



WELCOME TO THE

#PLANTHEALTH4LIFE

YEAR 2

KICK-OFF MEETING

8th MARCH 2024

Welcome and introduction

AGENDA (1/2)

Welcome and introduction

- Greetings & Welcome speech
- Icebreaker
- Overview of the meeting's purpose and goals

Year 1 Recap – Starting point

- Quick overview of Year 1 campaign
- Key achievements and lessons learnt
- NCAs best practices in a nutshell

Year 2 – Setting the course

- Overview of campaign objectives and focus areas
- Proposed communication tactics and initiatives

Coffee break



AGENDA (2/2)

Mascot naming

- Collaborative decision on plush toy name

Ways of working

- New collaboration approaches
- Key contacts for smooth coordination

Q&A and next steps

- Campaign timeline
- Open floor for questions and answers
- Closing activities & voluntary items



MEETING'S PURPOSE AND GOALS

Kick off the Year 2 of **#PlantHealth4Life Campaign** and set the course together for a year of success:

- Establish a collective **starting point** and common directions
- Understand **who is who** and how to collaborate together
- Address your **questions, doubts**, and welcome **suggestions** for a collaborative and successful campaign
- Create a campaign **community of experts** working together this year, and beyond



ICEBREAKER: SPEED INTROS

Why plant health matters in our daily life?

Ready, set, go:

- Form groups of 3
- Introduce yourselves
- Make the case for why plant health is crucial in a quick 15-second pitch for social media
- You have 2 minutes!



Year 1 Recap – our starting point

CAMPAIGN OVERVIEW – WHAT WE DID IN 2023

PAID

- Out of Home advertising – campaign video and poster in cities centres and airports
- Social media advertising – sponsored posts on Facebook and Instagram
- Programmatic advertising – banner ads in top news websites and travel search engines

SHARED

- Influencer engagement on Instagram

EARNED

- Media relations with generalist and specialised media
- Collaboration with airline (Brussels Airlines)

OWNED

- Campaign website
- Organic posting on EFSA social media channels



CAMPAIGN OVERVIEW – WHAT WE DID



KEY ACHIEVEMENTS AND LESSONS LEARNT

What worked?



Broad reach: Various dissemination activities achieved high reach across all participating countries.



Campaign clarity: The campaign appeared clear and informative, with key messages effectively understood by the audiences.



Good campaign recognition: Social media stands out as the primary touchpoint contributing to the campaign's recognition, followed by online or print articles and out-of-home channels.



KEY ACHIEVEMENTS AND LESSONS LEARNT

But our target audiences asked for:



Emotional Resonance: more focus on personal relevance and individual responsibility in maintaining plant health to evoke an emotional connection.



Practical Examples: Why is it important? Highlight the impact of plant health on human well-being and environmental sustainability.



NCAS BEST PRACTICES IN A NUTSHELL

Yes to...

Repost with the hashtag: Spread the word using the official hashtag.

Take Initiative: Stickers? Press event? Leveraging existing collaborations? Your ideas matter!

Share your feedback: The campaign thrives on our shared effort.



