways to address political decision makers. Find the video available with English subtitles here. Feel free to copy the briefing for contributors and to adjust it for your own project.

LESSONS LEARNT

- Make sure to define some technicalities beforehand (e.g. sound, format for filming, background) and brief your contributors.
- Plan enough time to do editing (at least 2 weeks).
- Make sure the video does not surpass the limits of social media platforms you want to use (2:20 min. on Twitter, 1:00 min. on Instagram).
- Try to show the diversity of your movement (e.g. cooks, activists, farmers etc.).
- Remember that your contributors are no professionals: rather get more people than needed on board to be able to choose between the sequences.
- Link the video with an easy and accessible option to act e.g. with a petition or mailing action to decision makers. You can also organise a live event on social media to reach out as wide as possible.

EXPLAINING THE PROBLEM

As a campaigner or advocacy officer you might be well informed about problems concerning our current food and farming system. However, the people you want to inform about the problems might not be fully aware about the problem yet.

Think wisely which information to use and how to inform them about your topic. Infographics might be a good way to make people aware of a problem and increase the number of supporters.

EXAMPLE 4: MAKING GOOD INFOGRAPHICS

What happened and why?
Coalition Living Earth started a campaign about pesticides, more specifically glyphosate, preparing infographics to inform citizens that do not know much about agriculture and food policy yet about an issue related to industrial agriculture. The aim was to highlight potential ill effects of glyphosate on humans and the environment as well as to explain how agricultural policies have an impact on agricultural practices and food quality.

The coalition connected their campaign with a petition to the Prime Minister on the prohibition of the use of glyphosate for desiccation, amateur use and a call to adapt the agricultural policy in Poland to the requirements of the EU "From Farm to Fork" and Biodiversity strategies.

LESSONS LEARNT

• Before creating infographics the coalition developed a factsheet and a database of scientific sources to be sure that they were providing proven data. They consulted the texts for the infographics with experts.

• The statistics on social media showed that the infographic which explicitly displayed data concerning the Polish situation was most successful, while information concerning the EU level was less popular.

• Unfortunately, the number of recipients of our campaign did not translate into the number of people who signed the petition within 2 months time. Therefore the coalition extended the period for collecting signatures.

• Style matters: find a style for the campaign that will attract attention.

• Language matters: it is important to approach the topic in such a way that it will be close to people or will evoke some feelings in them.

• Substantiality matters: if you share material in groups/ pages on social networks, you, as the author of the post, must be well prepared for the discussion, especially when the topic arouses a lot of emotions or there is a lot of false information around it.

TELLING A STORY
FIND YOUR HERO!

One key point in communication is the story behind your campaign and more explicitly so, your hero: Who's important in the story? Who can tell the story? Who has an important voice, perspective or symbol for our story? An important step is to find out who could be an example to make the situation we are trying to change more tangible and moving.

In relation to farming, it is obvious that farmers should be among the heroes of our story line, but also beekeepers, shepherds, cooks etc.

EXAMPLE 5:
FARMERS VIDEOS "GROWING A BETTER FUTURE"

What happened and why?
Coalitions from Germany, Spain, Italy and Poland together with the European coordination of the Good Food Good Farming campaign produced short videos with projects that farm/ work in an environmentally and socially just way. The purpose of the video was to showcase alternatives to the current food system in crisis, and to urge the need for agricultural policies to support this transition, which is already happening in many corners of Europe.

LESSONS LEARNT

- Make sure the video is within the usual social media timeframe (i.e. Instagram 1:00 min., Twitter 2:20 min.).
- Personal stories emphasise credibility and urgency of the messages you send.
- Make sure to send clear instructions to the videographers and the interviewees (e.g. to address political aspects sufficiently).
- Define a clear purpose and a clear outcome that relates to a political subject: Why do you interview this person? What message, perspective or knowledge do you want them to share with the audience?
- When translating the videos to other languages (e.g. English), make sure that the translations are well prepared in advance. This usually takes a lot of time!

BEING FUNNY AND PROVOCATIVE!

Sometimes, it might not be easy to grab social media attention. Emotional or funny communication can be a way of attracting notice online and participatory formats can increase your outreach. Consider:

People are flooded with written information all the time, so come up with something new and unusual, and tend to use more visual communication than pure texts.

