



Digital advocacy in the EU – Copa-Cogeca

copa

european farmer



cogeca

european agri-cooperatives

- Created in **1958**
- **22** million European farmers and family members
- **65** full members from the EU Member States and 30 partner organisations

- Created in **1959**
- **22,000** European agricultural cooperatives
- **30** full members from the EU Member States, 4 affiliated members and 30 partner organisations

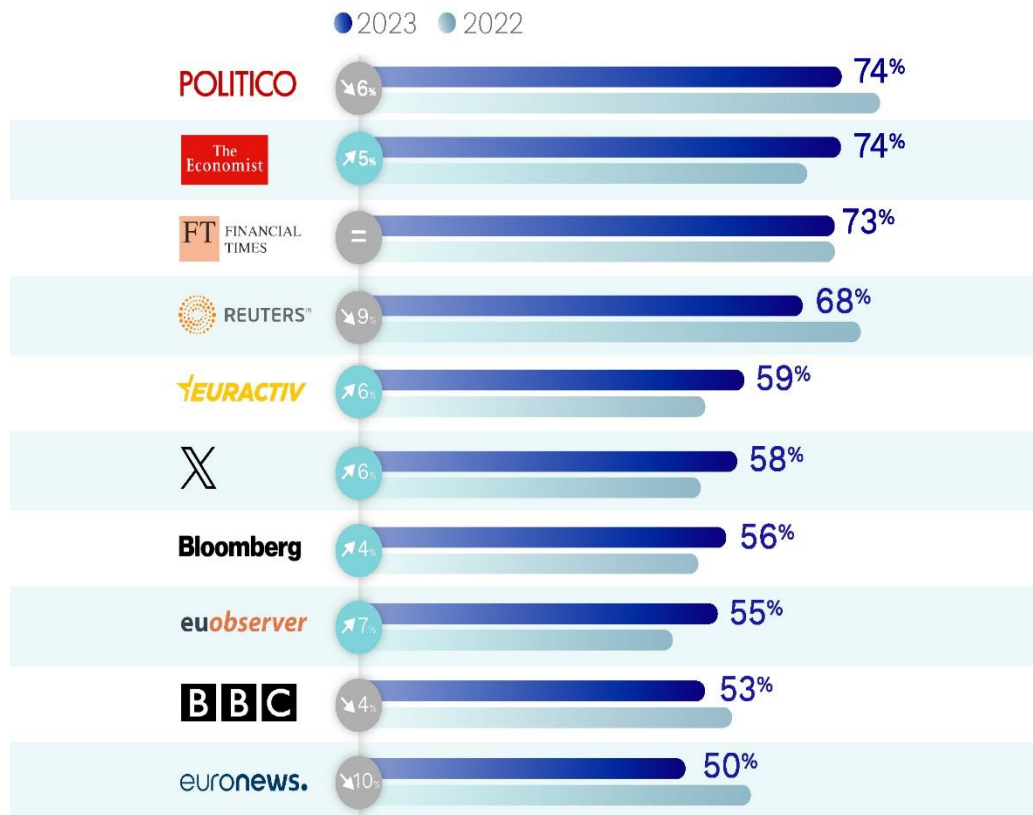


In **1962**, a joint Secretariat was created, making it one of the largest and most active organisations in Brussels for the past **60** years.

