



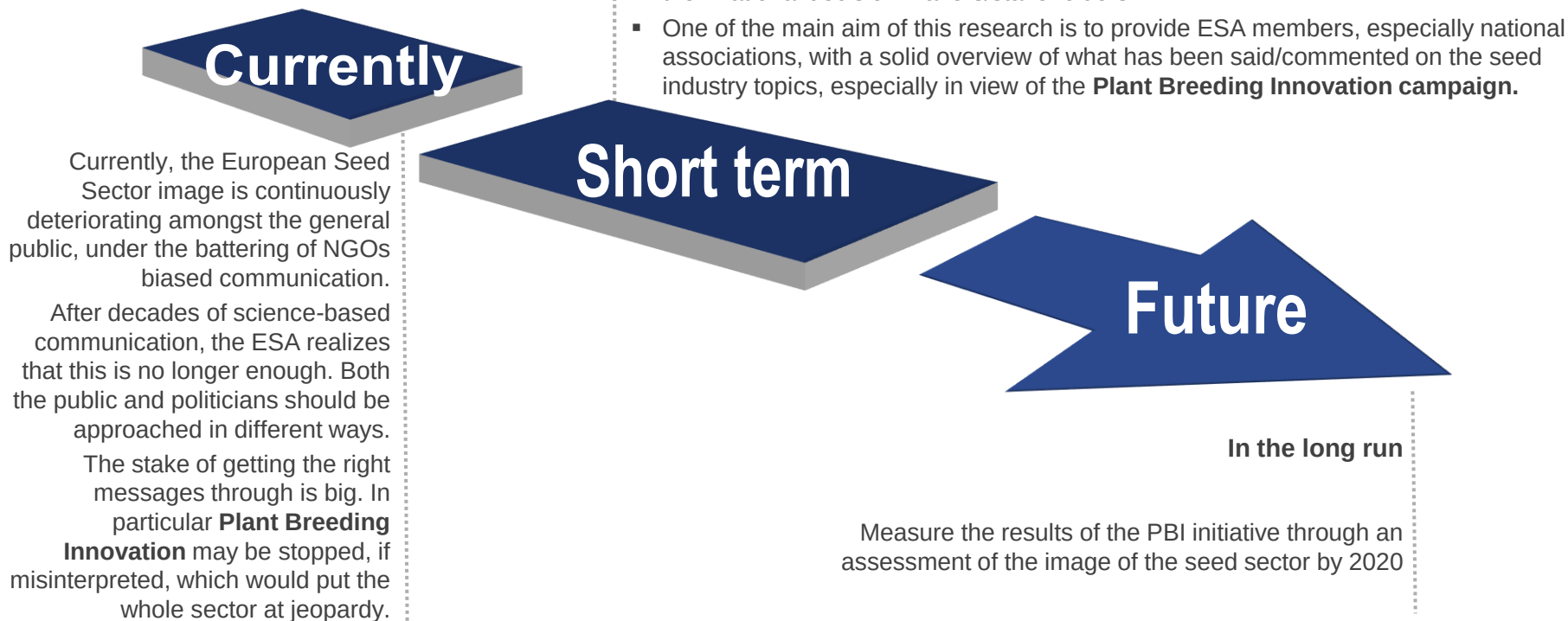
Overview ESA Plant Breeding
Innovation Communication
activities



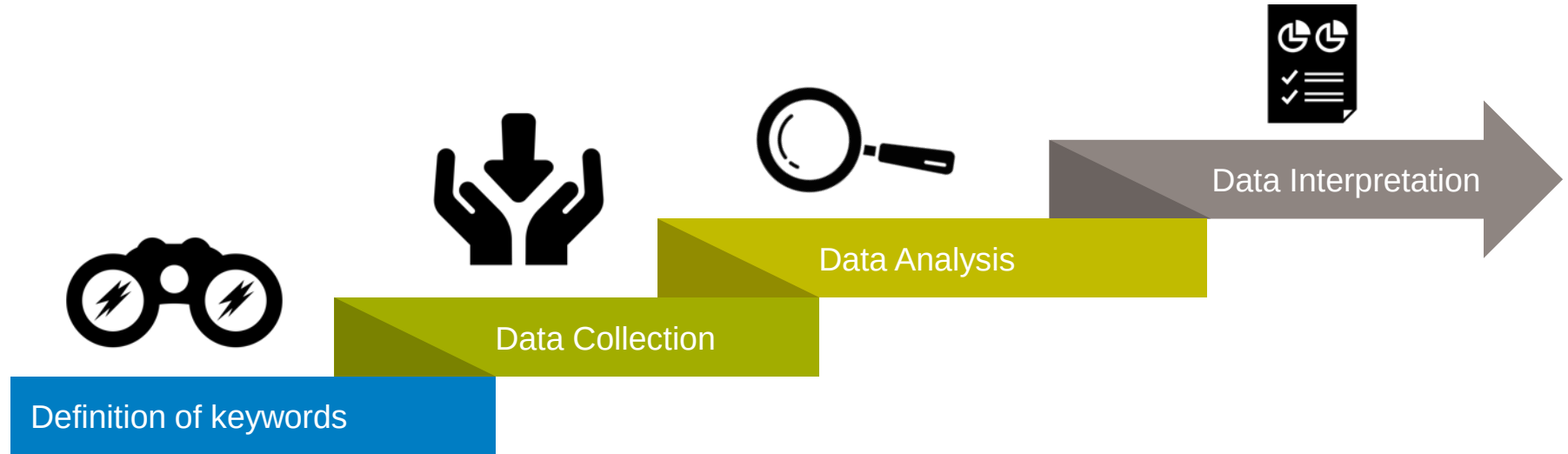
Image Study for the EU seed sector

Market Research Report for European Seed Association

Preliminary Results



Social Listening Analysis in 4 Steps



Where have we harvested data?

Which languages were covered?



- English
- German
- French
- Spanish
- Italian
- Dutch

Which channels were covered?