HIER KANNST DU SELBST EIN KLÖCKNER-MEME ERSTELLEN:

kloeckner-memes.de

EXAMPLE 6: MEME-GENERATOR

What happened and why?
Wir haben es satt! built a meme generator to target the German Minister of Agriculture, Julia Klöckner. They took a whole series of classic memes as templates and mounted Julia Klöckner's head on the various motifs and included photos of Julia Klöckner as meme templates. The meme generator went online with about 20 graphic templates and a whole catalogue of scandalous political decisions of the minister as background information.

In a concerted action with several organisations and movement actors, WHES launched a 24-hour meme wave under the hashtag #Klöckner-Fail, in order to draw attention to deliberate blockade actions which hinder the necessary shift in policies.

LESSONS LEARNT

- This kind of political satire is polarising. If you are planning to include memes in your communication, you need to plan beforehand how to react to negative feedback. WHES was confronted with criticism that perceived the action as too radical or personally assaulting.
- When using meme templates you should be aware if these memes could be framed/ (miss)understood in another way than you intended.
- Dare! The contested nature of such actions is a factor that creates publicity and should not hastily be regarded as counterproductive.
- It is a good way to address politicians directly and get their attention because they are attached to their public image.

BUILDING ALLIANCES

TALK TO YOUR NETWORK!

Civil society coalitions assemble a diversity of organisations willing to work together and form a strong, joint voice. To keep them dedicated, it is important to have regular and clear internal communication.

NEWSLETTER N. 2 - Luglio 2020

Negoziato PAC: a che punto siamo? FEDERICA LUONI

Con il mese di giugno si conclude il semestre di presidenza Croata dell'Unione Europea, in questa occasione e prima della pausa estiva facciamo il punto sul percorso della riforma della Politica Agricola Comune che ha preso avvio il 1 Giugno 2018 con la presentazione dal parte della Commissione Europea delle proposte di regolamenti. Da quella data la palla è passata al Parlamento Europeo e il Consiglio AGRIFISH che hanno facoltà di emendare i regolamenti e votarli. A seguito di ciò partirà una fase di negoziato a 3 (commissione, parlamento e consiglio) detto Trilogo per giungere alla ratifica congiunta dei regolamenti. Dal 1 luglio è compito della subentrante presidenza tedesca portare a termine il lavoro sugli emendamenti che secondo la roadmap prevista si dovrà concludere prima della fine dell'anno Leggi il nostro approfondimento

Luglio 2020	Agosto	Settembre	Ottobre	Novembre	Dicembre	Gennaio 2021	Febbraio	Marzo
Presidenza Tedesca dell'UE						Presidenza Portoghese dell'UE		
20 luglio: Consiglio AGRIFISH focus sull'architettura verde della PAC)		3 Settembre: consiglio AGRIFISH informale	*Voto in Plenaria del Parlamento Europeo agli emendamenti ai regolamenti*		*Presentazione degli emendamenti del consiglio AGRIFISH ai regolamenti.*	*Inizio del Trilogo*		*Firma congiunta dei regolamenti definitivi per il periodo di programmazione 2021-2027*

N.b. in corsivo le date non certe.

Gli Stati Generali dell'Economia - FEDERBIO

Gli Stati generali italiani dell'economia "Progettiamo il Rilancio", che si sono conclusi il 21 giugno, hanno messo al centro anche i temi dell'agricoltura e della produzione alimentare, che con l'emergenza Covid 19 si sono ulteriormente confermati come settori decisivi per il Paese.
Stupisce, però, che mentre l'Europa sceglie l'agroecologia e investe per la transizione al biologico attraverso le recenti strategie Farm to Fork e sulla Biodiversità presentate dalla Commissione Ue, dagli Stati generali non emerga con sufficiente chiarezza il biologico come asset strategico per uno sviluppo sostenibile dal punto di vista ambientale, economico e sociale. FederBio, pur apprezzando l'apertura a un prossimo confronto sul mondo agricolo che il Ministro Bellanova ha lanciato nel corso dell'evento, auspica che le rappresentanze del comparto biologico siano attivamente coinvolte, fin dai prossimi giorni, per la definizione delle politiche di rilancio del settore agricolo nazionale. Leggi l'articolo

Il processo di costruzione dei Piani Strategici Nazionali della PAC in Europa: un'analisi di ARC2020