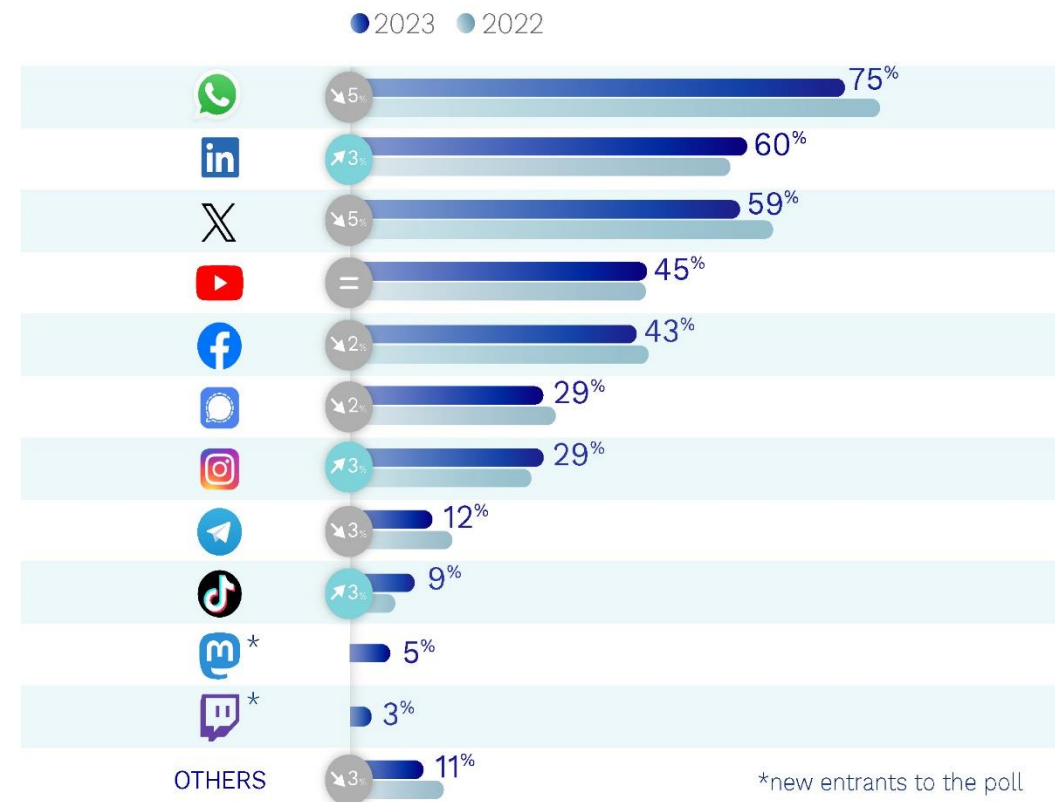
Understanding the specificities of Communications in Brussels (in short...)

- * Digital advocacy in the EU ? First, understand your audience.
- * At Copa-Cogeca we don't do communication for the "general public", we don't do communication also directly for the national level, but our central objective is to communicate in the "European Bubble", we do **"B2P"**
- * An EU public opinion ?
 - * Specific media (Politico, Euractiv...)
 - * Specific communication habits (social media/timing...)
 - * Specific jargon (EU terminology...)
 - * Specific sociology (EU bubblers...)
- * If we accept this idea of EU public opinion, then we can analyse its strengths and weaknesses
 - * fewer people to convince,
 - * in a specific geographical area,
 - * limited by the language barrier,
 - * used to communications campaigns
 - * looking for specific types of content



Most influential news sources
(comparison with 2022)