Web sites

Blogs

Forums

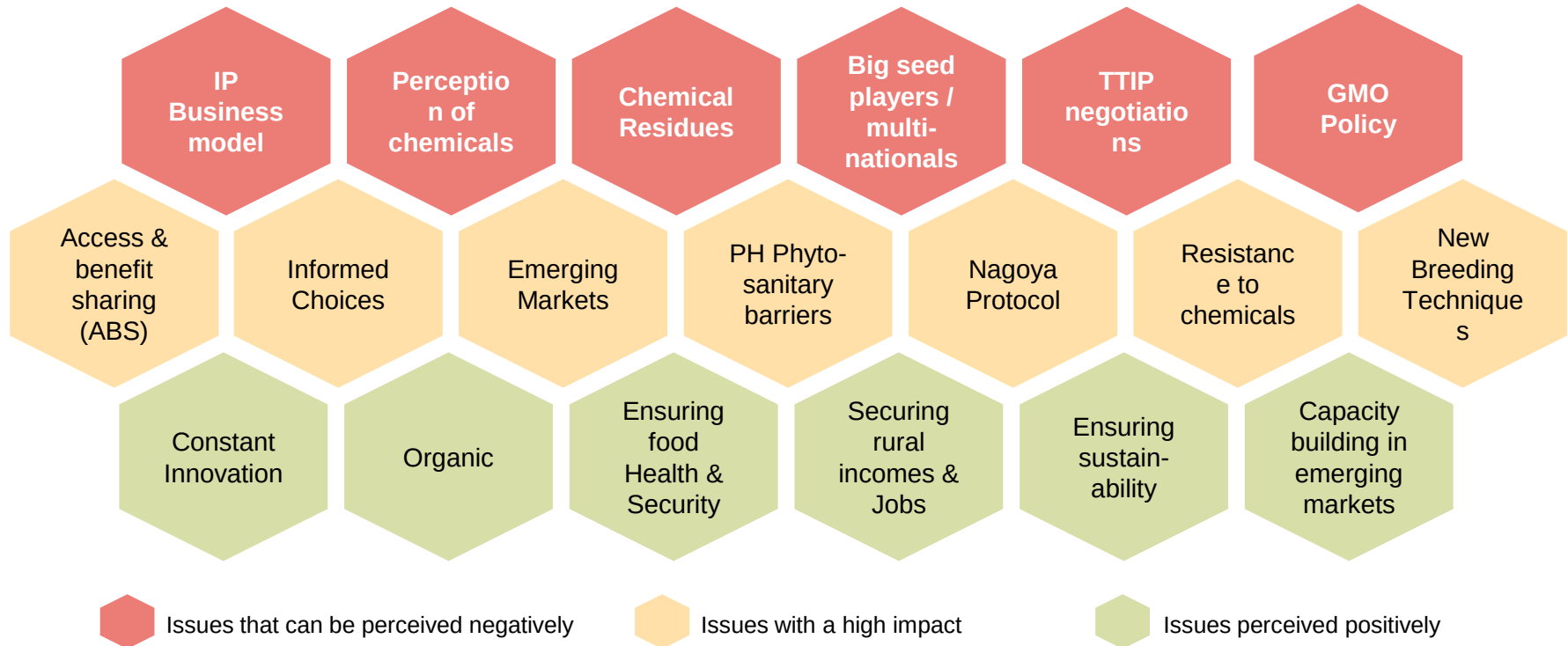


- Twitter
- Websites
- Blogs
- Forums
- News sites (e.g. FAZ, BBC, la Repubblica, Le monde, el Pais, Telegraph)
- Facebook (w/o location)
- Videos (Youtube, Vimeo...) (w/o location)

