



UP FARMING

COMMUNICATING SUSTAINABILITY

Strategy and advice



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- Sustainability: The pillars.
- Benefits of good communication.
- Know us so that you can be known.
- A proactive public.
- How to communicate effectively.
- No more fears.
- What to say?
- How to tell?
- Communication plan.

Sustainability: The pillars.

Environmental

We recognise that natural resources are limited and it is essential to protect and use them responsibly.



Social

Sustainability also promotes social development including diversity, gender equality, mental health, education, quality of life...
Not only ours,
suppliers...



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Economical

A sustainable farm must generate wealth without damaging the environment, seeking a balance in the use and distribution of economic resources...





It is essential that the communication contains information on the economic, social and environmental commitment of our operation’.

Benefits of good communication

Why communicate? Efficiency

Reputation

Trust

Credibility

Generates
value

Increases sales

Build customer
loyalty

Helps to raise
awareness





We need to build trust.

Know us to be known

To know our farm well.
Knowing the demands and requirements of our stakeholders: customers, suppliers.
Social and geopolitical context.

Lose fear of contact with media/journalists.
Channels where our target audience converges.



A proactiv public

Prosumer

- You are prosumer: productive/ proactive
- Not only consumes.
- It generates information/opinion

We would like to

- From them we want: Admiration, respect, trust, acceptance



New generations

New generations. They tend to identify with the values of the companies they defend.

How to communicate effectively

- Dialogue mentality.
Not just informing.
- Listen to what employees, collaborators, family members involved are saying.
- Understandable, accessible, timely and simple language. Clear, concise, concrete and visual.



Out fears

“Greenwashing/Greenhusing”



Lose the fear of recognising successes but also mistakes.



Lose the fear of recognising successes but also mistakes.



Communicate: If you have a sustainable farm but do not communicate it, you will not generate value and visibility.



We must be honest and
transparent.

What to say?

How do you take care of your employees? schedules, days off, security, birthdays?

What training do you offer them?

Advice for others. Lessons learned from your experience.

Promotions, actions (guided tours, tastings, children's camps, tourism...).

Tell personal stories: personal stories are of great interest. Values: effort, self-improvement, improvement in quality of life (self/workers/family/environment).

What to say?

How many emissions have you reduced?

What about waste?

Which companies do you work with?

What values do they uphold?

Do they source raw materials?

Life cycle of your products?

What types of packaging do you use?

How do you care for your animals?

How do you feed them?

Pesticides?

Demonstrate that we
contribute to making a
positive impact on the
environment.

How to tell



SYNERGIES. Dare to collaborate with others (e.g. artists in your area).

Spread real TESTIMONIALS that demonstrate your commitment.

Look for EMOTIONAL CONNECTION.

STYLE of your own (colours/design...).

CREATIVITY. Don't be afraid to try.

STAND OUT, differentiate yourself.

How to tell



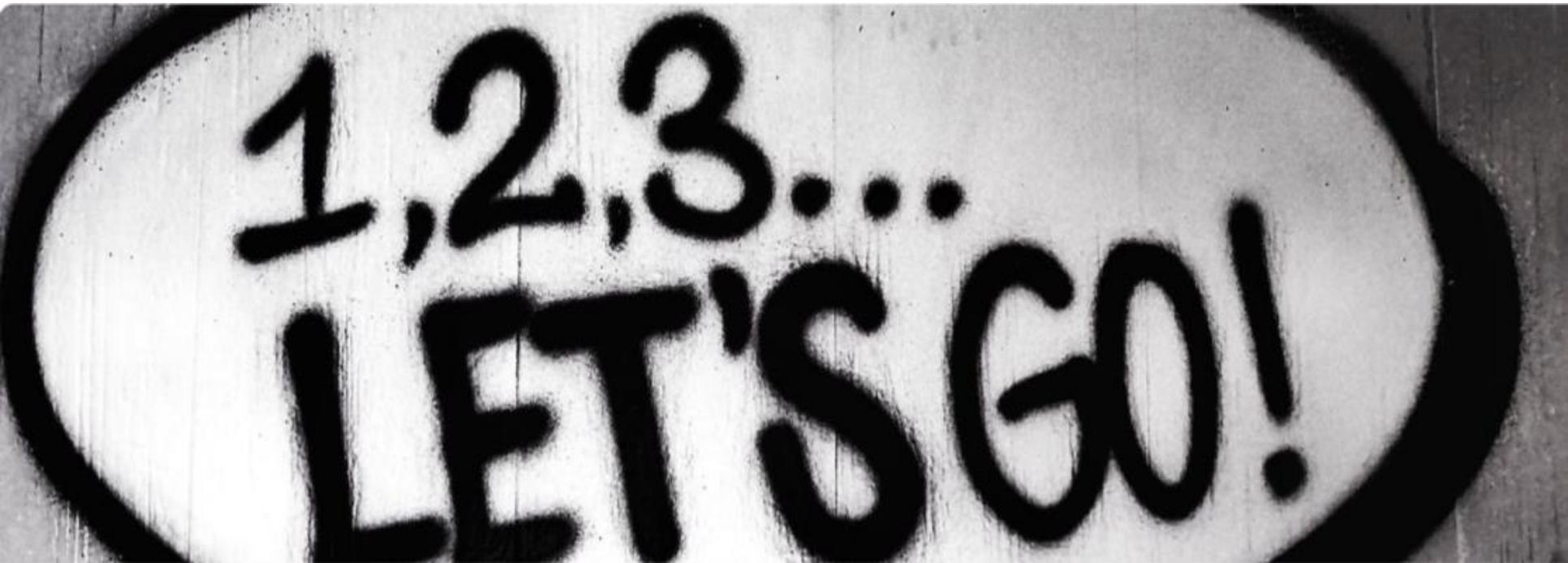
Web: include a section -
SUSTAINABILITY
NEWSLETTER
RRSS. Not personalised.
Consider which ones.
INSTAGRAM: Highlights
section-collect all
publications on
sustainability.