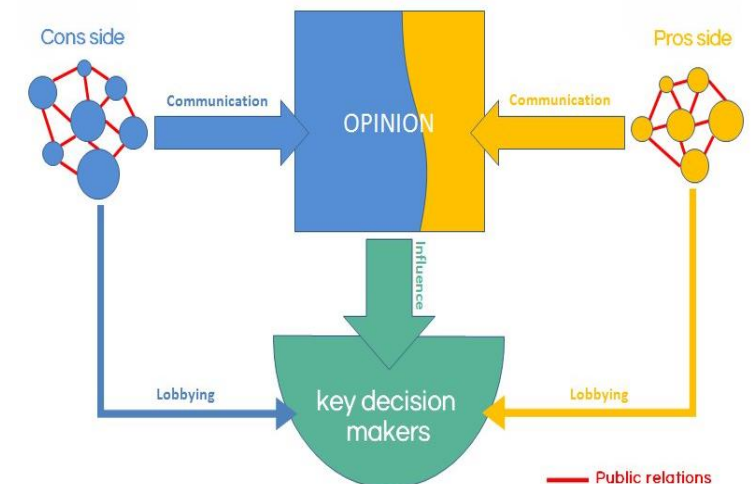
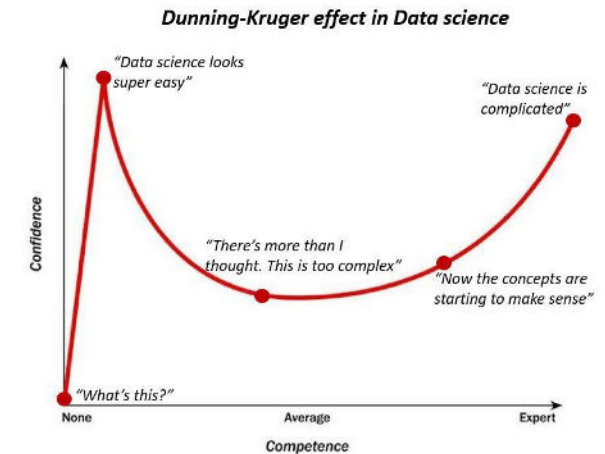
Most used social media apps



*new entrants to the poll

Understanding farming-specific Communication challenges in the context of the EU public opinion (in short...)

- * A demographic/geographic concern (The Communication Scarcity In Agriculture)
- * A specific problem of sector understanding “I know food therefore I know farming”
- * A question of approach towards advocacy
- * **Conclusion:** all our work is to explain the “WHY” of our positioning in the most efficient manner considering the specificity of the “EU bubble” public opinion.



Several concrete examples – 360° video to create immersion



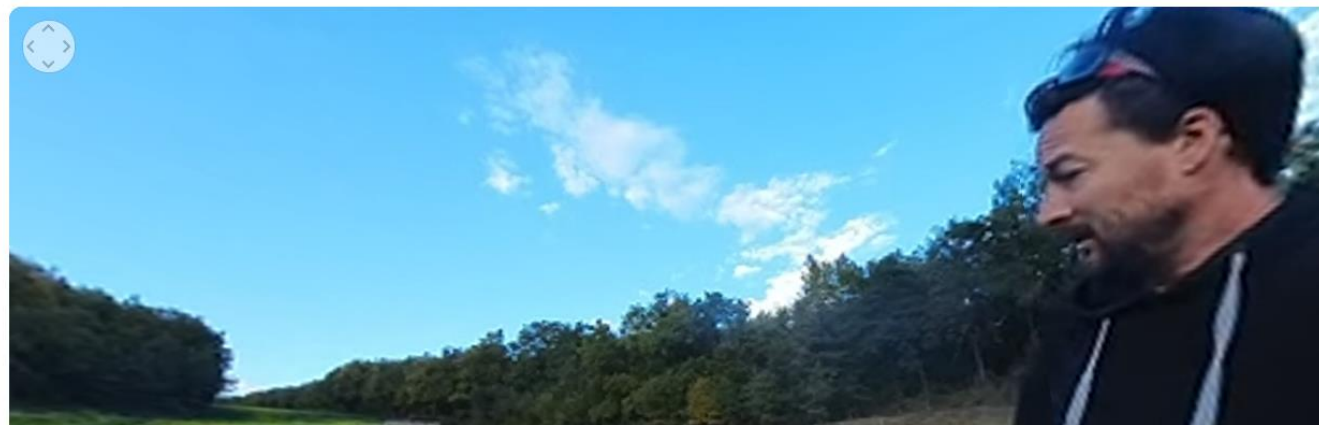
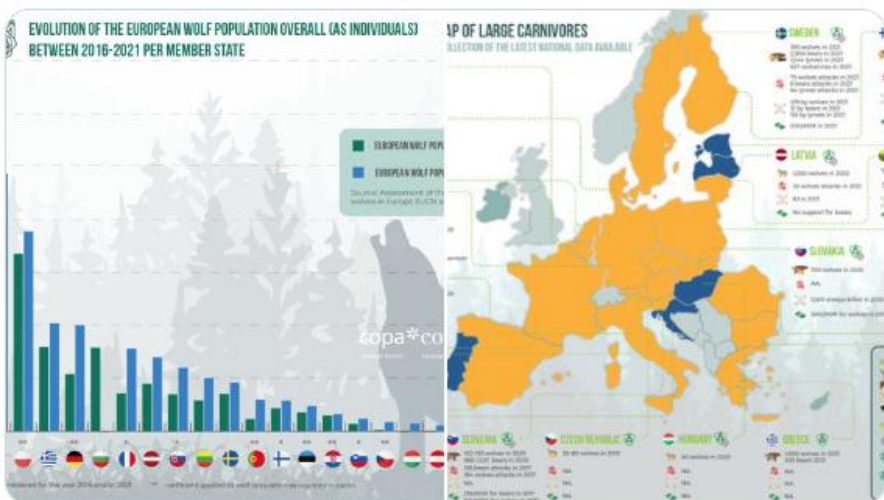
COPA-COGECA
@COPACOGECA