Preliminary Results in a Nutshell

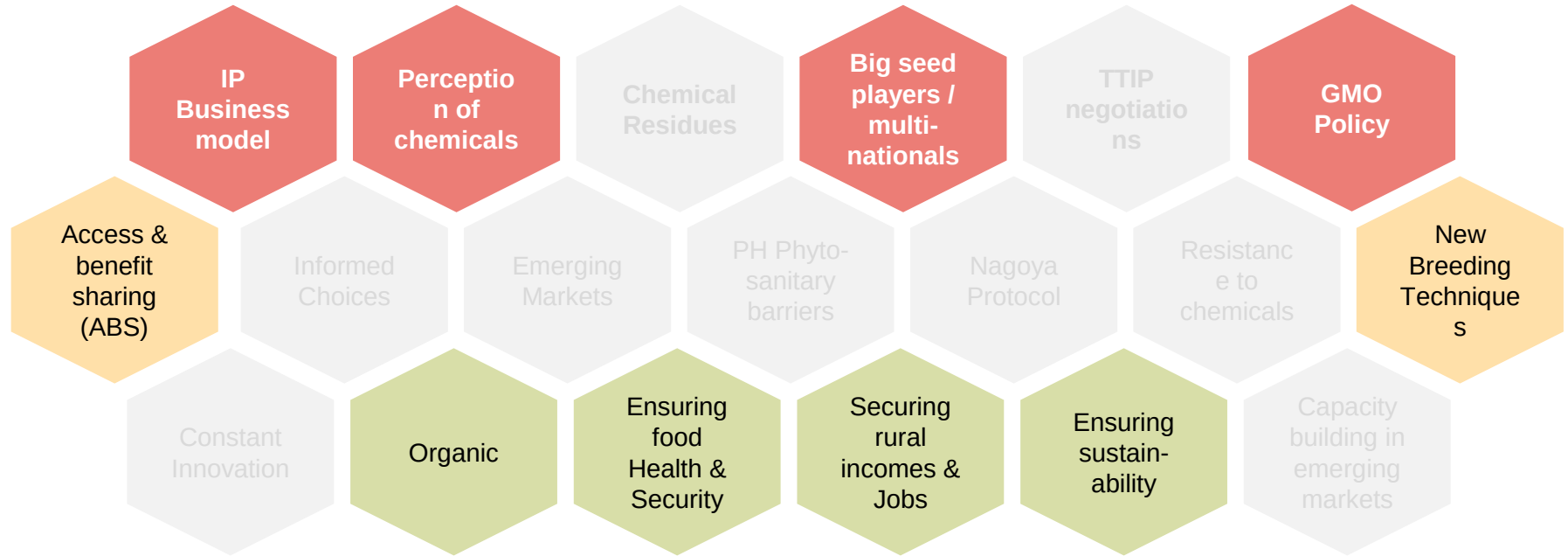
The Hypothesis

Prior to this project, ESA has created the following Industry Issue Map



Validating the Hypothesis

The following issues were validated to be of relevance in social media



Issues that can be perceived negatively



Issues with a high impact



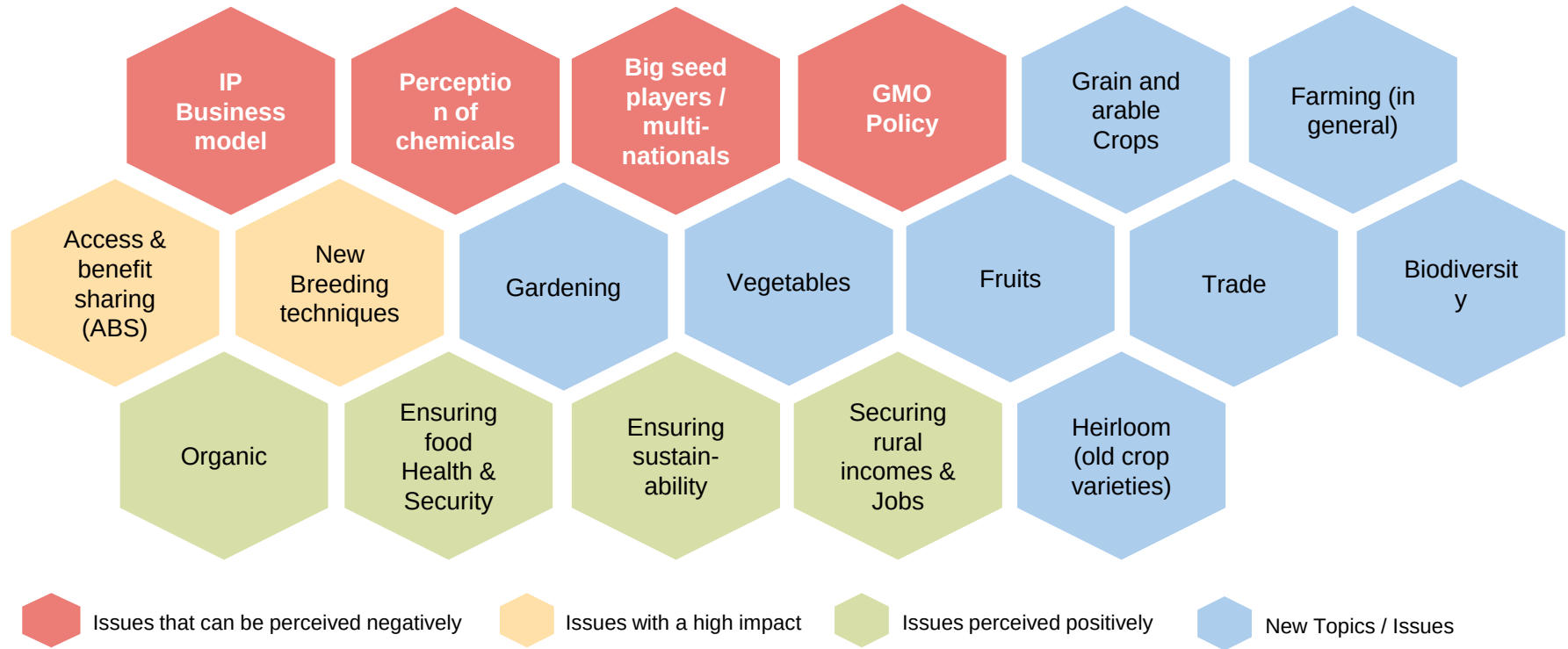
Issues perceived positively



Not of relevance in social media

Validating the Hypothesis

Besides the validated issues, other major topics were identified

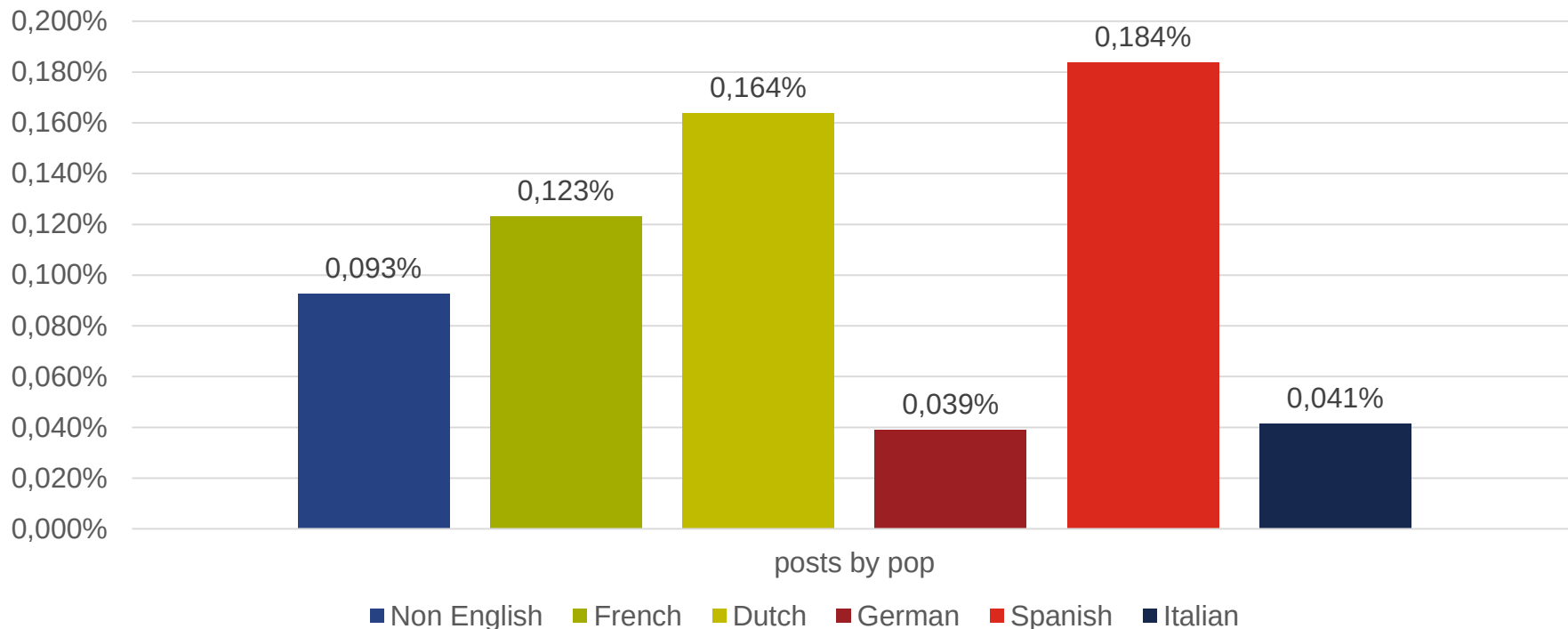


How intensively seeds related topics are being discussed in Social Media?