Una delle innovazioni fondamentali contenute nelle proposte di regolamenti per il prossimo periodo di programmazione della PAC è la richiesta agli Stati Membri (SM) di redigere un proprio Piano Strategico Nazionale (PSN) che comprenda obiettivi specifici e la strategia per raggiungerli per entrambi i Pilastri della PAC (e non più solo per lo Sviluppo Rurale). Ciò dovrebbe portare a una maggiore integrazione tra i due fondi e migliorare l'efficienza nel raggiungimento degli obiettivi.
L'Associazione Europea ARC2020, ed in particolare il dott. Matteo Metta, stanno conducendo un'analisi critica sui Piani Strategici Nazionali di 6 stati membri (Francia, Irlanda, Italia, Germania, Spagna e Polonia), grazie anche al coinvolgimento delle Coalizioni Nazionali tra cui CambiamoAgricoltura Leggi l'articolo

Annunciata la creazione di un gruppo di lavoro UE sull'etichettatura del benessere animale da CIWF

Nuovo meeting della piattaforma sul benessere animale dell'UE: la Direzione generale per la salute e la sicurezza alimentare della Commissione annuncia la creazione di un gruppo di lavoro sull'etichettatura relativa al benessere degli animali da allevamento.
"La Commissaria per la salute e la sicurezza alimentare ha infine sottolineato la connessione tra benessere degli animali e politica agricola comune: "*Come sapete, la questione è di competenza del Commissario Wojciechowski. Insieme, lavoreremo per creare opportunità per migliorare il benessere degli animali attraverso la PAC. Abbiamo già iniziato una stretta collaborazione su questi temi*" Leggi l'articolo

Basta ingenuità e poesia: «Il ritorno alla terra è una questione politica»- SLOW FOOD

Il ritorno alla terra è una questione politica ed è quindi quest'ultima che si deve fare carico di scelte e indirizzi che vadano in questa direzione
«La terra è bassa», recita un vecchio proverbio contadino. E in effetti, fra tutti i lavori possibili, quello in agricoltura è spesso stato quello da cui rifuggire per fatica fisica e incerto rendimento economico. Oggi però qualcosa sta cambiando, e probabilmente la pandemia che stiamo ancora combattendo sta accelerando questo cambio di rotta Leggi l'articolo

Mondo - La deforestazione è 'Made in Europe'? - LEGAMBIENTE

Pubblicato dall'Università di Padova, il volume 'Deforestation Made in Italy', raccoglie i contributi del convegno svoltosi a dicembre nell'ateneo veneto. Quali prodotti derivano dalla deforestazione? Per il consumatore europeo è difficile andare oltre l'opacità di marchi ed etichettature di alimenti. Forte è la responsabilità della PAC nel sostenere, attraverso gli aiuti alla zootecnia intensiva, le importazioni di materie prime mangimistiche ottenute da aree deforestate: la sostenibilità della zootecnia europea dipende in gran parte dalla capacità di produrre localmente la propria base foraggiera, anziché dipendere da soia OGM impiantata su terreni liberati da foreste e vegetazioni naturali in altri continenti. Ma questo è possibile solo riducendo l'intensità di allevamento – di bovini, suini e pollame – in Paesi come Germania, Francia, Belgio, Spagna, Paesi Bassi, nonché in Italia del Nord Leggi l'articolo

Partecipa alle campagne social di #CambiamoAgricoltura!

Le avventure di Acacio: l'eroe di #CambiamoAgricoltura Guarda le vignette di Acacio

*Nel mese di maggio la Coalizione ha lanciato la nuova campagna di sensibilizzazione rivolta al grande pubblico "**Acacio, un fuco per l'agricoltura**".*

Condividi le vignette di Acacio sui tuoi social!

Questa campagna si basa su una grafic novel a puntate che ha come protagonista Acacio, un soldato un po' pasticcione che insieme agli altri insetti vuole riportare la vita in un mondo in cui l'agricoltura intensiva ha portato scompiglio, trasformando gli ortaggi in zombi, mangiatori di insetti. I fumetti sono stati realizzati dalle ragazze e ragazzi della @scuolamohole e una striscia dopo l'altra ci mostreranno i problemi ma anche le soluzioni da adottare nella futura PAC. Le strisce sono **pubblicate sui canali social della Coalizione, tra cui il nuovo profilo Instagram**, e successivamente verranno raccolti un volumetto che verrà inviato a tutti i Parlamentari Europei che in autunno dovranno votare gli emendamenti ai regolamenti della Futura PAC. Questo lavoro è stato possibile grazie al sostegno di Fondazione Cariplo nell'abito della Campagna.

***#CambiamoAgricoltura: seguiteci sui nostri canali social:** WEB, FB e Instagram*

www.cambiamoagricoltura.it

I. UPDATE ON THE CAP REFORM

II. THEMATIC INSIGHTS

III. CALL FOR MOBILIZATION AND PARTICIPATION

The more people and organisations feel involved, the more they get active and spread the message.