GRAPHICS/INFOGRAPHICS
(canva). + Visual possible.
Take care of LANGUAGE
and grammar.
PLAN communication.
Managers: hootsuite,
buffer-free. Excel.
VIDEOS: naturalness like.



COMMUNICACTION PLAN

Some hints



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Analysis

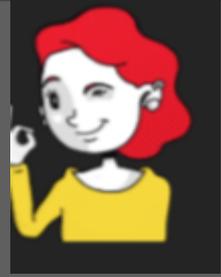
Targets

Public

Message

Action Plan

Measurement



ANALYSIS

Resources

- Materials
- Human
- Time

Competencia

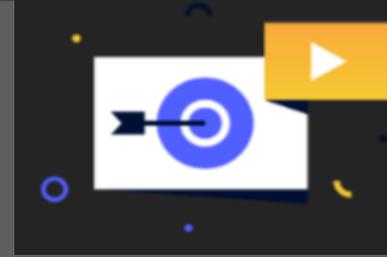
- Identify it
- Observe
- What we like and what we don't like

Experiencia

TOOLS

- Which ones have we used?
- Which have worked well and which have not?
- Press releases/website/SSR/poster/ring/ mailing/events

TARGETS



What do we want?

Examples

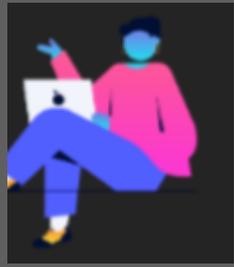
SMARTMedible,
achievable, realistic,
specific, measurable
over time.

- Increase x number of customers/year
- Increase x % media presence
- Increase x % sales of products/services contracted
- Increase x no. followers/mentions

PUBLIC

Focus

Consumption



Who will we focus on? Clients, partners, society

Where do you usually meet?

What kind of places/events do you usually go to?

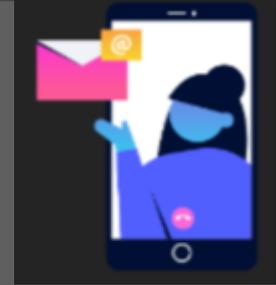
What does our target audience consume most?

RRSS, radio, press (paper, digital, local), tv

MESSAGE

Main ideas

Image



Knowing who we are targeting and what our objective is: adapt the message according to objectives and audience.

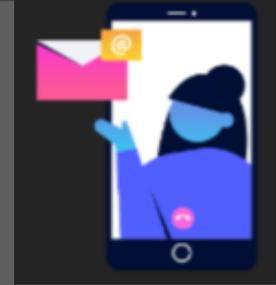
Will we have help?
Comment on strategy

How do we want to be seen? Very serious, more or less formal, fun....

GRAPHIC resources:
photography, infographics, statements...

MESSAGE

Ton



More or less
aggressive/
catastrophist/lastici
sms/denunciation/c
omplaints/solutions
/complaints...

Do we go deeper into the causes
we advocate for: more in-depth
articles/reports/interviews...or
just headlines?



ACTION PLAN

What media/channels will we use?

Choose one main one,
then add others.

Take into account the
available budget.

Paper press: Regular/habitual readers;
more in-depth content than in
audiovisuals. Choose headlines and short
messages well; messages are forgotten
sooner, but they penetrate more.

Digital: more space, possibility for the
public to interact. More immediate.



ACTION PLAN

Channels

Audiovisual (TV/radio):
Less specialised audience.
Different type of audience.
Shorter news, less in-depth. Clear
spokesperson and high
availability.

RRSS: Campaigns. Economical.
Segmented audience. Organic:
slower.

More or less personalised messages
depending on the audience:
different call for media or call for
partners (and if we know them or
not).

If we do not know them, more time
is needed to reach them:
fairs/presentations/
magazines/newsletters/public
events/media com/rrss.

MEASURES



When

Indicadores

Follow-up

Before, during and after the campaign, to see if we have achieved our objectives.

Web visits

Statistics

No. of contacts made

Press appearances,

Tone of appearances,

Comments/ other types

of participations to

which we have access.

Every x amount of time, assess whether to emphasise, change strategies, etc.



Web analytics

KPI Measure interactions

RRSS

Web analytics

- No. of mentions
- No. of followers
- Nº comments
- No. of shares
- Number of subscribers

- Number of users
- Percentage of new users
- Number of pages per session
- Number of sessions
- Origin of traffic and duration of visits
- Key words



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When in doubt: common sense



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