Besides English as a social media language, the topic of seeds is more intensively discussed in Spanish, Dutch and French – it seems that in Germany and Italy, the topic of Seeds is less of relevance than in those countries.

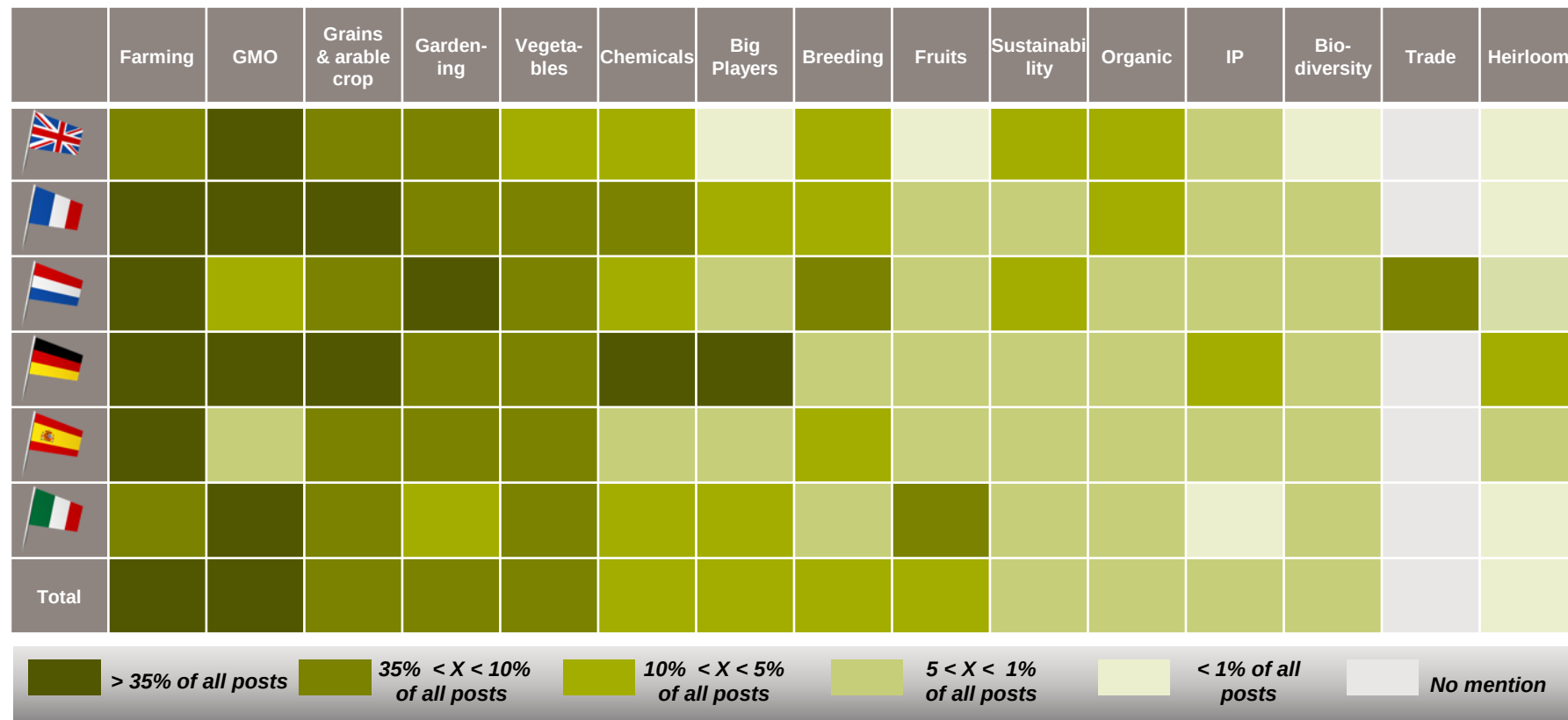


Posts / inhabitant



How intensively are the identified topics being discussed in social media?

“Farming”, “GMO”, “Grains & Arable Crops”, “Gardening” and “Vegetables” are the most often discussed seed related topics



In which sentiments are the identified topics being discussed in Social Media?

“GMO”, “Chemicals”, “Big Players” and “IP” are mainly discussed in a negative context. More personal topics like “gardening” and “vegetables” are usually discussed in a positive context.