Year 2 – Setting the course

CAMPAIGN RECAP

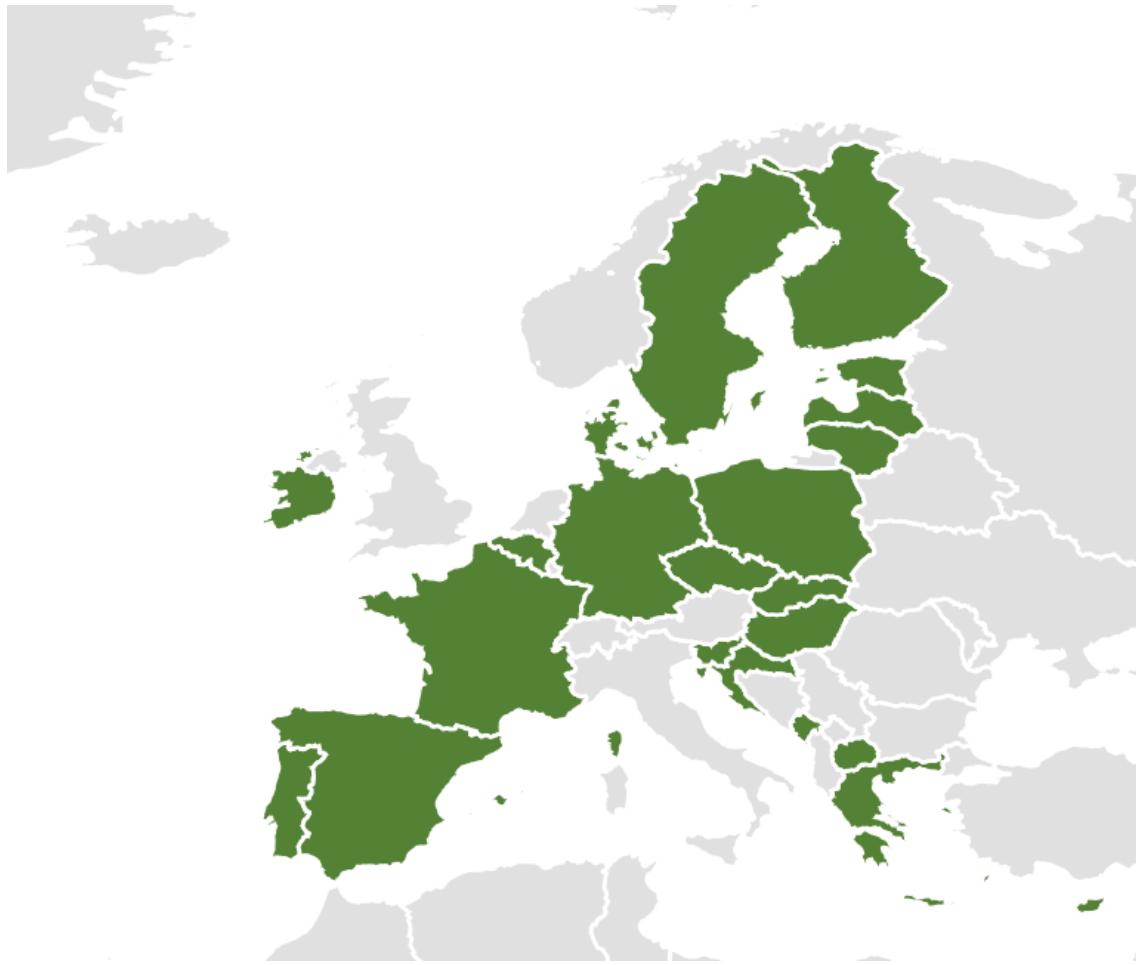


Keeping plants healthy **protects yourself, your community, and the environment**. Risks to plant health impact our life. Plant pests and diseases can affect how much **food is available** and lead to **economic, social and environmental losses**.

- Travel responsibly
- Shop responsibly
- Talk about plant health with your children



PARTICIPATING COUNTRIES



→ *From 12 to 23 participating countries!*

FOCUS AREAS FOR YEAR 2

Main objective:

- From raising awareness to **triggering critical thinking**

Y2 Focus areas:

- **Fairs and events** to enhance campaign visibility
- Collaborations with **schools** to engage a broader audience
- **Industry operators' engagement**, especially in the travel sector and plant experts
- Production of campaign **merchandise, give-away items, printed materials**



CAMPAIGN LAUNCH IN MAY

Event on May 15th during the “Plant Health Without Borders” Symposium in Brussels (Thanks for the hospitality!)

- On-site video testimonials recording for shareable social media content
- Press invitations & interviews pitching



→ *Soft launch in advance? Let us know your country needs!*



PROPOSED COMMUNICATION MIX

Paid Media

- Out-of-Home
- Social media advertising
- Programmatic advertising

Earned Media

- Tailored press event per country (press breakfasts, meetings, etc.)
- Pitching stories, interviews, features around relevant dates
- PR stunts
- Presence in TV shows

Shared Media

- Influencer engagement
- Attendance at fairs/events/exhibitions
- Collaborative promotion with transportation means & plant industry stakeholders
- Collaboration with schools

Owned Media

- Website
- Ready-to-use content for social media

Key focus for Year 2: personalisation and co-creation!



CAMPAIGN WEBSITE – YOUR VIEWS

What new web content shall we produce?

PLANT HEALTH FOR LIFE.