EXAMPLE 7:
INTERNAL MONTHLY NEWSLETTER

What happened and why?
The Italian coalition is formed by more than 70 subjects of different kinds (like associations, committees, farms, etc.) and level (from local to regional and national), coordinated by a direction table of 14 associations. The coordination group noted a low level of participation of many of its members in lobbying and advocacy activities.

To mobilize and inform all, they created a monthly newsletter addressed to all member entities which is also published on the website. Each newsletter issue is composed of a first part that reports an update on the CAP reform, with links to in-depth articles on the website. A second part provides thematic insights with specific articles related to the CAP reform and Agroecology, and finally a last part presents campaign initiatives underway with an invitation to participate. The coalition asks all associations to provide insights and ideas, which can be included in the newsletter.

LESSONS LEARNT

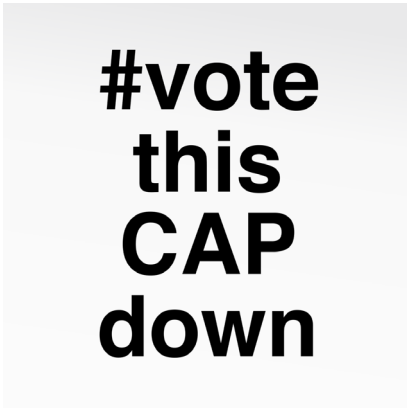
- The newsletter was very appreciated by coalition members who often shared the newsletter with their own members.
- Many associations have been more active in recent campaigns, especially during the days of the reform vote in parliament. Some of them also asked to organise some events in collaboration with the coalition's coordination.
- It is better to use a specific program or server to send the newsletter, so as not to risk that the newsletters are considered as junk mail. We also want to improve the way of sending (from a specialized server) and the graphics.
- In addition, it would be appropriate to provide graphic material that associations can share with their members, designed specifically for the public.
- To make sure you reach the right people inside your member organisations you need to collect the relevant email addresses not only the generic info@xxx.org

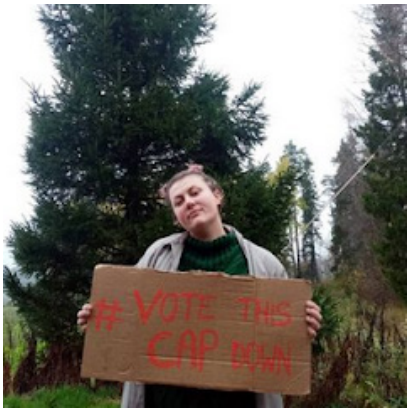
TALK TO YOUR ALLIES!

Our communication gets stronger when we team up with others. Relations to other initiatives, organisations or movements can be the "glue" allowing us to build a bigger outreach and a message backed side by side by consumers and farmers.

EXAMPLE 8: TWEETSTORM #VOTETHISCAPDOWN

What happened?
During the plenary vote on the CAP reform in the European Parliament in October 2020 Good Food Good Farming exchanged with the climate strike movement Fridays for Future (FFF) and joint forces for a twitter storm asking Members of the European Parliament to reject the amendments on the CAP reform watering down environmental and social ambition. With FFF groups, organisations and individuals joining, the hashtag #VoteThisCAPdown went viral on Twitter in various EU countries.





LESSONS LEARNT

- As allies we can act together coordinating our efforts without doing the same actions, but to be visible as aligned forces, in this case with a joint hashtag #VoteThisCAP-down.

- Alliances are a long-term effort. The cooperation needs to grow over time to be ready to act when the moment comes, and all actors need to be informed well and in time so they can prepare their social media accounts and brief their communication colleagues etc.

- You can make it easier for possible allies to join if you offer them ready to use visual material and messages for their social media account in a short and concise briefing.

COMMUNICATION TOOLKIT

A PRACTICAL GUIDE TO COMMUNICATION FOR #GOODFOODGOODFARMING TRIED AND TESTED BY ORGANISATIONS AND CAMPAIGNERS

AUTHORS:

Ronja Dietschmann | Verena Günther
Good Food Good Farming

CONTRIBUTIONS FROM:

Maud Lebeau, Pour une autre PAC;
Federica Luoni, Lipu/CambiamoAgricoltura;
Guillermo Prudencio Vergara, Por otra PAC;
Agnieszka Makowska, Koalicja Żywa Ziemia
and Daniel Knopp, Wir haben es satt!

Find out more on Good Food Good Farming:
www.gfgf.eu

#goodfoodgoodfarming

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