	Farming	GMO	Grains & arable crop	Garden- ing	Vegeta- bles	Chemicals	Big Players	Breeding	Fruits	Sustainabi- lity	Organic	IP	Bio- diversity	Trade	Heirloom
															
															
															
															
															
															
Total															

Referencing to the total average among all countries



More than 11% are expressing positive sentiments



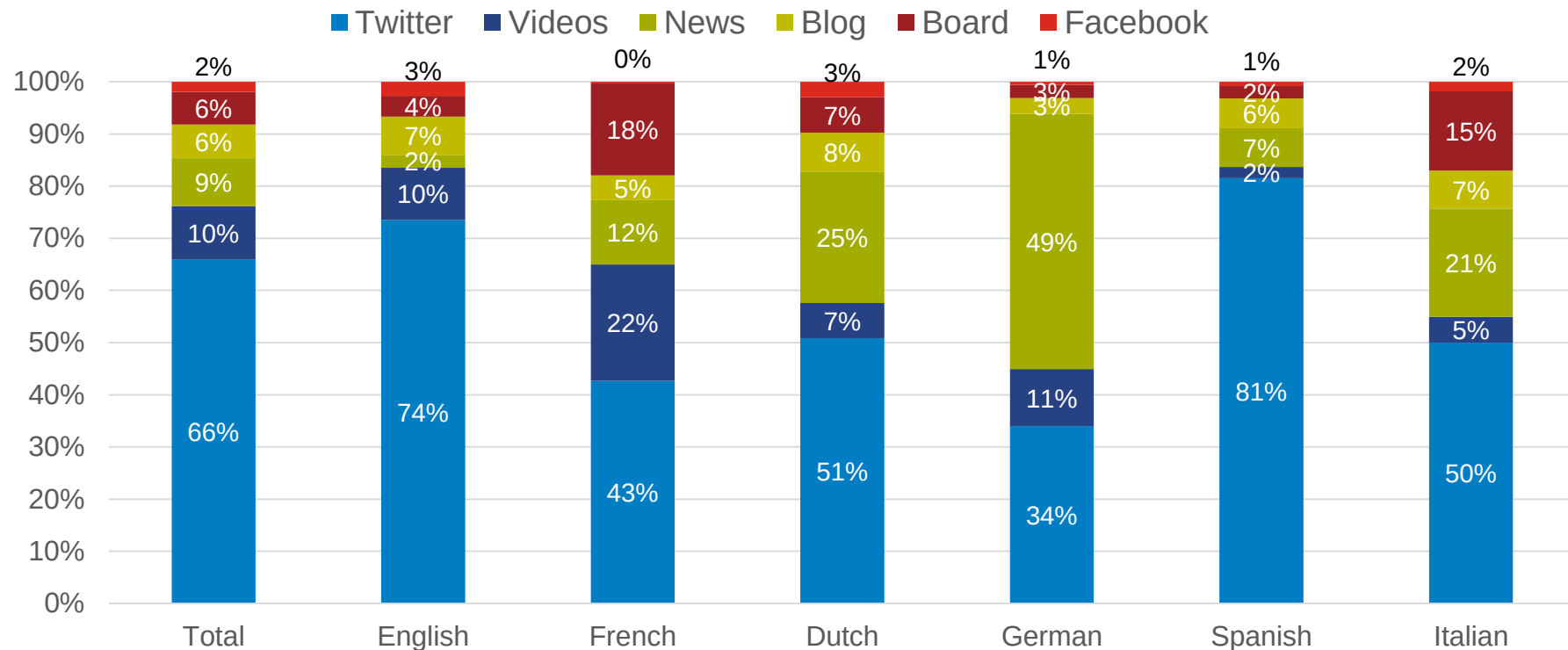
More than 73% are expressing neutral sentiments



More than 16% are expressing negative sentiments

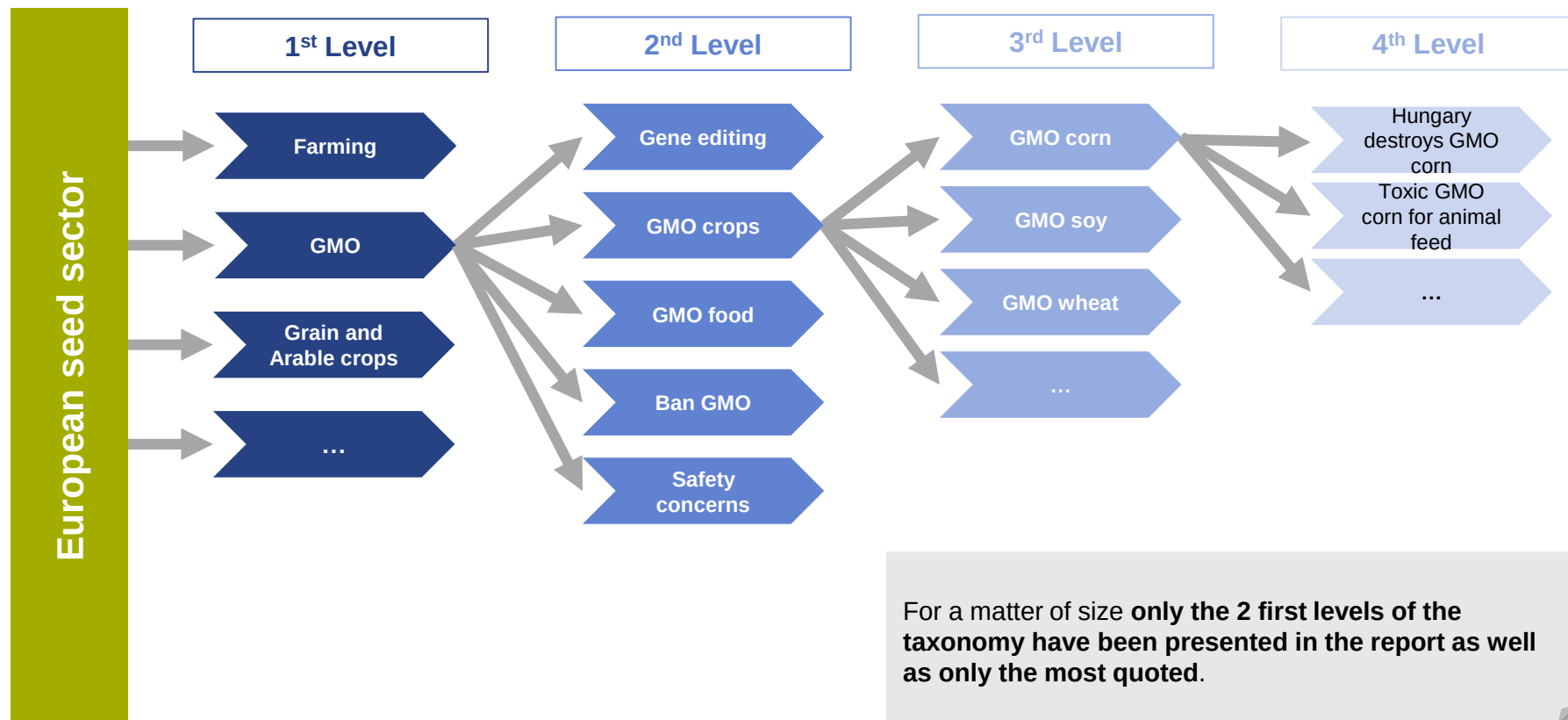
Where are seeds related topics being discussed in Social Media

