

## PLANT HEALTH FOR LIFE

Welcome to the third year of #PlantHealth4Life, an EU campaign launched by the [European Food Safety Authority](#) (EFSA), the European Commission, and their partners in EU Member States, pre-accession countries, and Switzerland. The **#PlantHealth4Life** campaign will raise awareness of the deep links between plant health and our everyday lives and trigger individual actions towards that aim.

Plants make up 80% of the food we eat, feed the animals we raise for food and clean the air we breathe by reducing carbon dioxide in the atmosphere, which helps our collective fight against climate change. Healthy plants do more than clean air; for many animal species in Europe, they provide habitats and food, all while improving local biodiversity and the stability of our ecosystems.

By protecting plant life in Europe, we protect our European way of life.

European citizens' awareness of plant health risks remains low, even though it can affect the economy, our food security, and the environment. As healthy plants mean healthy food and a sustainable future, the #PlantHealth4Life campaign's objective is to highlight the vital nature of plant health and show what each individual can do to safeguard it today, and for future generations.

## ABOUT THE CAMPAIGN

The **#PlantHealth4Life** campaign, in its third year in 2025, will continue to raise awareness and trigger critical thinking on plant health risks and their direct link to the economy, our communities, and European food safety.

By focusing on the emotional resonance of the topic, practical examples of why plant health is important, and family engagement, the campaign aims to move beyond informing and towards deeper thinking about risk perception and individual behaviors linked to plant health.

This year's campaign builds on the momentum of the past two years. The overarching objectives remain focused on raising awareness about the importance of plant health and encouraging critical thinking among target audiences. This year, an advocacy dimension is introduced to build on this foundation and encourage educated audiences to spread their knowledge further.

In 2025, the campaign will welcome 10 newcomers: **Austria, Bulgaria, Italy, the Netherlands, and Romania** join the existing 21 EU Member States: Belgium, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, and Sweden. Four new pre-accession countries: **Albania, Bosnia & Herzegovina, Kosovo\***, and **Türkiye** join and Montenegro as #PlantHealth4Life members, alongside **Switzerland**.



***\*This designation is without prejudice to positions on status and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.***

The **#PlantHealth4Life** campaign is focused on three target audiences based on the social research conducted by EFSA:

- **Curious travellers** who enjoy exploring the world and nature and bringing home plants and seeds as a memento or as gifts for family and friends.
- **Home gardeners and hobby farmers** who enjoy caring for their plants and buying and sharing plants and plant products with their fellow plant lovers.
- **Conscious young parents**, concerned about the safety of the food eaten by their children, and with preserving the environment and biodiversity for future generations.

Plant sector professionals and travel operators, who will be involved in specific activities and act as amplifiers for **curious travellers** and **home gardeners**, will play a crucial role in the third year of the campaign. Educators will also be key as a renewed focus on schools will support **young parents** to lead by example, raising a new generation of plant health ambassadors. At the forefront of plant health protection and pest prevention, these advocates are key in triggering actions, deepening understanding and driving engagement. The campaign's communication style is informative and educational, with a close and engaging tone. It aims to provide useful information about the reality of plant health that triggers critical thinking. The key messages from previous campaign years have been adapted and now include advocacy-oriented language.

The campaign will continue to distribute relevant information and content on plant health and its impact on daily life across different participating countries, with the goal of raising awareness and stimulating critical thinking among European citizens.

This will be achieved through diverse communication initiatives, including social media activations, out-of-home advertising, and specific activities such as events and collaborations with schools, among others.

## LAUNCH

The third year of the **#PlantHealth4Life campaign** will be launched on May 12th. The campaign will be rolled-out during two seasonal waves: in the summer period to September 2025, and the winter period from November 2025 until January 2026.

## HOW TO GET INVOLVED

There are several ways to join and support the campaign:

- **Share our animated campaign [micro-film](#)** as a digital souvenir for all ages and kinds of plant lovers during your holidays.
  - **Check the campaign website <https://www.efsa.europa.eu/en/plh4l>** for regular updates and practical advice for best plant health practices and share it with stakeholders and plant health lovers.
  - **Share our free materials from the toolkit** available in participating countries' languages on the [campaign website](#) with your network and join us to protect plant health.
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- **Stay connected:** Follow the #PlantHealth4Life campaign on [Bluesky](#), [LinkedIn](#) and [Instagram](#), and share the latest news on the campaign with your network.
- Spread the word about our collective efforts towards plant safety and about how plants are crucial to our food safety and economy, by using the **campaign hashtag #PlantHealth4Life** to support the various activities that are launched.

## CAMPAIGN TOOLKIT

The campaign toolkit includes campaign materials translated into all participating countries' languages for use with your national audience:

- **Campaign backgrounder (this document)** – An overview of the campaign objectives, target audiences and ways to get involved. It can be used to develop campaign-related content.
- **Ready-to-use social media posts and visuals (in local languages)** – Can be shared through your social media channels, using the official campaign hashtag #PlantHealth4Life. To increase visibility, be sure to mention EFSA when promoting your messages. These materials will include an editable carousel (with explanation and recommendations for use), static post (normal post) and the stories format.
- **Bluesky** [@efsa.europa.eu](#) **Instagram:** [@one.healthenv.eu](#) **LinkedIn:** [European Food Safety Authority \(EFSA\)](#)
- **1 video** – Dynamic, eye-catching video produced to communicate the campaign messages in an engaging way.
- **1 press release** – Containing the key messages, target audiences and other relevant campaign information.
- **1 static visual for social media** – Available in multiple formats, for dissemination in your local language at the time of the campaign launch.
- **1 children's colouring book** – Available for download directly from the website.

**Questions? Contact us!**

**EFSA Media Office**

Tel.: +39 0521 036 149 E-mail: [press@efsa.europa.eu](mailto:press@efsa.europa.eu)