Welcome to #PlantHealth4Life, an EU campaign that promotes the vital link between plant health and our everyday lives. Plant pests and diseases can impact our food security, the economy, and the environment, while healthy plants mean healthy food and a sustainable

Why plant health matters

Plants make up 80% of the food we eat. They clean the air we breathe and help us fight climate change by reducing carbon from the atmosphere. When plants are healthy, they provide habitats and food sources for numerous animal species, contributing to biodiversity and the overall stability of our ecosystem. By protecting plants we are protecting life.

The role of plants

Plants play a vital role in our environment, ensuring food security, and paving the way for a sustainable future.

[Read more](#) →

Top plant health tips



1 Travelling and plants

Are you planning to travel? There are a few important factors to consider to ensure plant health and to protect ecosystems.

[Read more](#) →



2 Responsible gardening



CAMPAIGN WEBSITE – YOUR VIEWS (1/2)

More videos More social media materials

Children activities such as drawings to be printed.

Examples of pests and the impacts on environment, food production.. Impacts with the numbers as well, for example pine wood nematode, Xylella etc.

You should place all the information that have been produced on the website. Not only videos and posters, but also the written information MS were updating

How the pests work as scary stories.

Some interesting examples, "life stories" of what can happen if we...

Videos with target audience sharing key messages

Videos with Real people. Short stories for kids.

Material for teachers to use in the classroom

Cases of real pests in Europe.

Digital games to learn pH

Press kits

Podcasts to download

Pest reporting, link between pesticides and PLH, video interviews of National experts

Testimonials of people who's life is really impacted by this, farmers on strike should support.

the importance that importers and exporters should observe the regulations, plant passports. And also simple points/crafts for children to grow their own plants from local seeds.

More practical advice how to keep plants healthy like some story.



CAMPAIGN WEBSITE – YOUR VIEWS (2/2)

the written information MS were updating

How the pests work as scary stories.

Some interesting examples, "life stories" of what can happen if we...

Influencers, some interactive activity, games

NPPO social media links
Links to pest factsheets/case studies
Information/videos/photos of the campaign being rolled out in each country basic 'what is plant health' leaflet/poster

For children: not sure if it's legally OK, but the game 'Among us' came to my mind. Like: Root Out the Plant Impostors / Don't let impostors ruin the harvest! / etc.

A photo gallery of Pesty in funny situations

Do we have any real examples or data of infested plants brought by travellers?

A hospital for ill plants

More practical advice how to keep plants healthy like some story.

Photos of pests „on the doorstep" e.g. Popillia

Event lists

MS case studies videoclips with stakeholders, summary of plant health day celebrated across MSs, Orienteering and learning (GPS route to learn about plant health)



Mascot naming

WHAT'S MY NAME?

We have selected a few name options for the plush toy!

Have a think during the coffee break and feel free to suggest new ideas.

- 1. PestLessy
- 2. PestPal
- 3. BotaniBug
- 4. Pesterious
- 5. Pesto
- 6. Pesty
- 7. Pestovski
- 8. Petsy the pest
- 9. Count Pestula
- 10. Pesteban



And the winner is... **Pesty!**

Ways of working

NEW COLLABORATION APPROACHES (1/2)

Single Point of Contact at national level:

- Facilitates a smooth communication flow
- Serves as a central resource for information and guidance

National kick-off meeting:

- Collaborate with your local agency and GOPA Com. to strategise and plan national dissemination efforts

Best practices:

- Timely updates
- At least 5 days for your review
- Open communication and feedback loops for continuous improvement
- Raising any encountered issue for resolution
- Collaborative development of local dissemination plans at the country level



NEW COLLABORATION APPROACHES (2/2)

Who does what?

Local agencies:

- Your single point of contact for national campaign implementation
- Develop your local dissemination plan
- In charge of providing timing updates on upcoming activities

GOPA Com.:

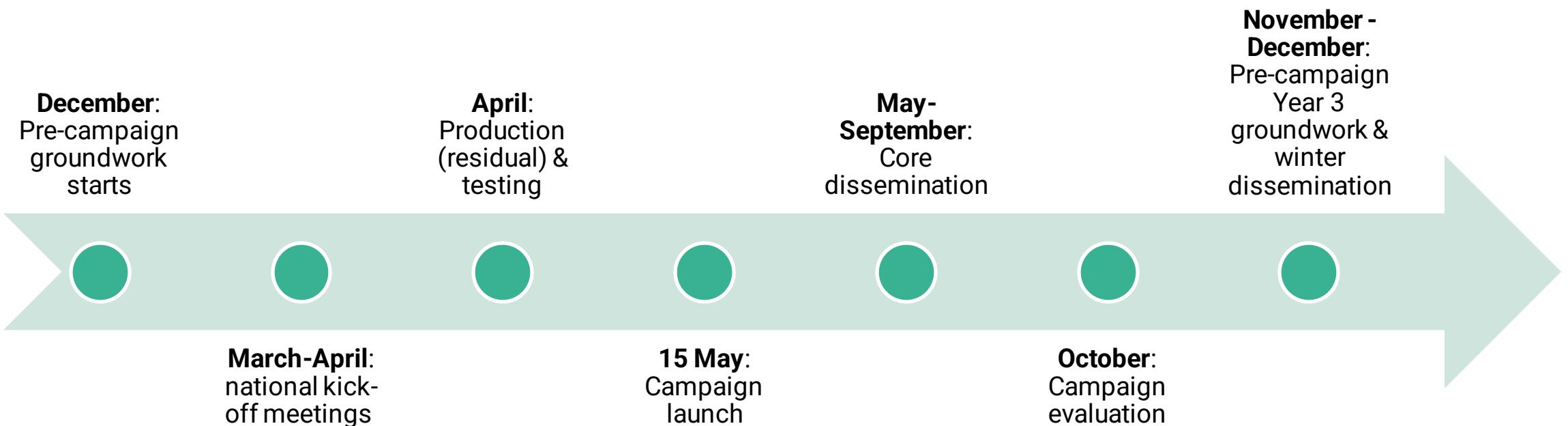
- Chloe: Liaison between the central team and local agencies.
- Claudia: Supervision at both central and local levels.
- We are here for you with regular meetings!

EFSA:

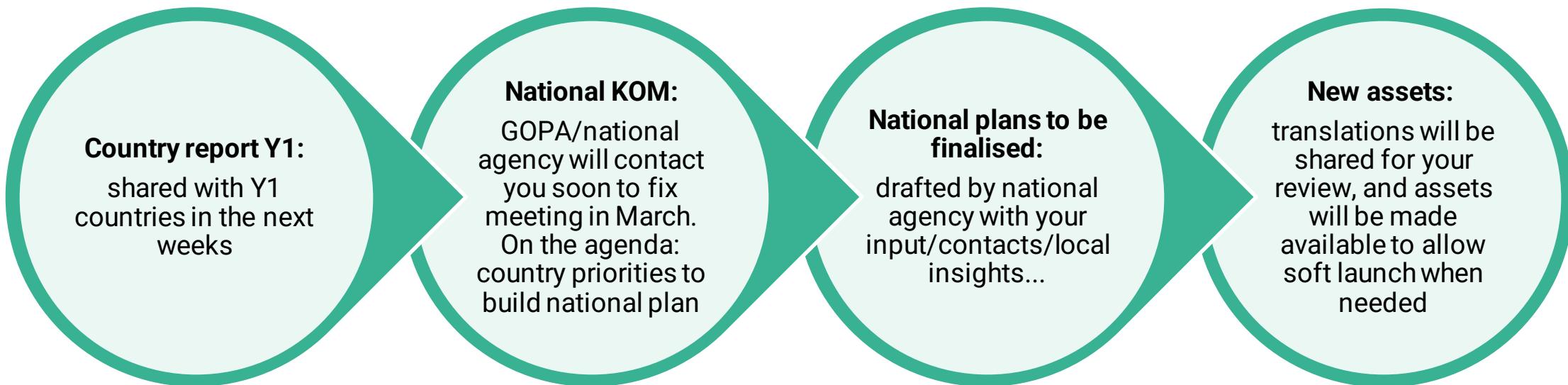
In addition to SPOC & GOPA Com., contact Irene & Elina and possible discussion of issues/ideas/best practices at monthly FP checkpoint meetings.



OVERALL CAMPAIGN TIMELINE



WHAT'S NEXT?



WHAT CAN YOU START DOING?



Identify potential **spokespeople** (for media, but also for events, schools, etc. Ideally have in place a rota considering summer holidays)



Map **existing collaborations and contacts** to be leveraged (e.g. airports, ports, transport companies, plant sector stakeholders, natural areas and botanical gardens, schools, ...)



Inform your NCA about the campaign and, if relevant, regional/local offices



Any creative ideas? Questions?

Now's the time for your input!

Key contacts:

GOPA Com.

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THANK YOU!