Twitter, video related posts and news posts are the main social media channels, where seed related topics are being discussed



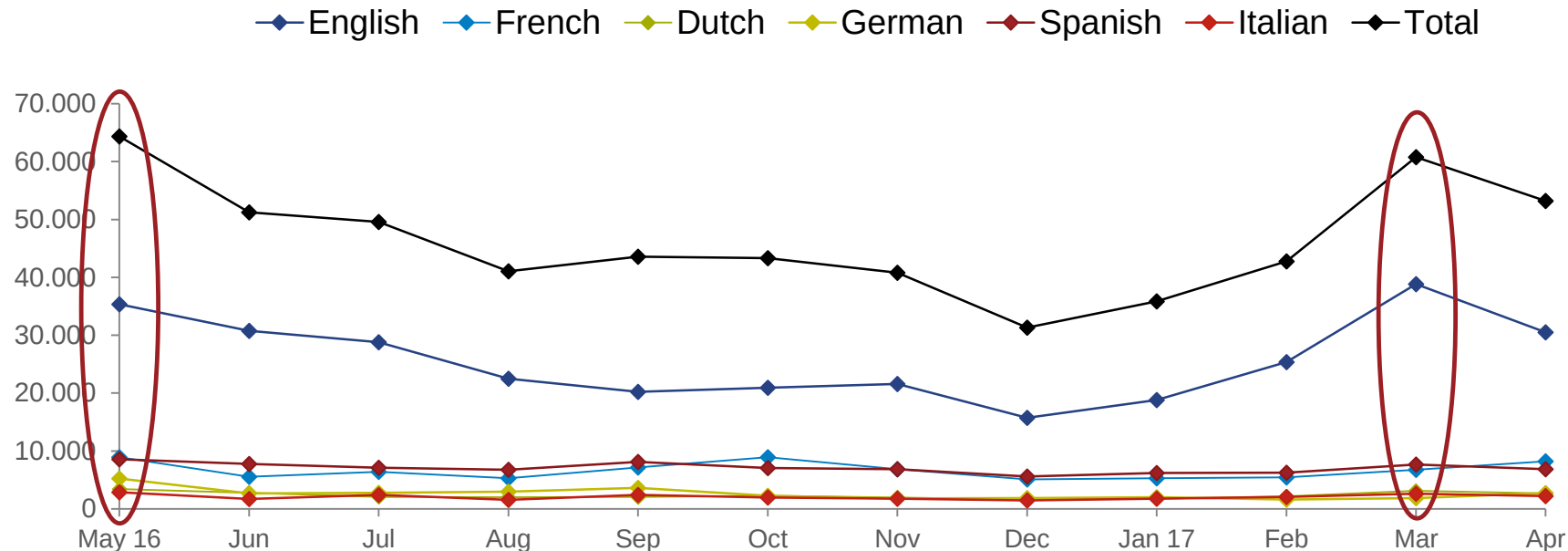
Caution – For facebook and video posts a precise location of the author posting the post is not possible,

Each topic has been shared in different levels of subtopics in order to create a taxonomy



In English, in average, 26 000 posts are published per month.
Volumes of posts are way lower in other languages.

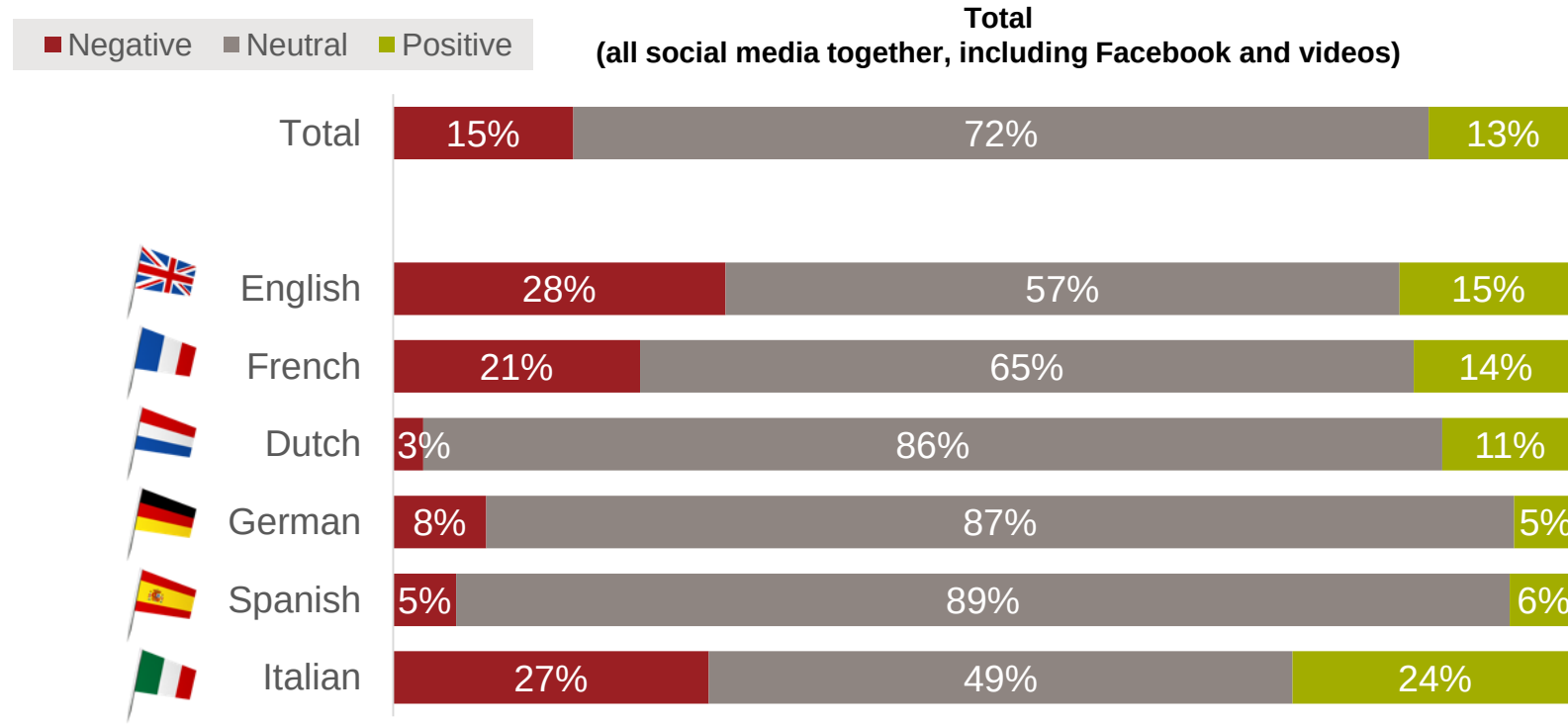
Volume of posts collected along the year