✓ Better late than never... For years, the impacts of large carnivores have been underestimated by [@EU_Commission](#) !

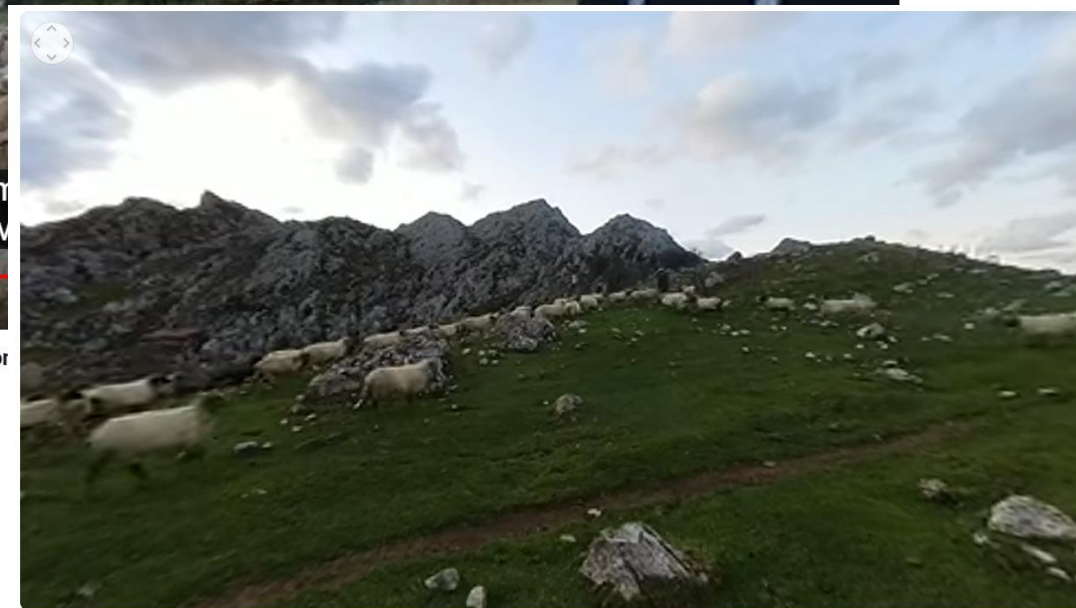
It was an open secret that all indicators point to a massive increase in wolf populations in [EU](#).

Booming of large predators is an issue that affects all inhabitants of rural areas: farmers and their livestock, but also other dwellers and even tourists.

[@COPACOGECA](#) fully support the call from the [@EU_Commission](#) to assess the latest population data of large carnivores, opening the possibility to review the strict protection that wolves enjoys.