Caution:

* Facebook and video : no possibility to distinguish precisely country of origin.

Among the 6 languages, the majority of posts are neutral. However, English, Italian and French posts appears to be the ones with the most temper (positive or negative).



Caution:

* Facebook and video : no possibility to distinguish precisely country of provenance.

**Plant Breeding Innovation
communication campaign**



The context → The Age of Digital Populism: communication is changing

- 'Post-truth' is the word of the decade
- Social Media polarisation (the Facebook echo chamber)
- A growing gap over key issues: science-based facts are not working anymore:
 - Anti-science, anti-vaccines, anti-GMOs
 - TTIP/CETA
 - Glyphosate





NGOs are the new establishment



**Friends of
the Earth**



GREENPEACE





**We need new tools,
a new structure and
a new mindset...**

FOUR PILLAR APPROACH



Digital Hub



Show me,
don't ask me to
trust you



Engage



Audience
becomes
ambassadors

01

Campaign objectives



Campaign objectives

- Freedom of choice for consumers, growers and farmers in having access to seeds using innovative, diverse breeding methods
- Demonstrate that the latest plant breeding methods are not GMOs to promote fair and proportionate European regulations



Core communication message

Plant breeding innovation is essential for sustainable agriculture.

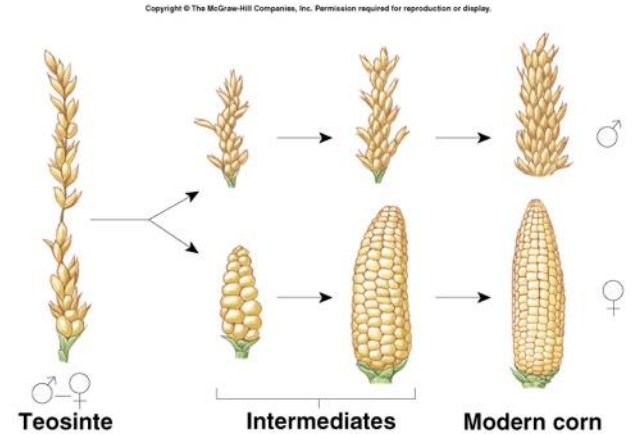
Plant breeding innovation is a natural step towards tackling Europe's agri-food challenges and ensuring the quality and safety of our food.





Agriculture has progressed over time

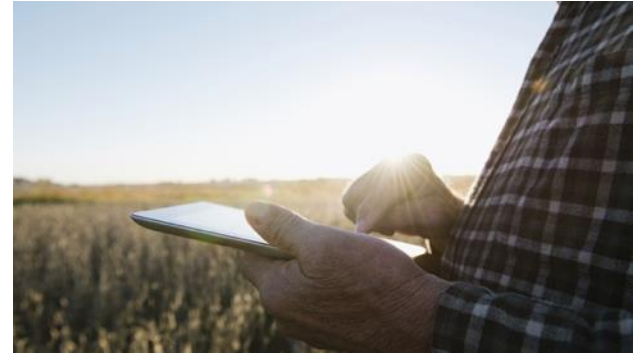
Over past centuries, plant breeding has made an important contribution to the evolution of agriculture, by meeting consumer demands and by addressing the challenges of a highly productive and sustainable agriculture and food production





New methods = new opportunities

With the continuous evolution of our understanding of nature, plant breeders today can rely on a large toolbox that includes smart, molecular tools and big data analysis, which can help us to speed up traditional plant breeding processes that otherwise often require many years.





Purpose of the initiative

Use modern communication channels to:

- Engage with a wider public interested in learning about plant breeding and latest plant breeding methods
- Encourage a European regulatory and policy environment that supports plant breeding innovation
- Provide fact-based information on plant breeding innovation
- Explain the latest plant breeding methods and why plant breeders should be able to add them to their toolbox



02

Creative concept



**Plant breeding innovation
has helped agriculture
feed Europe in the past.**



**Breeding methods are an
essential step towards tackling
Europe's food challenges**

A close-up photograph of a person's hand holding a pair of tweezers. The tweezers are holding a small, young green plant with several leaves. Below the plant, a small, clear petri dish is visible, containing some soil or substrate. The background is a blurred garden scene with various green plants and flowers, suggesting an outdoor setting. A semi-transparent green rectangular box is overlaid on the lower part of the image, containing the text "Based on research...".

Based on research...

A close-up photograph of a pair of hands planting a small green seedling into dark, rich soil. The hands are positioned above the seedling, with fingers gently holding the soil. The background is a soft, out-of-focus green. A semi-transparent green rectangular box is overlaid on the lower part of the image, containing the text "...and innovation, and".

...and innovation, and



work in the fields, we can...

A photograph of two children, an older boy and a younger boy, crouching in a garden. The older boy, on the left, is wearing a grey hoodie, tan work boots, and green gloves, and is actively digging in the soil with his hands. The younger boy, on the right, is wearing a white t-shirt and dark pants, and is watching the older boy. The ground is covered with brown autumn leaves and some green plants. A red-handled trowel lies on the ground to the left. A semi-transparent green rectangular box is overlaid in the center of the image, containing the text "...learn from nature," in white.

...learn from nature,

A man and a woman in white lab coats are working in a greenhouse. They are surrounded by rows of corn plants. Several white bags are hanging from the ceiling of the greenhouse. The man is holding a small object, possibly a seed or a small plant, and the woman is looking at it. The greenhouse has a blue metal frame and large windows. The text "and nurture it for the future." is overlaid on a green rectangular background in the center of the image.

and nurture it
for the future.



We are scientists, big and small
growers, researchers

A close-up photograph of a person's legs wearing bright yellow rubber boots. The boots are standing in dark, rich soil. A shovel with a wooden handle and a metal head is stuck upright in the ground next to the boots. The background is a blurred green field with some yellow flowers, suggesting a rural or agricultural setting. A semi-transparent green rectangular box is overlaid on the lower right portion of the image, containing white text.

that believe in innovation
in rubber boots,

A close-up photograph of several small green seedlings with two leaves each, growing out of a dark brown, textured seedling tray. The seedlings are in various stages of growth, with some being taller and more upright than others. The background is dark and out of focus, emphasizing the seedlings in the foreground.

who embrace the power of
nature...

A close-up photograph of a person's hands holding several potatoes. The person is wearing a dark, horizontally striped shirt. The background is a bright, out-of-focus field with sunlight filtering through, creating a bokeh effect. A semi-transparent green rectangular box is overlaid on the lower half of the image, containing white text.

... to help us shape the future.



EMBRACING
THE POWER
OF NATURE

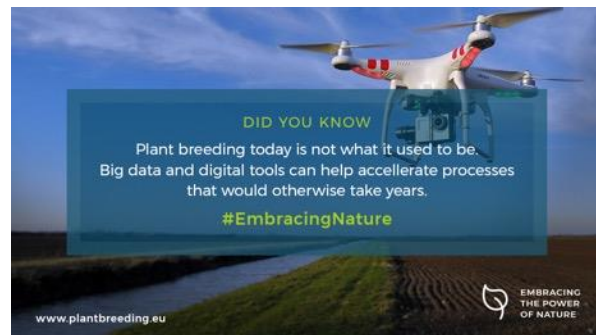
03

Bringing it to reality

website and social media:

<http://plantbreeding.eu>

Social media assets - Infographics and GIFs





Soft campaign launch: Workshop with ESA members



29-30/08/2017:
Workshop with ESA
members and
communications agency



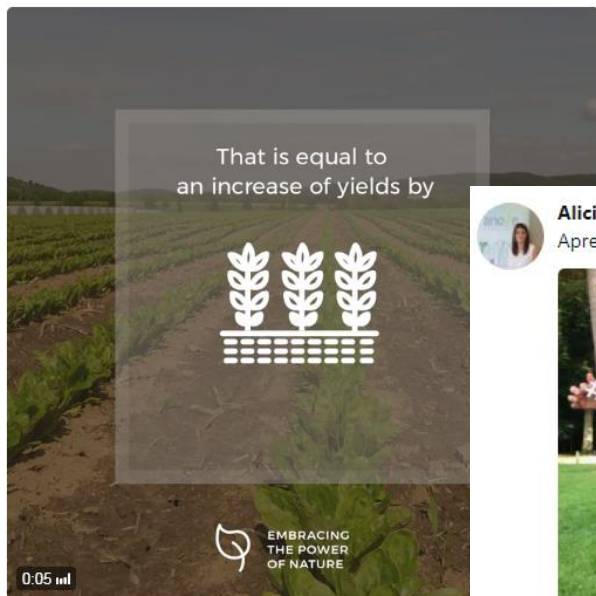
Soft campaign launch: Workshop with ESA members

EMBRACING THE POWER OF NATURE



ESA @ESA_euroseeds · Aug 29

#Plantbreeding innovation helps improve yields that secure farmers' income & our #food supply #EmbracingNature bit.ly/2iBRRnU



0:05 ml 14 16



Alicia Díaz @AliciaDiaz82 · Aug 30

Aprendiendo mucho e intentando aportar #plantbreeding #Emb

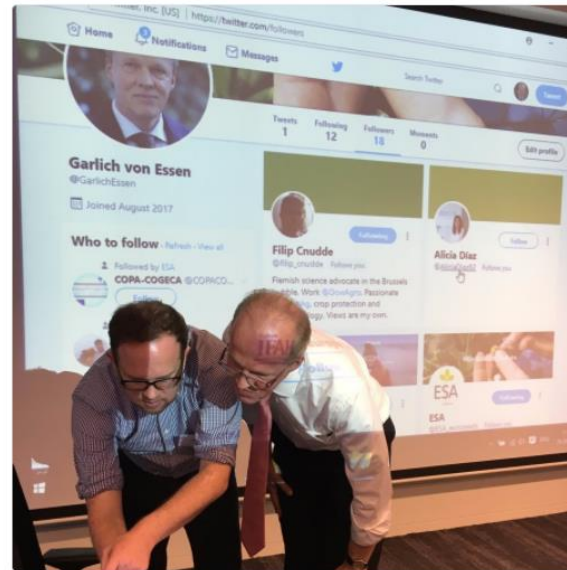


14



BSPB @PVR_org · Aug 29

Great fun at Twitter masterclass for #plantbreeding sector today, it's all about #embracingnature -find out more at euroseeds.eu



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04

Next step: hard campaign launch
European Commission conference
28 September 2017



Commission Conference: Launch of Communication Campaign

- Intro video
- Social media activation: before, during, after
- 3D hashtags
- 360° footage
- Live quotes
- Interviews
- Media pack – contact with journalists
- Photos, videos, backdrop, roll ups



Interview with MEP Richard Ashworth





What can you do?

- Basic understanding of our campaign channels
Facebook and Twitter
- Spread the news in your association & share content
using the hashtag:

#EmbracingNature

#PlantBreeding

#Innovation



How can you interact on Twitter?

- Like a tweet
- Retweet
- Follow someone
- Direct messaging