360° Video Testimonial - Coping with the cor



360° Video Testimonial- The Last Sheep in the Picos de Europa by Rubén Remis (Asaja Spain)

Several concrete examples – Pan-EU campaigning



Why the EU needs
to set a 0% target
on adulterated
honey by 2030?

#HONEYSTLABELLINGNOW

copa*
european farmers



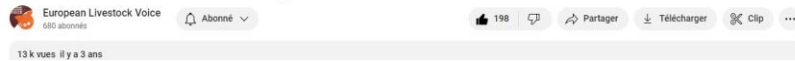
Møn · Rejoindre
Jens Stampe · 18 avril, 08:42 ·



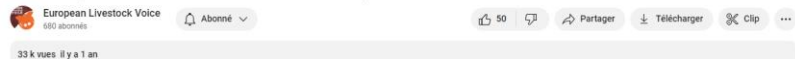
Several concrete examples – file decoding “the don’t do, that we do” (1/2)



The 9 Paradoxes of the EU Farm to Fork Strategy



TOP 10 things to understand when it comes to Carbon Farming



THREAD - At the beginning of the week, a trilogue agreement was reached on the renewal of the Ukrainian ATMs. While the agreement still has to be approved by the @EUCouncil, a number of political statements have been made, which do not make it any easier to understand the full extent of the agreement reached, particularly as regards #agriculture.

It is important to go back to the facts and figures to understand why this agreement is not satisfactory as it stands for agriculture.

1/9

[Traduire le post](#)



Christiane Lambert et 9 autres personnes

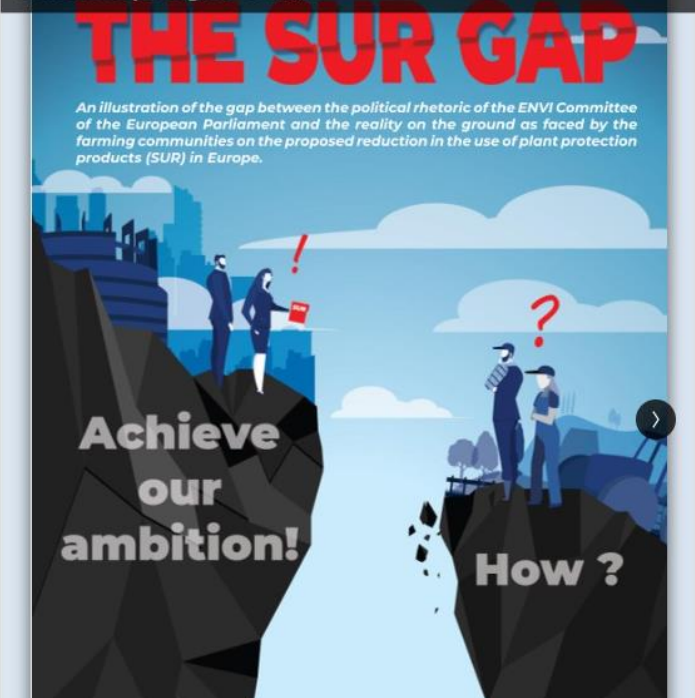
10:50 AM · 22 mars 2024 · 7 675 vues



At this week's plenary session in Strasbourg, MEPs will vote on the Environment Committee's report on a #FarmToFork communication to reduce the use of plant protection products in Europe, the so-called #SUR proposal. ...voir plus

[Voir la traduction](#)

SUR GAP Copa-Cogeca · 20 pages



Several concrete examples – file decoding “the don’t do, that we do” (2/2)



A man with a beard, wearing a striped shirt and blue shorts, is smiling while riding a large water buffalo. The buffalo is standing in a dry, grassy field with some trees in the background. The sky is a warm, orange-brown color. A large orange banner is overlaid on the image, containing the text "Thank your for your attention!".

Thank your for your attention!

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